

The Billboard

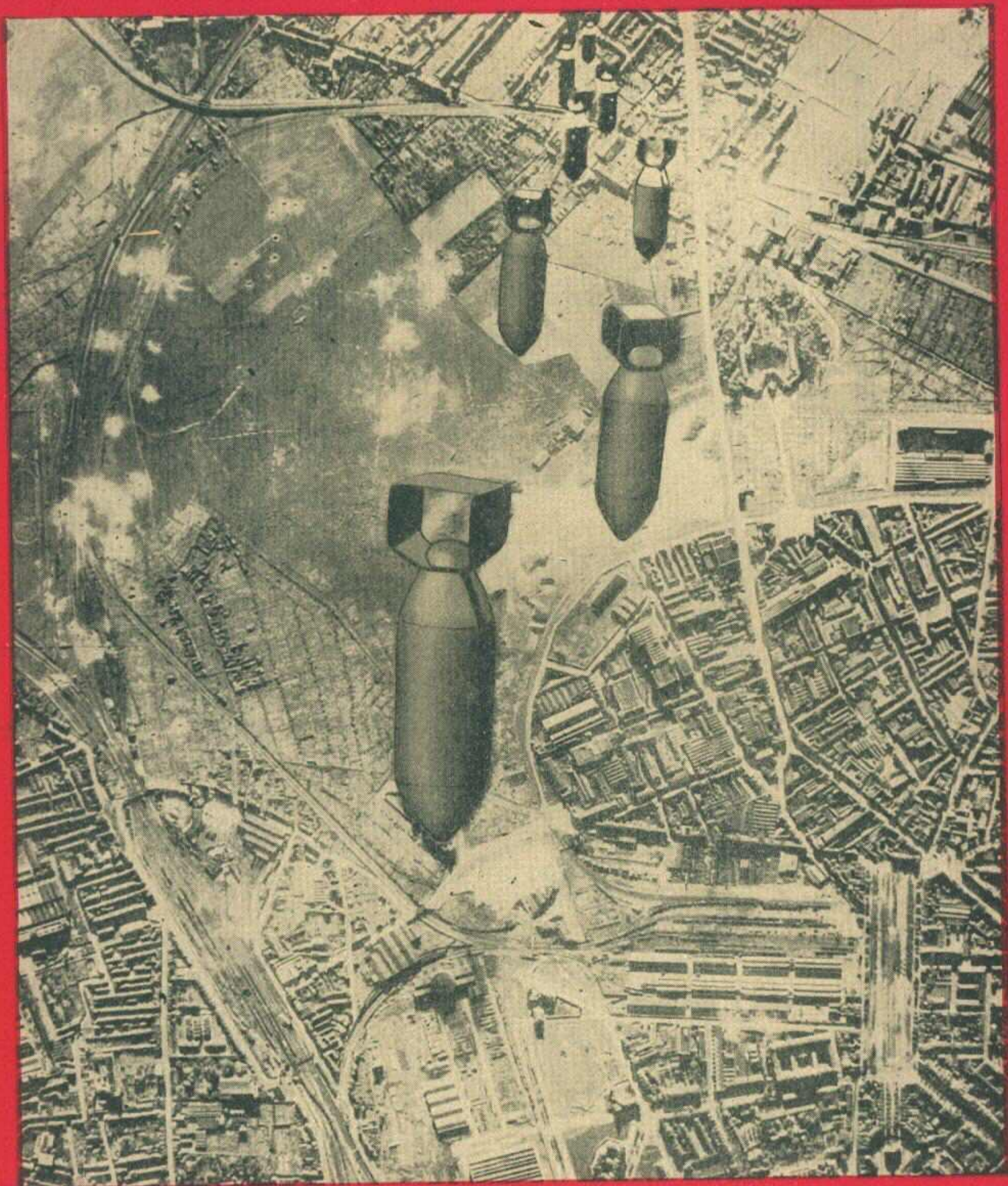
DECEMBER 25, 1943
25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY



**BONDBARDMENT
NUMBER**

Featuring
**SHOWBUSINESS
AT WAR**



Thanks, Showbusiness . . .
The
Billboard

Acknowledgment is made to Bob Atcher and Bonnie Blue Eyes for relinquishing this space

THIS . . .



THIS is the Bondbardment Number. This is a message of inspiration to the troupers of the troops in the armed forces of the U. S. A. and the United Nations. This is for troupers and non-troupers alike who are giving bloody answer to bloody enemies.

This is an "in one" issue exposition and description of the home-front contribution to the battle front. This is about USO-Camp Shows, the American Theater Wing and the Stage Door Canteen, and Actors' Equity Association; about the League of New York Theaters, the Negro Actors' Guild and the American Federation of Radio Artists; about the Columbia Broadcasting System, the Arena Managers' Association and the American Society of Composers, Authors and Publishers; about the Hollywood Writers' Mobilization, the War Activities Committee of the Motion Picture Industry and the National Broadcasting Company; about the Association of Theatrical Agents and Managers, the Theater Authority and the Lambs' Club Servicemen's Morale Corps; about the Outdoor Amusement Industry, the Coin-Operated Amusement Machine Industry and allied fields; about the Blue Network, the Association of Theatrical Agents and Managers and the National Concert and Artists' Corporation; about the Mutual Broadcasting System, the Music War Council of America and the Screen Actors' Guild; about the American Federation of Radio Artists, the Radio Directors' Guild, Kate Smith, ad infinitum. . . .

This is not only about them but by them.

* * *

This is Show Business at War.

This is about War Bonds by the Bondbardiars of Show Business.

For every War Bond that has done its work in reducing the enemy to his right size, there will be two bonds to take its place on the firing line.

For every two War Bonds spent in producing the sinews of war, there will

be four ready to make swift and socko replacement.

For this is Show Business at War. Show Business has never been out of any fight, and it's in the front march of this to-the-death tussle.

* * *

This is a toast to the global gladiators. This is the Footlight Front.

This is the home-guy, the comic who has bought his bond and, besides, laid 'em in the aisles at a dozen army camps. They will remember his laugh-lines and his funny-face when they shove off into battle.

This is the home-guy Footlight-Fronter doing his share on our own soil so that Eisenhower, and MacArthur, and Stillwell, and Nimitz, and Clark and all the rest might mow 'em down in distant lands where men fight for gents like this home-guy.

* * *

This is Show Business at War on the Footlight Front. This is the "straight" story of the men and organizations behind the minstrels and the troubadours, the jugglers and the dancers, the emsees and the high C's, the jester and the gymnast, the pianist and the sax sextet, the jokester and the hoaxster, the ballerina and the concertina . . . who have braved hell and high water, muck and mire, heat and ravaging nature to strut their stuff before the greatest audience of them all . . . and come back humble and bursting with pride, thankful and grateful for the opportunity to play split weeks and sometimes split days for the boys who are saying it—or will soon be—with tank and tommygun, with plane and pistol, with bayonet and bravery.

* * *

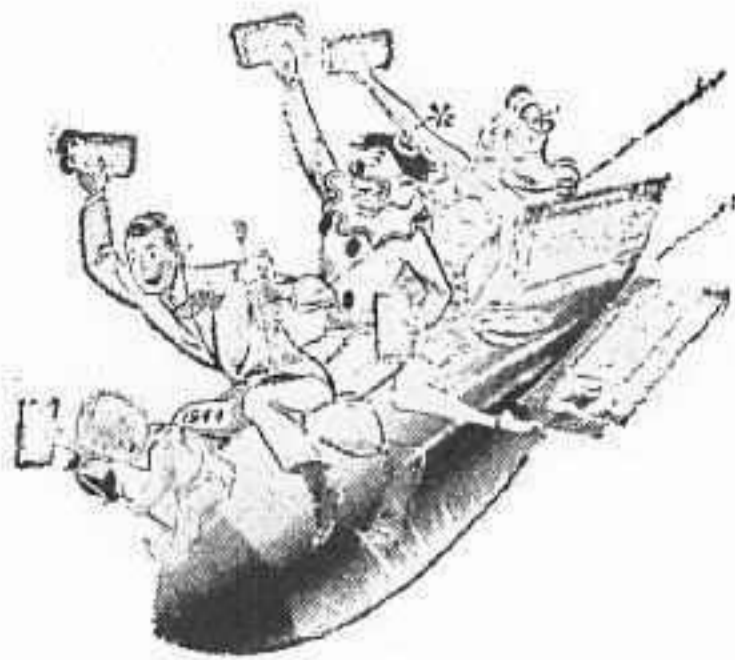
This is the Bondbardment Number.

This is Show Business at War.

This is the Footlight Front.

This is The Billboard presenting the millions in mufti to their world-wide warriors.

THE EDITORS.



Showbusiness

BONDBARDIERS

These are the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in this issue of The Billboard.

A

ABRAMSON, FRANK
 ACCURSO, SANTO
 ACME MUSIC CORPORATION
 ACME SALES CO.
 ACTIVE AMUSEMENT MACHINES CO
 ACTORS' EQUITY ASSOCIATION
 ADAMS, BERLE
 ADAMS, HELEN BARBARA
 ADAMS, JOEY
 ADAMS, MRS. LUCILLE
 ADAMS, RICHARD N.
 ADDY, CLYDE J.
 A. F. OF M. LOCAL 802
 AIMEE SISTERS
 AIR FEATURES, INC.
 ALBER, DAVID O.
 ALBIN, ANDY AND DOLORES
 ALEE TRIO, THE EDNA
 ALEXANDER, WILLARD
 ALLEN, FRED A. & HELEN V.
 AMERICAN ART PRODUCTS
 AMERICAN COIN MACHINE CO.
 ANDREWS SISTERS, THE
 ANDREWS, WINONA
 ANTHONY, CHARLES L.
 ASH, JOE
 ATLAS NOVELTY CO.
 GINSBURG, EDDIE
 GINSBURG, MORRIE

B

BABCOCK, KYLE
 BAKER, ZIG & VIV
 BALLY MANUFACTURING CO.
 BILLHEIMER, W. C.
 BREITENSTEIN, CHARLES
 BREITHER, ROBERT
 BURCKLEY, ED
 GERARDIN, JERRY
 GILLET, CLARENCE H.
 GORDON, J. N.
 GUILFOYLE, ROY
 HOOKER, DON
 JENKINS, GEORGE
 JOHNS, MILTON
 JONES, HERB
 KNIPPEL, CARL
 MALONEY JR., DAN J.
 MALONEY, RAY
 NELSON, NELSE A.
 NICHOLSEN, RALPH
 NICKOLAUS, FRANK
 PEEKEL, GEORGE
 PERKINS, BERT
 SHADER, GAYLE
 SIEWE, R. W.
 BANDUR, MITCHELL
 BANKS, RANDOLPH
 BARD, J. F.
 BARRY SISTERS (CLAIRE & MERNA)
 BARTLETT, NORMAN
 BARTON, JAMES
 BARUCH, CAPT. ANDRE
 BATES, ANGIE
 BAUGHN, JOHN R.
 BECKMAN, JOHN H.
 BECKMANN, HENRY
 BECKNER, DENNY
 BELTZER, JAMES E.

"Booked Solid" on the G. I. Circuits—Camp Shows' Epic Laughcade Loops

By Lawrence Phillips

Executive Vice-President, USO-Camp Shows, Inc.

Last Christmas there were 84 USO-Camp Shows' entertainers performing for servicemen at overseas bases. This Christmas at least 350 entertainers will be putting on shows on the far-flung war fronts.

During 1942 our organization sent 27 show units, averaging six performers each, out of the country. Thru November 1 of this year 110 such units have gone abroad.

USO-Camp Shows' complexion has changed. Overseas entertainment is today our No. 1 priority. Our function is to entertain American servicemen, and while the majority of our troops were stationed in this country our primary emphasis was on domestic entertainment. Today we have revamped our set-up to keep step with the ever-increasing number of troops moved overseas.

Forty per cent of the budget allocated to us by USO from June 1, 1943, thru June 31, 1944 (\$7,930,000), is now being spent on overseas entertainment. That percentage will doubtless be increased upon the demand of the War and Navy departments.

We have cut our domestic schedule of shows on the Victory Circuit (large units touring the army camps and naval stations in this country)

from 60 shows scheduled last September to four this winter to 30 shows. These 30 units, instead of playing once every two weeks, will now be booked into the posts and station once a month. Our Tabloid Troupe Circuit will continue. Sixty-five of these units, composed of five performers each, are now playing isolated military posts, gun emplacements and island defense bases in this country. Our domestic "spot-booked" program of shows presented nightly in ports of embarkation will also continue.

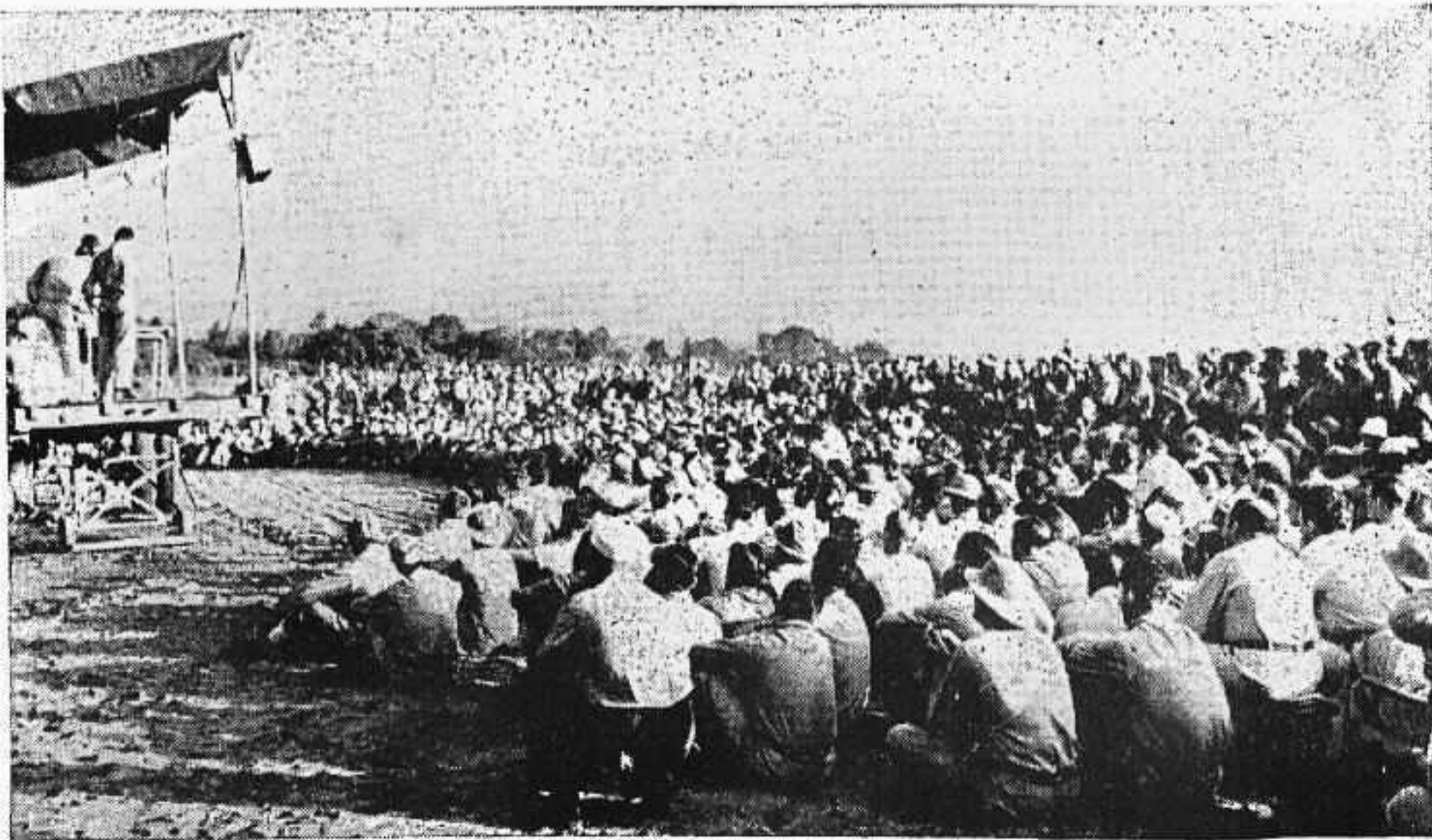
In increasing the number of overseas units we have also increased the variety and type of entertainment we sent abroad. In addition to the volunteer Hollywood celebrities and the variety shows which are made up of the best possible vaudeville talent, and which in the past have comprised our overseas talent pool, more and more legitimate performers, concert artists and prominent figures from the sports world will go overseas.

One legitimate repertory stock company, for instance, which will present cut versions of such plays as "Personal Appearance," "Watch on the Rhine," "Springtime for

(Continued on page 46)



A USO-CAMP SHOWS Overseas Unit performing on a captured Japanese truck on Guadalcanal.



at War

The Billboard

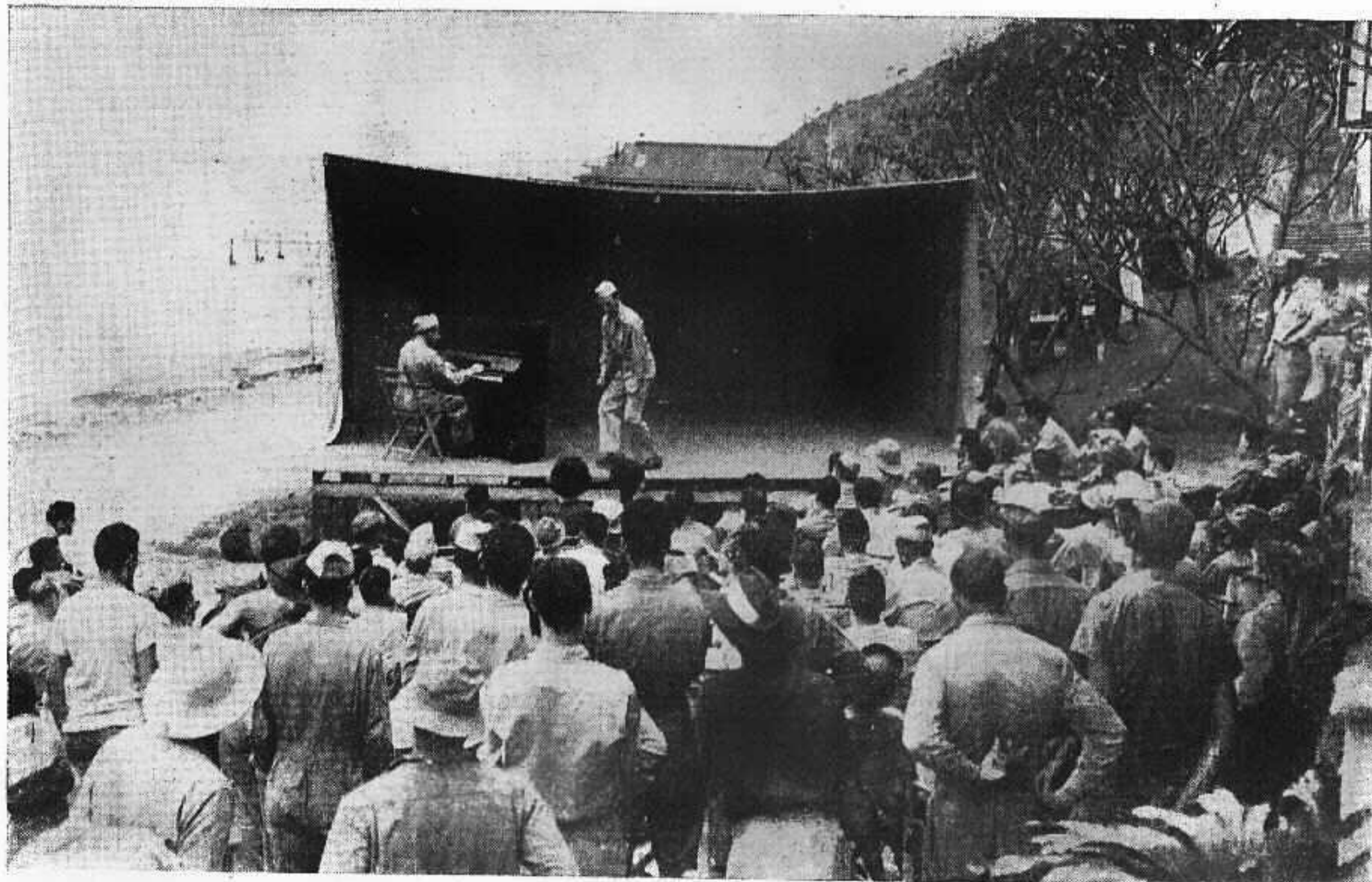


BONDBARDMENT NUMBER

DECEMBER 25th 1943

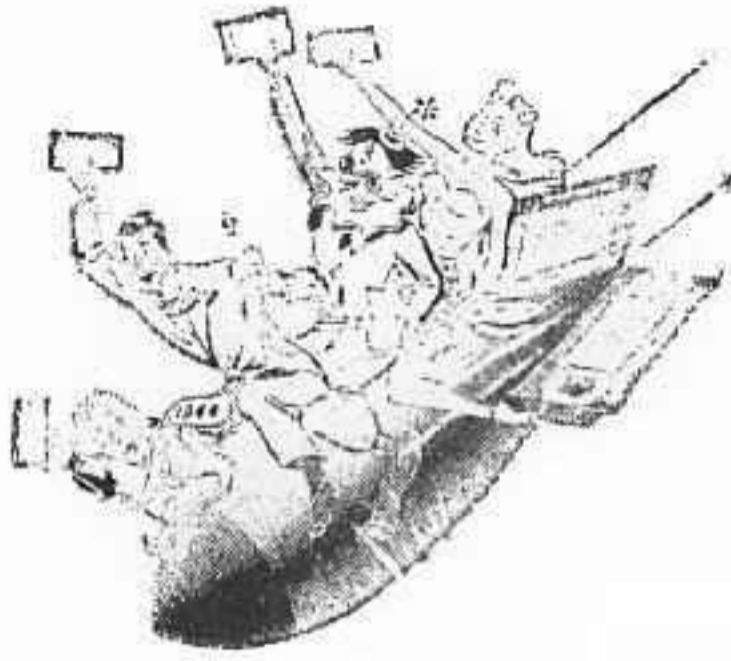
FOOTLIGHT FRONTIERS ON BATTLEFRONTS

BOB HOPE and Frances Langford in Sicily, summer of 1943.



RAY BOLGER dancing to the piano accompaniment of Little Jack Little during a performance for servicemen "somewhere in the South Pacific," under the auspices of USO-Camp Shows

MORE...



Showbusiness

BONDBARDIERS

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BEN THE RODEO TAILOR
 BENNY, JACK
 BERG, GERTRUDE
 BERGER, E. E.
 BERKOWITZ, JOE
 UNIVERSAL MFG. CO.
 BESS, HERMAN
 BEST, ALLEN
 BIDDLE, WILLIAM J.
 BIEDERMAN, HORACE H.
 BILLBOARD PUBLISHING CO., THE
 ABBOTT, SAMUEL S.
 ASPRAY, CAROLINE
 AUSTIN, BOB
 AUSTING, RITA M.
 BEARD, CHARLES H.
 BLAKE, BETTY
 BLAKE, JAMES
 BRUNS, BERNARD A.
 BUEHLER, CHRIST N.
 BUEHLER, FERDINAND R.
 CALLAHAN, RAYMOND
 COHEN, JOE
 COLMAN, JOHN
 CSIDA, JOE
 DONALDSON, MRS. WM. H.
 ELLIS, CLAUDE R.
 ENGELKAMP, NELLIE
 ERICKSON, A. L.
 EPSTEIN, JEAN
 EVANS, E. WALTER
 FRANKEL, LOU
 GATTO, LAWRENCE W.
 GEHRING, ROSEMARY E.
 GILL FRANK
 GRENNARD, ELLIOTT
 GRIFFITHS, WILLIAM E.
 HARRIS, OSCAR
 HURD, WALTER
 JARVIS, ELMER T.
 JESTER, JOHN B.
 JOVIEN, HAROLD
 KOEHLER, JOE
 KRUSE, HENRY J.
 LATSCHA, CLARENCE J.
 LEMONT, L. T.
 LITTLEFORD, BILL
 LITTLEFORD, MARIANA W.
 LITTLEFORD, MRS. MARJORIE D.
 LITTLEFORD, MARJORIE S.
 LITTLEFORD JR., ROGERS S.
 LITTLEFORD SR., ROGER S.
 McCORMACK, ARCH
 McHENRY, LILLIAN M.
 McHENRY, MRS. ROXIE
 MECKLENBORG, RUTH
 MOORE, ROBERT FRANCIS
 NASTOLD, FRANK J.
 PERSIN, SHIRLEY
 PLOUGH, ALVIN R.
 REUTER, MAYNARD
 ROSS, PAUL
 SACHS, BILL
 SCHUELER, BOB
 SEIDEL, BOB
 STARK, C. HILMER
 STEGEMAN, JANE L.
 STEGEMAN, MARJORIE JANE
 STEGEMAN, ROBERT H.
 STEGEMAN JR., ROBERT H.
 STRASSEL, HARRY
 STROM, CLIFF

RADIO'S THESPIANS LEARN LINES FOR GREATEST ROLES IN HISTORY

By Lawrence Tibbett

President, American Federation of Radio Artists (and of the American Guild of Musical Artists)

In this war the field of radio—embryonic in the First World War—has assumed major importance as a powerful weapon. To the eternal honor of radio, its artists, organized thru their trade union, the American Federation of Radio Artists, have lived up to this challenge.

There are hardly any working members out of AFRA's 15,000 who have not contributed some of their time to morale programs for the government, including the "Command Performance" shows and government transcriptions for overseas use.

Under the name of "Victory Volunteers" recently enlisted by the OWI, some 400 AFRA members, many of whom appeared two, three or more times on series of five times a week serials on both the Columbia and the National networks, delivered thru these channels an estimated 45,000 15-minute government messages thruout the country where the entire dramatized program was devoted to such vital issues as tin, fat and paper salvage; merchant marine, rationing,

hoarding, mileage, defense factory needs, woman power and so forth.

Many of our members are now devoting, or have devoted, their entire time to entertaining the troops thru USO-Camp Shows at offshore points, or in home camps. To name them all would be impossible, but I must mention Jack Benny, Bob Hope, Al Jolson, Yvette; Jane Froman, who nearly gave her life in line of service; Felix Knight, a member of our National Board who is due to return from a six months' tour of the Pacific Islands, and Helene Dumas, now serving with the Red Cross in Australia as a recreational director.



On radio programs for Russian War Relief, United China Relief, Red Cross, National War Fund and other war relief organizations, not only the stars, but scores of artists who earn their livelihood in the anonymous brackets of radio, have contributed their services.

Literally tens of thousands of one and two-

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POWER PACKIN' MIKE MEGGERS WAGE WAR

By Earle L. McGill

President, Radio Directors' Guild

In its short life of one and a half years, the Radio Directors' Guild has adhered faithfully to one of its principal Articles of Association: "To volunteer, assist and lend our individual efforts and talents and those of the Guild, freely and willingly, to the Government of the United States or to State or local authorities at all times and for such periods as may be required to aid in the preservation of democracy and freedom thruout the world and to assist in the prosecution of the war now being waged, and for such other purposes as the Government of the United States or such other authorities may require."

In the sale of War Bonds every member of the Guild has been directly involved in the presentation of thousands of war messages on their individual programs working thru the allocation plan of the Office of War Information, and each director has produced and directed special bond programs, too numerous to mention.

Out of a membership of 59, nine of our members either were or are still in the armed forces. Two are with the Office of War Information in London and one is about to go abroad for the

same bureau. Another member has been serving with the American Red Cross in London since early in the war. Happily, there have been no casualties.

The Radio Directors' Guild produced and directed eight broadcasts of the "Saturday Night Bond Wagon" on WOR. For the First Fighter Command over WMCA 30 broadcasts were directed by members on the series called "Eyes and Ears of the Air Force." For the Russian War Relief, 11 broadcasts over WNEW were Guild-directed shows.

In November, 1942, on Commonwealth of the Philippines Day, Lieut. Herbert C. Sanford directed, over four networks, a special broadcast which included President Roosevelt, President Quezon of the Philippines and President Avilla Camacho of Mexico.

On the opening of the Third War Bond Drive, an outstanding four-network broadcast was produced by George J. Zachary, former president of the Radio Directors' Guild. It included President Roosevelt, Secretary of the Treasury Morgenthau and a wealth of Hollywood talent.

Over several New York stations, the Guild

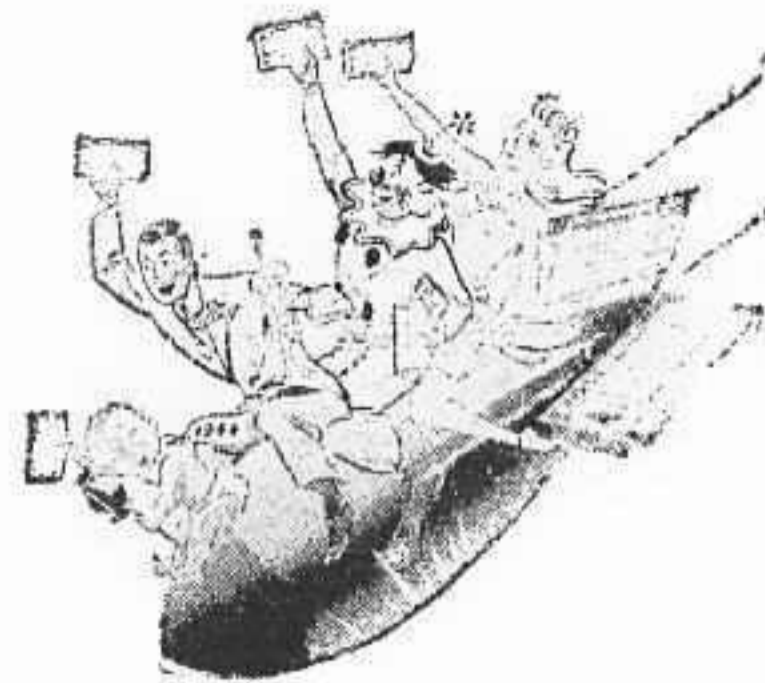
(Continued on page 21)

at War

The Billboard

BONDBARDMENT NUMBER

DECEMBER 25th 1943



COLUMBIA GEM OF THE MOTION TOWARD VICTORY

By Frank Stanton

Vice-President, Columbia Broadcasting System

In our efforts to speed the prosecution of this war, we of the Columbia Broadcasting System have voluntarily contributed our fullest services. Like the rest of the radio industry, we have done so with a sense of urgency and grim responsibility, mindful that the preservation of the nation we serve depends upon the cumulative energies of every person and organization within it.



From the employ of CBS alone (to December 1, 1943) a total of 715 men and women have gone forth into the armed services, with another 125 now filling important civilian war jobs. Counting those from our affiliated stations in war service, the roster now numbers over 2,000. They are scattered today around the world at virtually every post where the fighting forces of the United States seek out the enemy. And we, here on the home front, are doing all that we can to help bring them back safely and quickly. We are proud of them and the part they are playing in the attainment of complete victory.

To help make that victory surer and sooner, CBS has marshaled its facilities in many ways. A recent tally, for example, shows that in the first 648 days following Pearl Harbor this network broadcast 26,110 programs dealing directly with the war. Of them, 12,387 were sustaining—planned and executed by CBS. The balance (totaling 13,723) represents time and talent contributed by our advertisers. In addition, 134 CBS stations across the nation have presented many hundred-thousands of wartime messages for the government—messages to help avoid public confusion, to help keep the American people advised of the things they must do if the war is to progress swiftly.

CBS has also devoted considerable effort to the sale of War Bonds. Up to December 1, 1943, our records indicate that this network has been instrumental in thus raising \$136,030,000—almost enough money to build two giant aircraft carriers. (Of this total, \$121,700,000 in War Bonds had been sold thru CBS stations to their listeners. CBS personnel, via pay-roll deductions and similar arrangements, have subscribed \$1,160,000. And the Columbia Broadcasting System itself has purchased bonds to the extent of \$13,170,000.

To promote the sale of War Bonds, CBS has consistently enrolled the aid of its best talent and programing skill. A 24-hour campaign conducted by WABC alone during the recent Third War Loan Drive netted \$84,044,750 and has been called the most effective support given by any single radio station to the War Savings

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Mutual Net's Facilities on "Lend-Lease" to U.S.A.

By Miller McClintock

President, Mutual Broadcasting System

The complete facilities of the Mutual Broadcasting System have been placed at the disposal of all existing war agencies and branches of the military whenever called upon.

Since January 1, 1942, Mutual has contributed about 1,300 hours of air time, devoted to approximately 3,000 programs designed, collectively, to aid the war effort in all its phases.

Complete series of programs have been broadcast in co-operation with such governmental departments as the War Production Board, Federal Security Agency, Treasury Department and all branches of the armed forces. "This Is Fort Dix", heard over the Mutual network Sunday afternoons, was one of the first service camp programs to be broadcast, and is the oldest program of its type on the air in point of uninterrupted sequence.

Further acknowledging the necessity that radio must assist in keeping the wartime public informed as regards developments at home and abroad, we have broadcast such special features of vital interest to Americans as: How To Care for the Child in Wartime, The Conquered Nations and Their Relation to the United States, interviews with the WAC in training, dedications of war plants and new military bases, and many others of like nature.

It would not be amiss to say that Mutual's over-all program structure is geared to war aid, influencing our every move in program planning, and actually having become the motivating force behind our choice of sports events for broadcast, rebroadcasting these events via short wave whenever possible to the far corners of the globe for the entertainment of our fighting forces.

As to Mutual activities in promoting the sale of War Bonds I would not venture to quote even an approximate amount which could be directly attributed to Mutual's efforts, but I can give

(Continued on page 30)



SARNOFF HITS AXIS WITH "AT WAR UNTIL VICTORY"

By C. L. Menser

Vice-President, National Broadcasting Company

On December 7, 1941, David Sarnoff, chairman of the board of directors of the National Broadcasting Company, placed the entire resources of this organization at the disposal of President Roosevelt, our Commander in Chief. Since that day of infamy the National Broadcasting Company has been at war. We shall remain at war until the victory, which we know will be ours, has been achieved.



Our first job was to win the battles of preparedness and production. We told our listeners the story of the training of our great civilian army. We took our microphones into the mills, the factories, the mines and the shipyards to tell the story of America's growing military production. We broadcast to our listeners the messages of their government to bring them a greater sense of the urgency of the times. We listened to the propaganda of

(Continued on page 30)

Boss of Blue Spotlights Support From Showbiz

By Mark Woods

President, Blue Network Company

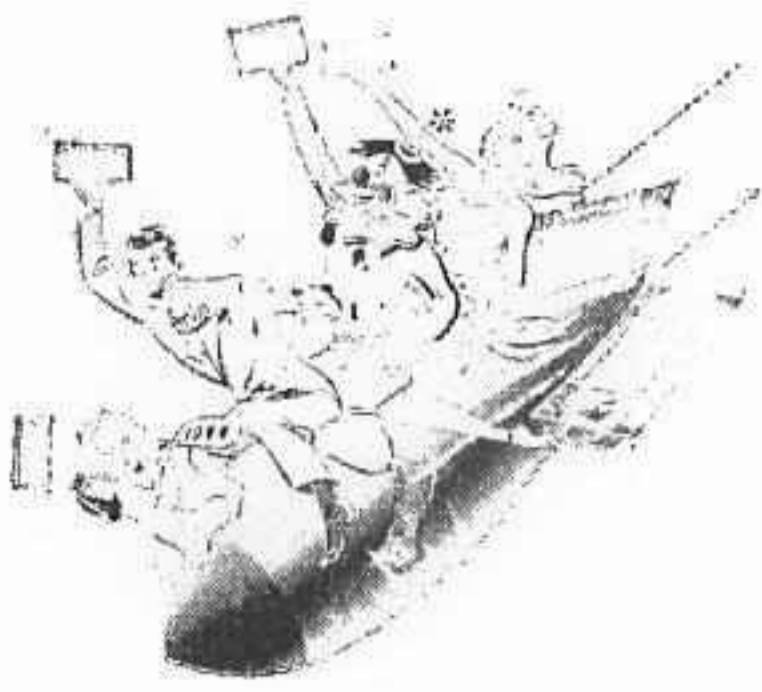
With the world's democracies in a war for survival, and with the people of the United States consecrated to every possible expenditure—physical, mental and financial—to the end that that war may end victoriously, each and every means of hastening this end is vital. In this, show business has played no small part, despite the fact that in many cases recognition has been neither given nor sought.

For that reason I extend my congratulations and best wishes to The Billboard for its special Bondbarrment issue, not only giving recognition and honor where due but also aiding greatly in the War Bond drive. Show business in general, from stage, radio broadcasting and the motion picture industry to the least-known individual

(Continued on page 30)



MORE...



Showbusiness

BONDBARDIERS

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(*Billboard Pub. Co. continued*)

TRAUBE, LEN
WELLS, MRS. ELSIE
WIENKE, ELLA MAE
WINGLER, GEORGE
WIRTH, CHARLES
ZIMMERMAN, JOS. F.
BLOCK, MARTIN
BLUMENFELD, HERMAN
BLYTHE, BILLY
BOCK E. W.
BONSKEY, FRANK A.
BORDE, AL
BORZANI, DARIO
BOYER, C. FRED
BRANDON, JOAN
BRANT, MARY
BREGMAN, JACK
BRENNER, SOPHIE
BRING, LOU
BRITTON, SHERRY
BRODEUR, NICK
BROUGHTON SR., LEON J.
BROWN, PAUL
BROWN, WALTER
BRYAN, JULIE
BURNHAM JR., W. A.
BUCKLEY, DICK
BURTON, BILL
BUTLER, THOMAS E.
BYERS BROS. AMUSEMENT CO.
BYERS, NOLAN
BYERS, WALTER M.

C

CALLAHAN SISTERS
CAMPBELL, BURNS
CANOVA, JUDY
CANOVA, PETE
CARICO, JANE C.
CARNEY, E. H.
CARPENTER, JOE A.
CARROLL, EARL
CERRONE, VITO & ELLA E.
CHANDLER, GWEN
CHARNOFF, IVAN
CHEZAR, IRVING
CHIO, PRINCESS
CHRISTY, LT. AVORY V.
CLASSIC RECORD CO.
COGERT, HENRY M.
COHAN, LOUIS W.
COHEN, HARRY
COHEN, IRVING
COLLADA, BENITO
COLLIN, JOHN M.
COLLINS, CARRIE
COLUMBIA ENTERTAINMENT BUREAU
ROBBINS, WILLIAM
COLUMBIA BROADCASTING SYSTEM
COMER, RUTH
CONSOLIDATED RADIO ARTISTS
(CHICAGO)
DEMAREE, ALPHA
RICHARDSON, ANN
ROSE, IRWIN
CONSOLIDATED RADIO ARTISTS
(NEW YORK)
ALTHOFF, HATTIE
BARRETT, VIOLET
BUNDY, ROBERT
BUSCH, CHARLES

THE THEATER'S WINGSPREAD ... 50,000 PEOPLE, 35 SERVICES

Statement From Rachel Crothers

President American Theater Wing War Service, Inc.

Congratulations to *The Billboard* on this Bond issue. Congratulations on an editorial policy which sets aside its own interests—in one of its most profitable issues of the year—to concentrate the full force of its advertising and circulation on its country's sale of War Bonds. But it is not surprising that this gesture comes from a paper which represents the world of entertainment. For generosity is one of that world's greatest assets.

No one knows this better than those who have worked in the American Theater Wing from the beginning. The Wing is the world of entertainment—it is their war service and they have made it, not only with their own special creative gifts, but with long hours of hard physical work.

I remember when the Wing was only an idea—a conviction that the whole world would need the kind of help that we could give. I remember when its "massed strength" was eight women in one room—which grew into a few hundred women sew-

ing, gathering clothes and necessities—raising money for England before America was in the war.

I remember when, very quickly after Pearl Harbor, the Wing became an American organization, into which the people of stage, screen, radio, music, vaudeville poured and, having no money to begin with, raised \$100,000 out of their own ranks.

The American Theater Wing now means 50,000 men and women running 35 totally different kinds of war service with 28 member-units thruout the country. The seven different Stage Door Canteens are known round the world.

All this has been accomplished, not only with "dramatic instinct," but with hard common sense and business ability, which the "world of make-believe" is not supposed

to have. The sale of War Bonds, into which *The Billboard* is now throwing its whole power, is one of the jobs the Wing has been doing. A

(Continued on page 21)



LEGIT GOES OVERSEAS—TO PORTS, HOSPITALS—TO WHEREVER CALLED

By Bert Lytell

President Actors' Equity Association
(Writing also in behalf of Chorus Equity Association)

Actors' Equity Association and Chorus Equity Association have 1,050 men and women in the armed services of the United States. Twelve members have given their lives in that service.

Equity and Chorus Equity out of their reserve funds have purchased \$225,000 in War Bonds. They will purchase more when the money is available and they will keep right on purchasing more as long as the emergency lasts or their funds hold out.

But to tell everything Equity and Chorus Equity as organizations, or thru individual members, have done to further the prosecution of the war within the limits of space is next to impossible.

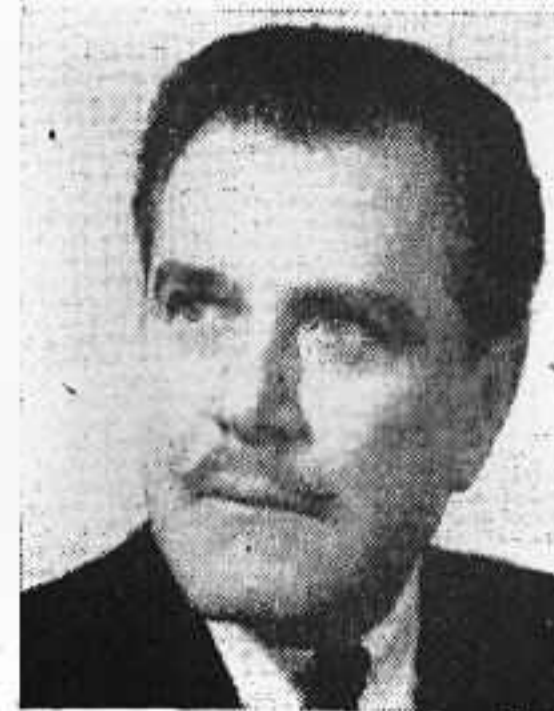
And to say it directly might be misleading. For everything we have done thru such organizations as the American Theater Wing and United Theatrical War Activities and Camp Shows, Inc., has been done in conjunction with all the other members of the Associated Actors and Artistes of America, who also work thru those organizations, including the other theatrical crafts. Everything these fine organizations have done has been the combined work of all the performers in the entertainment field.

Between us we have serviced every Bond Drive which has been mounted. And beyond that we have answered every reasonable request we have received from the Treasury Department, the Red Cross, the various individual campaigns of members of the United Nations, and the hundred and one causes which are more or less tied into the war in one form or another.

Together our members have played in Camp Shows on every circuit and in many isolated posts which were never on circuits. They have gone offshore and overseas. They have appeared in hospitals and at ports of embarkation. And they are going to keep the hospitals in their minds and on their routes long after peace is formally declared and more fortunate men and women can pick up the threads of their civilian lives again.

All these things we have done, and we mean to keep on doing them better and more often. As the emphasis is shifted from training at home to active service on one or other of the war fronts abroad, our program must be lifted to go with these men, whether their service is in friendly nations or

(Continued on page 46)

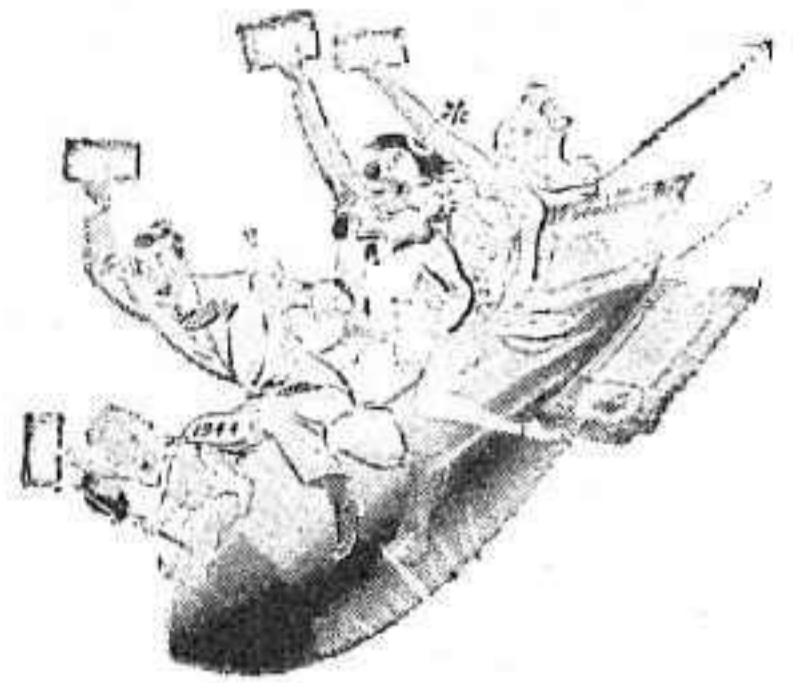


at War

The Billboard

BONDBARDMENT NUMBER

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THEATER MANAGERS, HOSTS TO HORDES

By James F. Reilly

Executive Secretary, League of New York Theaters

The part played by the so-called commercial manager in the theater is more or less taken for granted. Individuals and organizations which would never think of trying to get the use of a public building supported by public funds have no hesitancy in asking a manager for the free use of his theater. He has been described as the person who gives away free the only thing in the world he has to sell.

For the past three years, however, he has given gladly of his facilities and his services to governmental agencies, relief bodies and to the armed forces. Up to Saturday, December 4, 726,337 tickets to legitimate theaters were donated to and distributed by the New York City Defense Recreation Committee. Exactly 57,431 additional were distributed by the ladies of the American Theater Wing at the Merchant Seamen's Club. In addition, 301,476 tickets for every play in the city, including the sell-out hits, have been sold at half price thru the Officers' Service Committee at the Commodore Hotel. At the present moment many of the biggest hits in New York are reserving 16 seats each performance for this latter purpose, a financial sacrifice of between \$200 and \$250 a week or at the rate of \$10,000 to \$12,000 a year.

The free tickets are entirely the gift of the manager. The actor, stagehand, house staff, etc.,

are all being paid for the performance. The manager alone is the host.

Much time and effort has been devoted to governmental agency and war relief assistance. We have displayed posters for ships and books. We have had speeches in the theaters, mostly delivered by the Speakers' Bureau of the Theater Wing, for Army and Navy Relief, the March of Dimes, the USO, Office of Emergency Management, Red Cross, United Nations Drive, Civilian Defense and Salvage. Collections have been made for Army and Navy Relief, March of Dimes, USO, Russian War Relief, Red Cross, Salvation Army, United Nations Drive and United China Relief. Since February, 1942, War Bonds and Stamps have been sold in lobbies thru the Campaign Personnel Division of the Theater Wing, and special intensive drives for the purpose have been held on three occasions for two to three weeks at a time.

Benefits are the contribution of more than just the manager, of course, but he has shared in the honor of Miss Cornell's 27 performances of "Candida" for Army and Navy Relief, and her Red Cross benefit of "The Three Sisters"; performances of "Watch On the Rhine" and "The Corn Is Green" were donated to the Russian War Relief by Herman Shumlin, and the 10

(Continued on page 21)

MANAGING AND PROCLAIMING THE THEATER'S WAR EFFORT*

By Oliver M. Saylor

Business Agent, Association of Theatrical Agents & Managers

(*Bowling to Mr. Saylor's long and distinguished career in the theater as publicist, author and union champion, the editors have permitted him the "extreme prerogative" of writing his own head.)

The incredible headlines of the papers the day after Pearl Harbor were still making it the bluest Monday in American history when a few of us, executives of the Association of Theatrical Agents and Managers, gathered spontaneously at union headquarters and just as spontaneously drafted wires offering whatever we had to President Roosevelt and to William Green, of the American Federation of Labor.

I suppose we knew nothing would come of those wires. They'd never even be read. If we could have searched our stunned hearts, we'd have realized that they weren't intended to be read. They were just the natural expression of the confidence we had that we possessed within our ranks, by the very virtue of the skills we required in pursuing our profession, two of the essentials to a successful contribution to the war effort on the part of the theater to which we belonged. One of those essentials was management. The other was to proclaim thru the press first the need and then the success of that contribution.

This instantaneous reaction to the national emergency—mere act of self-confidence that it

was—soon took concrete and practical shape. Where could we throw our weight to the best advantage? Should we start something ourselves? Or get behind something already functioning? With the quick appraisal and prompt decision required every minute of the day by theatrical managers and press agents, we determined to mass our strength behind the American Theater Wing. Nobody knew what the Wing was going to do, or be—not even the Wing. There were vague ideas of repeating what theater folk had done in World War I. But few realized as we did what enormous and untold power of achievement had come to the theater in the intervening quarter of a century thru the complete unionization of every craft and function of the theater.

As first one and then another of the theater unions followed our suit and rallied to the Wing, we became the impatient, cantankerous small boy of the outfit. We were eager to manage and publicize. But what? Bluntly, we cried down several mad schemes and saved the Wing from awkward blunders. What about the Canteen which had been proposed and then dropped because no one could find a place for it? Canteen! Canteen! Canteen! We talked it. We squawked it. We hawked it. We FOUND the location. The Stage Door Canteen was born.

(Continued on page 36)

THE NEGRO ARTIST SPARKS THE FIGHT FOR FREEDOM

By Mabel A. Roane

Acting Executive Secretary
Negro Actors' Guild of America

The work of the Guild in the war effort is typified by the performances of our members, from President Noble Sissle down. Mr. Sissle, along with his busy calendar in California, entertains at camps, canteens and hospitals. He represents the Guild on the executive board of the USO-Camp Shows, Inc. Dick Campbell, a member of our board of directors, handles Negro units sent to camps in this country and abroad, points of embarkation, etc., for the USO-Camp Shows, Inc. He has also been very active in forming clubs for free entertainment for those in the armed forces in New York and vicinity.

Members of our board of directors are serving on USAAC. Mrs. Fannie E. Robinson, along with several other members, has to her credit some 500 hours of voluntary service. She is also in charge of a sewing group of women under direction of Mrs. Ann DePaur, sponsored by the American Theater Wing. This group makes necessary articles of clothing, etc., for those in the armed forces and for their needy families. At least 50 of our members are working with AWVS, the Red Cross and the American Theater Wing's many branches of service.

Guild members are included in the Stage Door Canteen as hostesses (junior and senior), bus boys and as entertainers. The Guild has a committee headed by Mr. and Mrs. Lucky Roberts who, twice or more each week, visit and entertain servicemen and the sick and wounded in hospitals.

In and outside New York, at all public benefits, War Bond rallies and other patriotic gatherings, our members participate in large numbers as Bond and Stamp salesmen, entertainers, speakers, etc. The Guild itself has made substantial War Bond purchases, and the board of directors served on a committee during the Third War Loan Drive. At our annual affairs

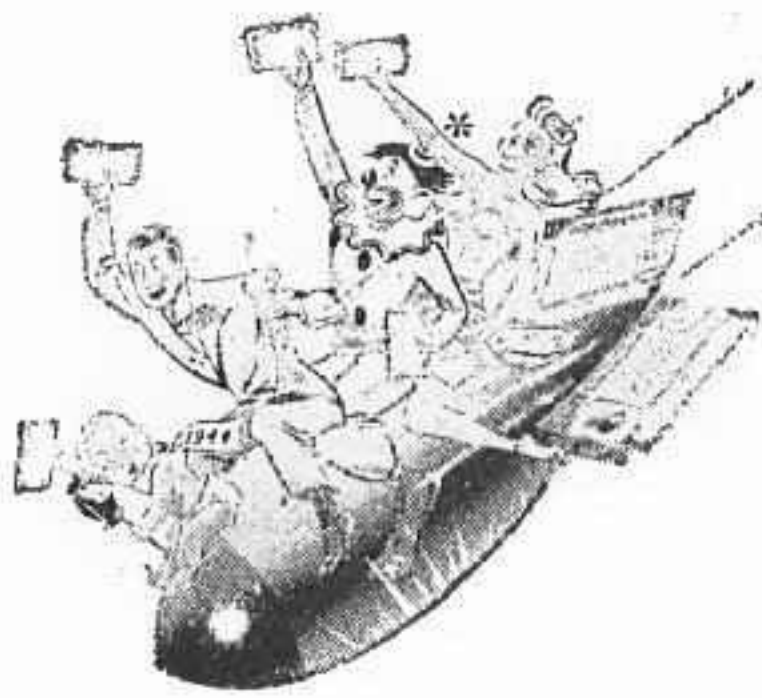
(Continued on page 21)

Labor-Management Co-Op

Participation in War Bond drives and other war activities has promoted increased harmony and good will between film industry white-collar unions and management and have intensified the patriotic contributions of employees. Because of this, the Screen Publicists' Guild, Local 114, and the Screen Office and Professional Employees' Guild, Local 109 (both UOPWA-CIO) have passed resolutions advocating a consistent and uniform policy of co-operation in the planning and execution of all war drives which shall include professional and white-collar employees of New York film offices.

Copies of this joint resolution were submitted to Nicholas Schenck, Loew's, Inc.; N. Peter Rathvon, RKO; Spyros Skouras, 20th Century-Fox; Abraham Schneider, Columbia; Herman Robbins, National Screen Service; Herbert E. Yates, Republic, and Edward Raftery, United Artists.

MORE...



Showbusiness

BONDBARDIERS

These are the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in this issue of *The Billboard*.

(Consolidated Radio Artists continued)

GREEN, CHARLES E.
 PETERSON, WILLIAM
 SAGER, EDITH
 COOKE, GEORGE S.
 COOLEY, "SPADE"
 CORIO, ANN
 CORNELL, KATHARINE
 COSTELLO, JIMMY
 COURTNEY, CRESS
 COURTNEY, DEL
 COYLE, JACK
 CRANDALL, GEORGE
 CRAWFORD, CHERYL
 CRESCENT AMUSEMENT CO.
 McHENRY, MR. & MRS. L. C.
 CRYSTAL BOTTLING CO.
 CUFF, PATRICIA A.
 CUGAT, XAVIER
 CUMMINS, BERNIE
 CURTIS, EDNA DEE
 CUTTLER, SIDNEY

D

DALLMANN, PVT. EMIL K.
 DALY, JOHN J.
 DAVIS, EDDIE
 DAVIS, HARRY
 DAVIS, ROSS R.
 DAY, DAWN AND DUSK
 DEARDUFF, ROY H.
 DECCA RECORDS, INC.
 DECKER, RALPH & MOLLIE
 DE LA VIEZ, HIRSH
 DELIN, BEN
 DE MAY & MOORE
 DE MAY, SID AND SALLY
 DE MOSS, WALTER
 DE VILLERS, ROD C.
 DE VORE, SY
 DE VRY CORPORATION
 ANDERSON, LE ROY
 BIALKOWSKI, HARRY
 BLESS, HUGO A.
 DE VRY, WILLIAM CHARLES
 DINGRAUDO, JOSEPH N.
 DUTE, WILLIAM E.
 DURLAK, STANLEY F.
 EHRENBURG, ELEANOR
 ELSENBACH, JOHN WM.
 FERRI, MARY ROSE
 FLEMING, IRA L.
 GRIEVE, LOTTIE F.
 GWIERTNIA, WALTER
 HEATH, OLIVE R.
 HICKS, ERNESTINE F.
 HINKELL, ROBERT W.
 KREMBS, LEONE JEANETTE
 LANG, JOHN W.
 LINDELL, GUS M.
 McCORMICK, MAURICE D.
 MACK, CLARENCE W.
 MILLER, ROY O.
 NETZEL, JOSEPH R.
 O'KELLY, PATRICK J.
 ORTMANN, WILLIAM
 PLOTKE, ARTHUR
 POWERS, JOHN S.
 QUAYER, RAYMOND A.
 RICHTER, ALFRED E.
 RING, HAROLD
 RUDEWITZ, JOHN S.

SCREENDOM'S SPECIAL SKILLS FOR ASSIGNMENT TO MORALE

By James Cagney

President Screen Actors' Guild

Even before America was directly engaged in the war, members of the Screen Actors' Guild willingly placed at the disposal of the government their special skills. At least a skeleton program of camp entertainment, activated in large part by screen celebrities, was under way before the attack on Pearl Harbor.

When the nation became directly involved in the war, the actor, doubly eager to serve his country, increased the momentum of his work for the war program. Members of Screen Actors' Guild have made two major contributions to the fighting war: the direct contribution of man power and the indirect but equally potent contribution of morale-building activities.

More than 1,300 members of the Guild are serving in the armed forces. Approximately 650 members have temporarily suspended their professional careers in order to work in war industries. Hundreds of other actors are contributing their time and talent on civilian fronts—notably

by making personal appearances on morale-stimulating assignments.

Second only to the magnificent record which has been achieved by actors in entertaining members of the armed services in camps in this continent and overseas has been their contribution to the Treasury Department's bond-selling campaigns.

On the three major War Loan drives, the government has asked for and received the full-hearted co-operation of actors, who have proved to be extraordinarily successful salesmen in eliciting generous financial support for the war program. For the Third War Loan Drive in September, Hollywood's now-famous Bond Cavalcade, made up of 12 stellar personalities, toured 15 cities, more than doubled the half-billion-dollar quota which had been set for them. For the Fourth War Loan Drive, which is scheduled for January, actors will again share in the push, converting their

(Continued on page 46)



HOLLYWOOD WRITERS MOBILIZED

Robert Rosson

Chairman of Steering Committee, Hollywood Writers' Mobilization

Ever since the evening of December 8, 1941—the day following the attack on Pearl Harbor—the Hollywood Writers' Mobilization has functioned actively in carrying out the writer's part in the war effort. Starting with a mass meeting on that evening two years ago, the HWM quickly settled down to the job of contributing material of all kinds, and hundreds of assignments a month have been produced consistently ever since.

Since the Hollywood Writers' Mobilization is made up of members of the Screen Writers' Guild, Radio Writers' Guild, Screen Publicists' Guild, Screen Readers' Guild, Screen Cartoonists' Guild, American Newspaper Guild, Independent Publicists' Guild and the Songwriters' Protective Association, the organization has been able to expedite any request.

A steering committee under Chairman Robert Rosson and Vice-Chairman Paul Franklin sifts and assigns requests. More than 1,000 men and women have written camp show en-

tertainment, speeches, radio programs and spot announcements, complete publicity campaigns, newspaper features, advertising and booklets for innumerable agencies engaged in the war effort. All of this goes on as routine contributions every week in the year.

The Hollywood Writers' Mobilization has also instituted activities, particularly the Writers' Congress, which it co-sponsored with the University of California. The entire field of the writer, educator, film maker and other creative artists in the war was exhaustively discussed at general meetings, seminars and panels over a period of three days. Results and resolution of this congress, chaired by Marc Connelly and Ralph Freud, are now being carried out in committee work which will continue for the duration. This comprises group research and discussion seminars, committee to conduct writer participation nationally and internationally, and the publication of a volume embracing the whole Writers' Congress.

"Bottlenecks" and Posters

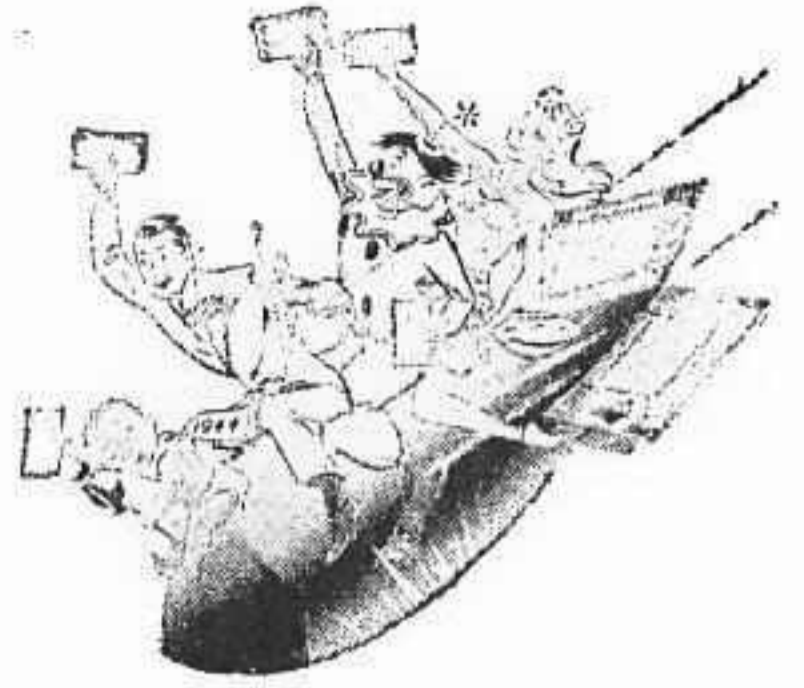
Jan. 18-Feb. 15

Forty-four outstanding motion picture execs have been named to aid Charles Skouras, national chairman of the War Activities Committee, and his staff in the film industry's participation in the Fourth War Loan drive. They will function in 22 areas where they will be called upon to break bottlenecks in the drive from January 18-February 15.

Last month Ted R. Gamble, national director of the Treasury's War Finance Division, issued,

thru Oscar A. Doob, chairman of the War Activities Committee's public relations division, an invitation to all poster artists in the industry to submit suggestions for posters to be used by the Treasury in the coming drive.

The Treasury plans to use millions of posters of all sizes from 24-sheets to car cards, and artists interested in submitting designs will be supplied with a "fact sheet" giving possible themes and slogans for the "Fourth" push.



KATE SMITH THE ONE-MAN FOOTLIGHT FRONT

By Ted Collins

Figures speak louder than words, and so the scope of Kate Smith's tour of army, navy and marine posts and training centers can be judged by the fact that we covered approximately 50,000 miles. We visited camps in practically every part of the country and even made some trips to Canada. These were no brief hops involving just a few persons. We took our entire entourage with us, a caravan of some 60 people, including a full-sized orchestra, entertainers and our general staff. What complicated it was the matter of our daily noontime broadcast, which we had to do no matter where we were. It meant paying monumental line charges, not only for the daytime program, but for our two Friday broadcasts (early and repeat).



Needless to say, it gave us a tremendous thrill to visit the boys and entertain them. There were many difficulties caused by weather, transportation and other factors. We went out in all kinds of temperatures, ranging from frigid zero winds at Lakehurst to the tropical heat of the California desert. All of us had colds and Kate was frequently under a doctor's care. Sometimes transportation difficulties were a nightmare. We used anything we could get—trains, cars, busses. Sometimes the bus broke down and there were many nervous moments for fear we wouldn't get to the camp in time for the broadcast. Many of the camps were in out-of-the-way spots difficult of access.

Because of limited facilities in many camps, we put on our shows under primitive conditions. For example, our broadcast from the Army Air Depot in Rome, N. Y., was staged in an enormous hangar converted for the occasion into an auditorium. Our stage was roped off so that it looked like a boxing ring. We had an audience of 9,000 at each performance.

Few of the camps have auditoriums, and none of them is air-conditioned. The temperature was flirting with 100 when we did a program at the Navy Receiving Station in Brooklyn. The boys in the troupe did the broadcast in their shirt-sleeves. Kate sweltered, but she never was in better voice.

Our audiences at these camp appearances have totaled approximately 1,640,000. We are particularly careful to see that the enlisted men get the best seats and the majority of the seats at each show. After the show, Kate signs autographs for an hour or more. The boys' delight and apparent gratitude for our entertainment has given us extreme pleasure.

We are making legions of friends thru these trips. Kate and I get letters every day from boys we met at the camps. Some of them are now in action overseas.

ASCAP MARCHES TO MUSIC BATONED BY BONDS, SCRIPTS AND CONCERTS

By John C. Paine

General Manager, American Society of Composers, Authors and Publishers

During the Third War Bond Drive which ended October 5, the American Society of Composers, Authors and Publishers was chosen by the Bond Committee as the organization to head the drive in the music business in New York State. The Society promptly contacted its publisher members and requested that some member of each firm be appointed chairman of the drive. At the same time the writer membership was asked to purchase bonds thru the Society by authorizing deduction of the cost of a bond from their royalty distribution. Eighty-one of our members purchased \$10,075 worth of bonds in this manner. The publisher members reported a sale of \$355,875. Some of the publishing houses had made their reports to the film industry with which they are affiliated and, therefore, did not report to ASCAP. Within the organization itself, the



Society's employees bought \$6,819 worth of bonds. This included the New York office and branch offices. The grand total reported to the Treasury was \$372,769.

At the present time there are 108 members of the Society serving in the armed forces; 31 men and four women employees are also in the service.

In the ASCAP radio scripts, which are sent without charge to the Society's licensed stations, the Society has developed a program called "Marching to Music." This program is based on the common man who inadvertently has contributed his small part to the progress of American democracy. In these

scripts the Four Freedoms of Democracy are shown to be a living philosophy and to have had a long history in the development of our country. (Continued on page 21)

MARSHALING MUSIC IN TUNE WITH THE ALL-OUT HYMN

By Max Targ

President, Music War Council of America

On March 24, 1942, a group of Middle Western music industry leaders met in Chicago for the purpose of determining how they might co-operate to solve their problems arising out of the war. It was about three and one-half months after Pearl Harbor, and there was talk of relegating music to the limbo of non-essential luxuries for the duration.

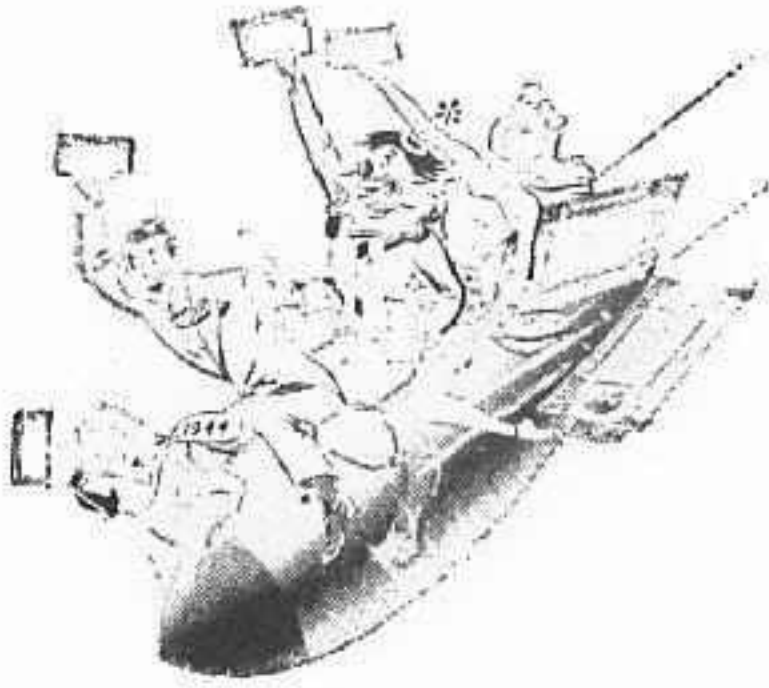
But those music industry leaders who met in Chicago believed in music's importance in wartime as well as in peace. They realized that the productive facilities of the industry were needed for the manufacture of war materials, and pledged their aid to effect as quick a conversion to war work as possible; but, believing whole-heartedly in music's ability to help the war effort, they were determined to oppose, with all the power at their command, any attempt to curtail musical activity as non-essential.

With the organization a few days later of the Music War Council of America they pledged themselves to mobilize all forms of music for the national effort, that our armed forces, civilian workers and children might have the advantage of the recreational and educational benefits and the patriotic inspiration that music affords.

Imbued with a strong will to carry out its self-appointed mission the new organization moved forward swiftly. Within a week of the first preliminary meeting its delegates to the Music Educators' National Conference meeting in Milwaukee had a hand in securing the passage of a list of recommendations by that body's council of past presidents calling for the maximum possible utilization of music to bolster morale on the home front and in the armed forces. These recommendations were transmitted to the President of the United States, who, in turn, endorsed music as a wartime essential.

As a result, after two years of war, instead of being curtailed, music organizations have been revitalized, and hundreds of thousands of musicians have been encouraged to play for bond rallies, for draftee send-offs, for the entertainment of servicemen in camps and on leave, and for work-weary employees of war plants.

No complete tabulation or report of the results of the Music War Council's achievements will ever be possible, because from its inception the council has done most of its best work "behind the scenes," in a spirit of patriotic (Continued on page 35)



Showbusiness

BONDBARDIERS

These are the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in this issue of The Billboard.

(De Vry Corporation continued)

SAMUELY, JOSEPH J.
SCHETTL, ANTHONY
SCHNEIDER, WILLIAM B.
SCHRAMKA, BERNARD
SCHWARZ, FLORENCE B.
SELF, ANN
STRAMAN, JACOB J.
SOMOCYI, WILLIAM J.
WOLFF, HOWARD A.
DIAMOND, LOU
DICKMAN, JOSEPH J.
DICKSON, JAMES H.
DIEMENT, BOB
D'IVONS, THE
DOBSON, W. C.
DONATO, FRANK B.
DOOLAN, MICHAEL J.
DORSEY, JIMMY
DORSEY, TOMMY
DOUB, PETER B.
DOUB, WILLIAM B.
DRAKE AND MARCHI
DREWRY, ARTHUR E.
DUKE, PAUL
DUNBAR AND COMPANY
DUNBAR, CHARLES F.
EIFERT, HAROLD A.

E

ECONOMY SUPPLY CO.
EDNEY, FLORENCE
EDWARDS, BOB AND RUTH ARDEN
EL CHICO RESTAURANT
EMPIRE COIN MACHINE EXCHANGE
BAER, RICHARD
BROWN, EDWARD
KITT, GILBERT
KITT, PAMELA DEE
KITT, STUART ALAN
KITT, MRS. VALERIE
SHEFFIELD, RALPH
SOLOMON, SAMUEL
END, JOE
ENGLISH, RAY
ENKEN, LEON
EXCEL MANUFACTURING CO.
KOMSKY, ANNE
MALTZ, MARSHALL
MALTZ, ROSE
EVANS, GEORGE

F

FAIN, ELMORE
FARR, FRANK E.
FARROW, EARNEST E.
FAY & GORDON
FAY, ERVIN J.
FEINBERG, WILLIAM
FIALKOFF, HERMAN
FIELDS, ERNIE
FISHMAN, ED
FLATH, HERBERT E.
FLOWERTON, CONSUELO
FORREST, HELEN
FOSTER, FRANCES
FOSTER, JIMMIE
FOUGHT, FOREST A.
FRANKEL, LAWRENCE S.
FREDERICK BROS.
FREDERICK, BILL W.

THE OUTDOOR SHOW

The year 1943 saw fairs, circuses, carnivals, rodeos and amusement parks geared to an all-out effort for the then big-in-the-news drive to raise funds for the various army and navy relief orgs. Outdoor show business can be reasonably proud of its record, since besides rolling up its collective sleeves for the coin-gathering pitches in behalf of soldier-sailor aid, it sweetened the kitty with a contribution of some \$300,000 of its own money—no contributions from "outsiders."

The lumping of those assorted relief orgs under the single head of United War Relief in 1943 might have left the outdoor field somewhat stymied for continued hook-up to the war effort band wagon. However, the answer was there before they asked it—bond sales. How they have underwritten the government's call for sales help makes good ledger reading for the Treasury Department, and all outdoor showdom can take a bow for its share in the amusement industry's accomplishment.

There is no question that a basic thought in the minds of leading fair officials during the past year has been focused upon ways and means of boosting War Bond sales. Fairs that were open during the Third War Loan drive gave complete co-operation to local war finance committees. The results proved in every instance that War Bond promotion activities and the exhibits of captured enemy equipment, loaned under Army-Treasury sponsorship were beehives of interest.

At the Kansas Free Fair, Topeka, and the Kansas State Fair, Hutchinson, "the Treasury exhibits were, by all odds, the highlight attractions," according to statements by their respective managers. At the former about half a million dollars was tilled from the sale of War Bonds and Stamps at the captured equipment exhibit alone. Supplementing this were heavy sales from separate bond booths operated by members of local war finance orgs and from bond pitch appearances by fair bands and fea-

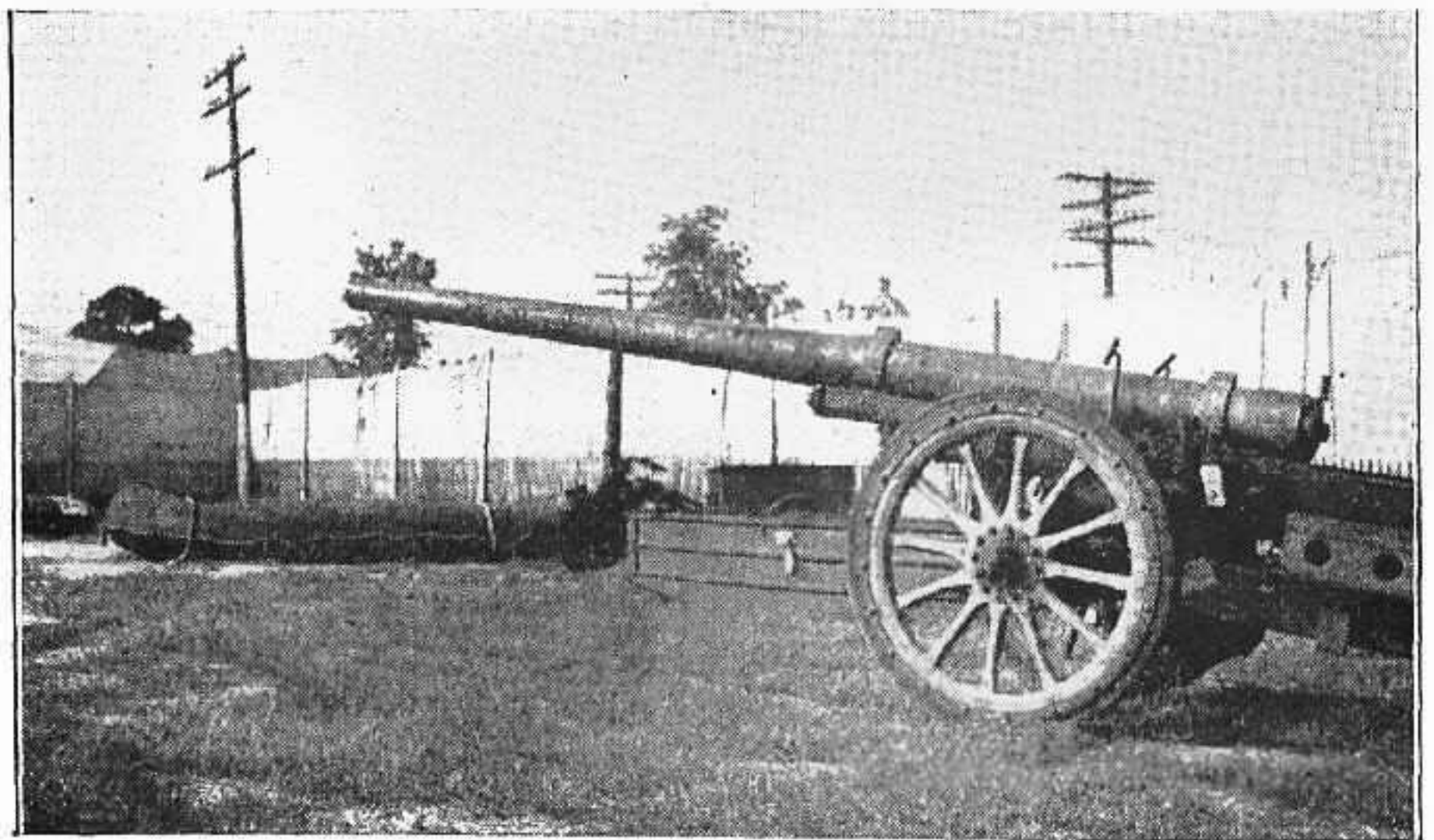
tured performers in the downtown areas of the city. It added up to a huge take. Similar activities at the Hutchinson Fair rolled up another \$400,000 in bond sales.

As fair officials swung into concerted action, other gimmicks were added for the build-up of public interest. Hourly ballies over public-address systems drew crowds to the bond booths. Veterans from near-by hospitals and servicemen on furlough were drafted to explain the equipment and spot a living reminder of the importance of War Bond purchases. Campaigns were carried on in local schools and industrial plants with tickets to exhibits as prizes to bond and stamp buyers. War Bonds and Stamps were used by fairs of all sizes, in nearly every State, both as prizes in contests and exhibits, and as admissions to grounds and grandstands.

Big and little, the fairs have been in the bond push up to the hilt. A cross-section of reports from summer and autumn annuals shows there were few, if any, that were not in there bond pitching from opening day to close. For example, the Carthage (O.) Fair sold \$625,000 worth in four days; Wisconsin State Fair reported \$250,000; Minnesota State Fair, \$100,000; Kosciusko County Fair, \$108,000; Rosebud County Fair, \$100,000; Steuben County Fair, \$85,000; Ozark Empire District Fair, \$30,000; Sandwich (Ill.) Fair, \$30,000; Staunton (Va.) Fair, \$187,000; North Dakota State Fair, \$13,000. These are just a few of the returns, but they indicate the attitude of all.

Nor were bond sales the sole war activity during 1943. There was another wheel of the war effort to be turned, and certainly no show business shoulder better muscled to help turn it than that of the fair fraternity.

"Food Fights for Freedom" and "Produce, Conserve, Share and Play Square" were the slogans preached to Victory Garden preppers last spring. The garden bally bore generous summer harvests with fairgrounds exhibition build-



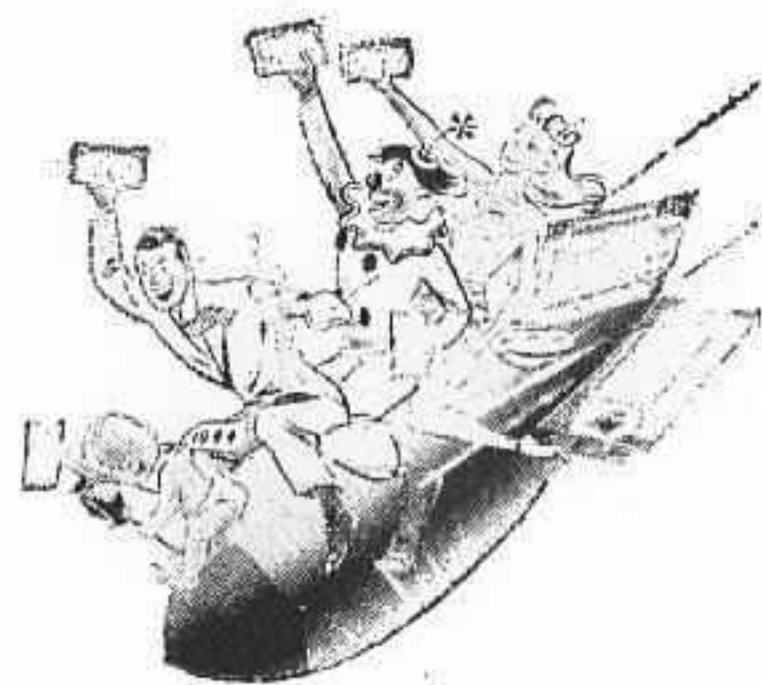
JAP 105MM. GUN, with captured German rubber boat in rear. One of the exhibits shown during the fair season and which stimulated sales of War Bonds and Stamps.

at War

The Billboard

BONDBARDMENT NUMBER

DECEMBER 25th 1943



BIZ'S ALL-OUT PUSH IN 1943

ings all over the land bulging with crops nursed by the Great American Family from grandma down to the kiddies.

Produce displays are nothing new at fairs. They are the original contemporaries of harness racing and livestock judging. The new twist, however, was the use of the many acres on exhibition grounds which are let run to hay during the off season. Laid out in community Victory Gardens, fallow spots burgeoned into living exhibits of American husbandry by fair time. Produce was judged on the vine and stem as well as in the halls.

It was competition. It was education. It made people food-production-minded and awakened an interest as never before in agricultural exhibits. It swelled the national storehouse for the home larder and it helped the allied nations in time of dire need. But this was only the beginning for the fair institution to seize another opportunity to play a heavy role on the home front. The goal for next year is set at 22,000,000 Victory Gardens. One of the paramount aims for next season of associations of fairs is getting a stronger and earlier start on a big share of this project and closer tie-ups than were possible last year. The fairs have indeed done more than their bit toward the 1943 war effort.

As would naturally be expected the big top field, having sensed the direction of the 1943 war-aid pitch, plunged in with equal vigor. Ringling Bros.' annual spring date at the Garden in New York not only grossed an all-time high, but was a smash in the face for Hitler-Hirohito with a bond sale that was super-duper.

The total attendance reached 987,000, a world's record. Of this figure, two War Bond performances, the opening on April 19 and a special performance for bond buying overflow on May 1, accounted for 28,000 admissions. During the rest of the engagement another 21,000 came thru the turnstiles with a bond as the price of a ticket, making a grand total of 49,600 purchasers who had invested the terrific sum of \$11,352,000 in Uncle Sam's war notes for an average of approximately \$230 each. The opening alone drew a total of \$6,000,000.

The bond pitch was continued thruout the Big One's itinerary of key cities and shorter stands, with blocks of tickets turned over to the Treasury Department. The methods of disposal varied, as did the amounts realized in different cities, but the over-all season report on the financial results of patriotic drum beating topped the \$100,000,000 figure.

The other rail show, Cole Bros., wound up a season of 400 performances in 148 cities with a report of more than \$1,000,000 from bond sales added to Uncle Sam's war chest. Continuous tie-ups were the order of the day at stops and stands with splendid co-operation on the part of local business. A department store in Indianapolis bought out two complete sections on two successive nights via Treasury script purchases and gave the seats to servicemen. In Terre Haute one business man subscribed for \$25,000 worth of bonds and refused to utilize the tickets. Following a night performance in Louisville, where admission was entirely limited to script buyers, the show set aside 192 seats for each performance for fans who bought the securities.

Cole Bros.' Circus is now established in its newly built winter quarters on the Kentucky State Fairgrounds at Louisville. Personnel will

continue the war-effort pitch with unit performances for the khaki lads at near-by Bowman Field, Fort Knox and Nichols General Hospital.

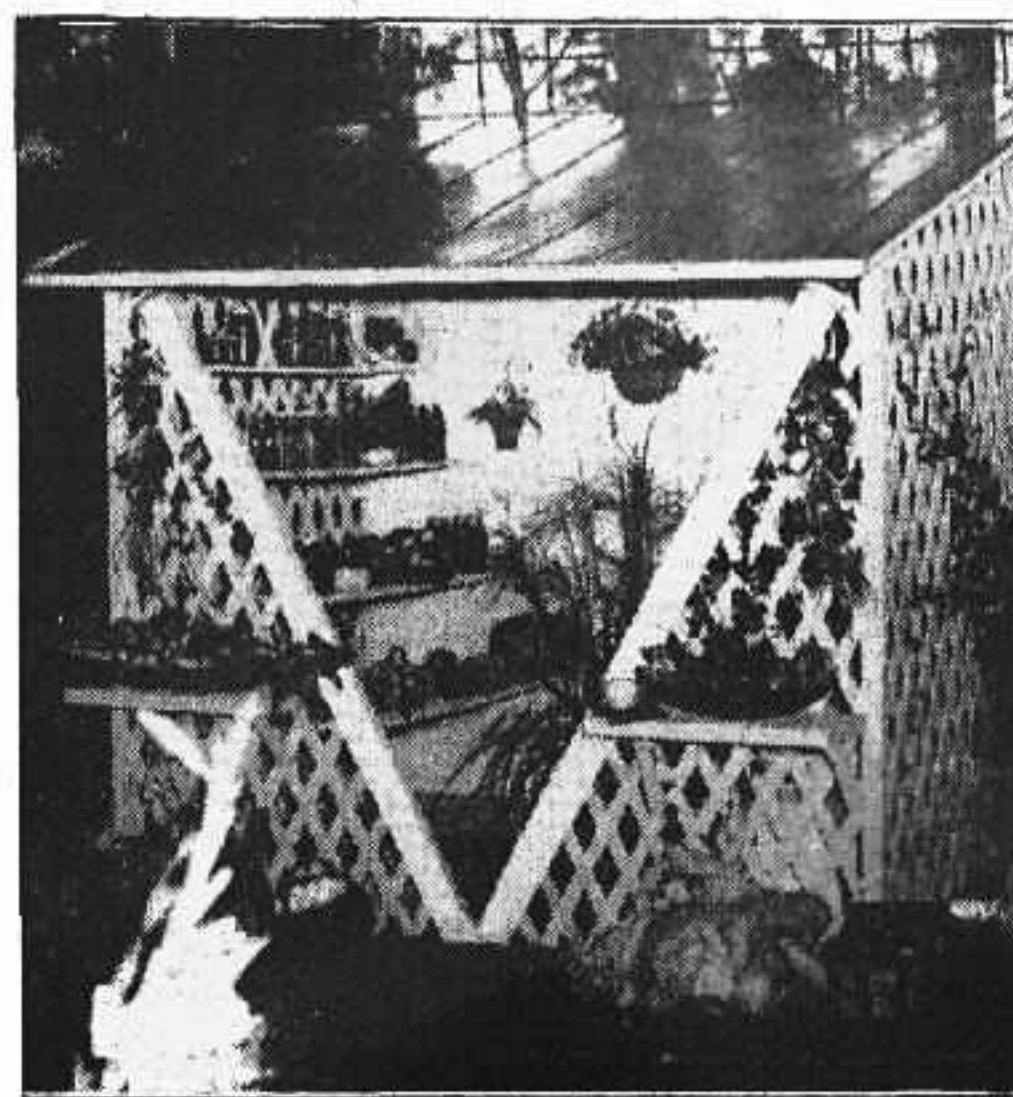
All the rest of the sawdusters participated similarly in the big bond push, according to their size. A complete tally can't even be guessed at, but there is no question that the Treasury Department receipts run into many more hundreds of thousands.

The carnivals were up with the circuses for a record season's returns, and while hard hit by labor and transport problems, managed to devote more than their quota of time and energy to war work. Troupers were continuously on the job to aid in bond drives and stamp sales, to provide entertainment in camps and in hospitals, to give benefits for practically every local relief drive, not to speak of the bonds they bought for themselves. Their proven generosity of time and labor toward the filling of the war coffers and aid to the National Treasury was augmented by enormous amounts paid in taxes, licenses and other governmental costs of operation. Since the ODT gave the green light to the shows last February, leaders in the business have reported that the personnel as a whole have conducted their activities with an eye on every means that would shorten the road to victory.

While amusement park ops found additional headaches in declining man power and concession commodity shortages, 1943 still racked up one of the heftiest runs in their history from the coin angle, and as usual they were more than willing to share results with the government. Special days were set aside for War Bond sales and promotions with excellent results and a special play was made for the entertainment of men and women in uniform.

No one branch of the outdoor industry rates more kudos than another for their all-out home-front performance. Nor does the effort take

(Continued on page 61)



ONE OF THE NUMEROUS DISPLAYS OF VICTORY GARDEN PRODUCTS shown at Staunton (Va.) Fair, which was successful beyond expectations in attendance and receipts. Secretary Charles B. Ralston declared that the annual, geared to war activity, had a War Bond sale on one afternoon amounting to \$187,500, which he believes to be a record for a fair of its class.



"FERDINAND," prize 4-H Club Aberdeen-Angus steer, which brought \$17,000 in War Bonds at the War Bond auction at Steuben County Fair, Bath, N. Y., on September 18.

MORE...



Showbusiness

BONDBARDIERS

These are the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in this issue of The Billboard.

FREW, ARTHUR W.
FRUEAUFF, ELAINE STORRS

G

GALLAGHER, VASHTI PATRICIA
GALLIGAN, JOHN
GARMAN, KENNETH H.
GARRICK STAGE BAR
GAUTIER'S BRICKLAYERS, L.
GAYLE AND HIS ORCHESTRA, AL
GENERAL AMUSEMENT CORP.
DONNER, CY
DORAN, EDWARD
FREW, ART
HOLLYWOOD, DANNY
KILBY, HARRY
MILLER, HENRY C.
MILLER, IRVING
ROMM, HARRY
SANTLEY, HARRY
SINNOTT, HOWARD
STORER, DOUGLAS F.
WEBSTER, RICHARD E.
WEEMS, ART
WONDERS, RALPH
GEORGIA & JERRY
GERBER & GLASS DISTRIBUTING CO.
GERBER, PAUL
GLASS, MAX
GEREN'S UNITED SHOWS
GERVIS, BERT
CIFFEL, ANTHONY H.
CILBERT, DICK
GILBERT, JOAN M.
GLASER, JOE
GOLDBERGS, THE
GOLDEN, JOHN
GOLDFARB, HERMAN
GOODING, FLOYD E.
GOODMAN, BENNY
GOODWIN, GEORGE
GORDON'S ORCHESTRA, DON
GORDON, JACK W.
GOTTLIEB, JERRY
GOTTLIEB, SAM
GRAUER, BEN
GREBEN, HARRY
GREENWOOD, RALPH H.
GRIBBLE, SAMUEL GORDON
GRAUMAN, SAUL

II

HAGAN, JAMES F.
HALE, CHAS. C.
HAMBURG, MEYER
HAMID AMUSEMENT CO.
HAMID, INC., GEORGE A.
HAMID JR., GEORGE A.
HAMID SR., GEORGE A.
HAMID'S MILLION DOLLAR PIER
HAMILTON ROLLER RINK
HAMMER, ROBERT R.
HARRIS AND SHORE
HARRIS, SIDNEY
HARRISON, MISS HAPPY
HAYANA MADRID
HAWKINS, RALPH H.
HAYES, ARTHUR HULL
HAYES, SAM
HAYMES, DICK
HAYWOOD, ANTHONY S.
HEIDT, HORACE

FILM W. A. C. MONSTER PRINT PLAN, BOND CAVALCADE

By Francis S. Harmon

Co-Ordinator, War Activities Committee, Motion Picture Industry

The War Activities Committee of the Motion Picture Industry rounds out its second year of existence with marked progress over the year 1942. In every one of our activities we have doubled or tripled our record of the year before.

One of the principal reasons for our existence is to supply the War Department with 16mm. prints of feature-length films, short subjects and newsreels for release to men in the armed forces overseas. To date 8,464 prints of feature-length pictures and 10,479 prints of shorts and newsreels have been delivered. All of these films are gifts from the film companies to the War Department and are, of course, shown without charge to the servicemen. We have had reports from all over the world that our fighting men are seeing movies as frequently as three and four times a week.

Still on the subject of films, W. A. C. serves as a means of communication from government

agencies to 80,000,000 weekly moviegoers. In the past year W. A. C. has distributed 35 short subjects on everything from the importance of saving fats to an explanation of ration points.

These shorts were particularly effective for recruiting women in the various armed services and for such appeals as blood donors. These were all distributed without charge to the exhibitors.

The W. A. C. has also been responsible for distributing feature-length war information films such as Lieut. Col. Frank Capra's "Prelude to War" and the more recent "Battle of Russia," produced by Lieut. Col. Anatole Litvak. These were distributed without charge beyond the cost of prints and distribution.

The Motion Picture Industry's participation in the Third War Loan sold the movie-going public \$1,909,889,196 worth of bonds. The Hollywood Bond Cavalcade alone sold over a billion dollars'

(Continued on page 21)



THEATER AUTHORITY REVIEWS ITS TWO-YEAR "WAR"

By Alan Corelli

Executive Secretary, Theater Authority, Inc.

Prior to the formation of the Hollywood Victory Committee, the Four A's Co-ordinating Council, the United Theatrical War Activities Committee; the National Entertainment Industry Council and Camp Shows, Inc.; the Theater Authority co-operated with the government, army and navy officials.

The most important bit of legislation enacted by Theater Authority (and for which the Trade Press, the daily papers and the radio knocked our brains out) was on the morning of October 6, 1941, because an order had been issued stopping all professional artists stemming from AGVA, AGMA, AFRA, Chorus Equity, Actors' Equity and Screen Actors' Guild from appearing in army camps. Your humble correspondent was informed that Leavenworth was too good for him, that he was a traitor, a saboteur, a fascist, a red and a jerk.

What was the reason for this order? Big-hearted brass hats were inviting Broadway shows and performers to appear at army theaters and then were charging the men \$1 to get

in. And even then, the private, who was then getting only \$21 a month, if he had the buck could not buy a ticket, as the contractors and their wives and the important big shots were the audience. The buck private stood in the mud asking for autographs.

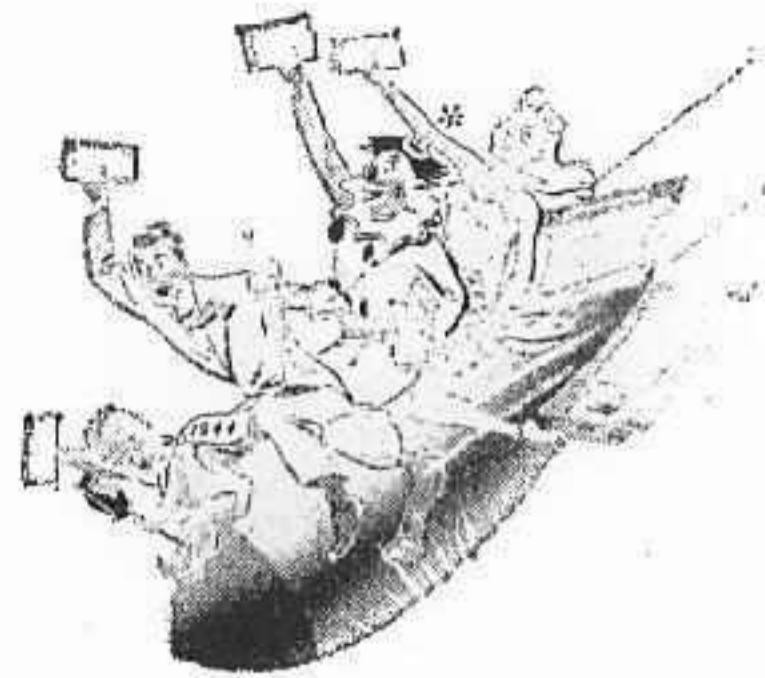
That is why the Theater Authority went into effect, and that is why before you could say Tojo the army had changed its theatrical set-up and the admission charges were done away with.

With the set-up of the above mentioned committees, Theater Authority polices and collects from all benefits and keeps its hands off army camps, navy bases, Treasury drives, bond drives, war rallies, promotion stunts and the like.

We have done our job here, and on the side as an individual I have enjoyed my travels thruout the State as a bond salesman with small shows and unknown artists who have helped in the sale of \$20,000,000 worth of bonds.

Being an old ambulance driver, I formed and

(Continued on page 21)



ARENAS DRAIN MEN AND MIDASES FOR OUR UNCLE MORGENTHAU

By John H. Harris

President, Arena Managers' Association, Inc.

As president of the Arena Managers' Association, I am proud to enumerate some of the activities of our members in furtherance of the national war effort.

Perhaps the most noteworthy contribution has been the staging of free shows to which admission could be gained only thru the purchase of a War Bond. During the past 15 months, our member arenas, in co-operation with Ice-Capades and Ice Follies, have raised well over \$50,000,000 in War Bonds thru the medium of these special free shows. Many of the buildings have received special citations from the Treasury Department for this activity.

Our arenas have entertained as their guests some 200,000 members of the armed services of the United States and Canada. Whenever possible we invite these men and women of the armed forces to be our guests at hockey games, ice shows, rodeos, circuses and so forth, as we feel that this is the least we can do to contribute

(Continued on page 38)

The Friars Pitch With Open House

By Mike Todd

Abbot of Friars

The limited space of the Friars Club does not permit of elaborate entertainment of men in uniform, and so the Friars, anxious to do their part in helping sustain morale, has instituted the policy of open house at the club for all servicemen. These guests have the run of the club, are entertained by members there, and all food and drinks are on the house. Host to the visitors is William Brandell, executive director.

In summer uniformed visitors are given the privileges of the roof garden and gymnasium. Since the inception of the open-house policy hundreds of servicemen on leave in and around New York have been entertained. In addition the club keeps personal contact with men on the fighting fronts and sends them packages regularly.

All this is in addition to the ceaseless and untiring efforts of Friars members to entertain servicemen in camps and on posts at home and on the scattered fronts thruout the world. More than 40 members are engaged in this work at home and abroad.

Thirteen of the club's members are on active service. Their privileges as club members are being retained for them for the duration.



A Talent Trough Where Victory Is A Command Performance

By Daniel S. Tuthill

Vice-President, National Concert & Artists' Corporation

"Victory Is a Command Performance" was the keynote of activity in the National Concert and Artists' Corporation at the outset of 1943 and, with this in mind, the organization has geared itself to the quick step of the war effort and increased morale on the home front thruout the year.

Artists under NCAC management have given generously in maintaining this program. The armed forces have drawn heavily from the ranks of NCAC artists, and those who have remained in the entertainment world have been major contributors in the various war projects which have been assigned to their profession at home and overseas entertainment of servicemen on active duty, en route to the various theaters of war and in the training camps where the job of building Uncle Sam's military and naval morale begins. The period of transition from civilian to soldier and sailor calls out the greatest courage of all.

The USO and the various special services of all branches of the armed forces have always found NCAC artists prompt in their response to appeals for enlistment in that so necessary A.E.F. on the home front. "America's Entertaining Forces" and NCAC are proud of its many achievements. NCAC artists in tours all over the United States and Canada in personal appearances and in radio programs have been responsible for the sale of millions of dollars in War Bonds. They have campaigned for the

American Red Cross, the National War Fund and for innumerable war relief agencies conducting national and local campaigns. Such outstanding stars of the entertainment world as John Charles Thomas, Gladys Swarthout, Joseph Szigeti, Jean Dickenson, Lucille Manners, the Southernaires, Fritz Kreisler, Earl Wrightson, Dorothy Kirsten, Vivian Della Chiesa and others have given generously of their time to this effort.

Nor has NCAC's contribution to the war effort been confined to entertainment. The Corporation takes pride in the tremendous educational effort which has been conducted among the members of the armed forces and the civilian population thru the speakers of the NCAC Lecture Division. Some of the most prominent speakers in the country, men and women, au-

(Continued on page 48)

UTWAC Jack Horner of Showbiz

By James E. Sauter

Executive Director, UTWAC

The United Theatrical War Activities Committee is a ubiquitous Jack Horner in show business' war program of total mobilization for victory. It has its fingers in nearly every pie. Servicemen's canteens, bond rallies, hospital shows, war fund campaigns are all UTWAC's job, and its sources of talent include radio, legit, vaudeville, night clubs, concert, opera and bands. The Treasury Department, the Office of War Information, the Red Cross and the National War Fund call on the committee freely to help put over their fund-raising, informational and morale-building activities. Of all theatrical war agencies UTWAC and the Hollywood Victory



Committee are the widest in scope.

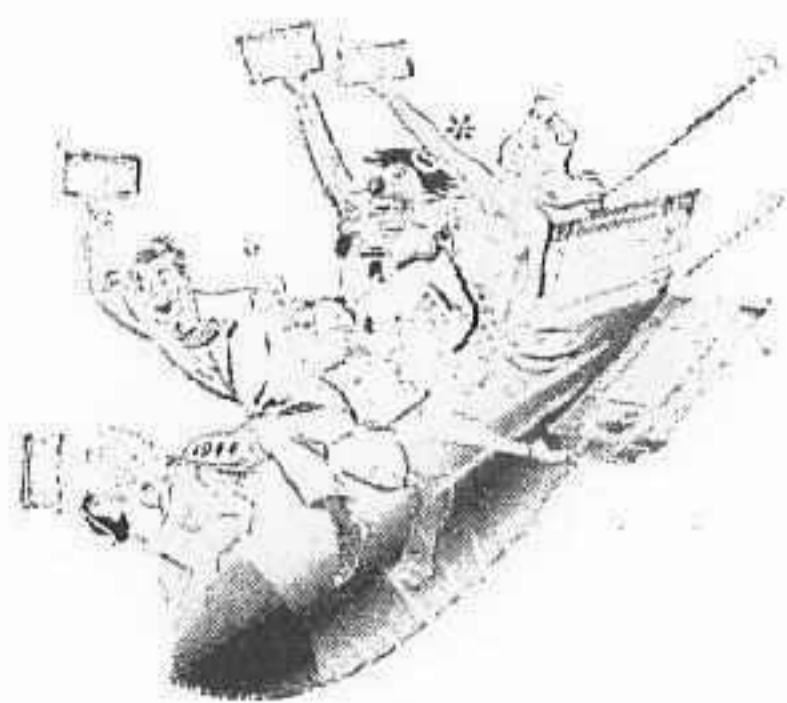
In addition to working with the Hollywood Victory Committee as a clearing-house for all performers utilized by the government, the theatrical industry and legitimate civilian agencies for war activities, UTWAC helps the American Theater Wing book all the talent for the Stage Door and Merchant Seamen's canteens and stages regular shows at six army and navy hospitals in the New York area for the Red Cross. The number of turns cleared thru our

(Continued on page 45)

This Corn Produces Green-City-Slicker Style

Corn reaps a harvest in War Bonds, judging from Spike Jones and His City Slickers, who this year have sold over \$3,500,000 in bonds and stamps in nine Southern California schools. A second drive, started this fall at Redondo Union High School, has hit past the \$80,000 mark already. Jones and his outfit travel every other Wednesday afternoon to one of the Southern California high schools or junior colleges and contribute a "corn concert" as the climax to the students' bond-selling campaigns. During these rallies three trophies are awarded by the band to the boy and girl with the outstanding all-round victory effort and to the student with top bond and stamp sales.

One member of the band is unique in his war effort work. Ernest (Red) Ingle, sax player and vocalist, is a leather carver and saddle maker in his off hours. The boys chipped in to buy him tools and, with the aid of the Red Cross, Ingle donates two days a week to visiting army hospitals, where he teaches wounded men to tool leather with a view to post-war jobs in that department.



Showbusiness

BONDBARDIERS

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HENDLER, HERB
 HENFIELD, MARTIN
 HERBERT, JACK
 HERMAN, WOODY
 HILL, MILTON
 HOFFMAN, DAVID MICHAEL
 HOFFMAN, LARRY
 HOGAN, FRANK J. (TWEET)
 HOGAN, MRS. MONICA
 HOKE JR., HARRY H.
 HOLLAND, ERNEST S.
 HOLLEY, ROBERT
 HOLLEY ASSOCIATES, ROBERT
 HOLM, CELESTE
 HOLMES, RAY
 HOLT, E. C.
 HOLTHAUS, WESLEY H.
 HOLZINGER, ALEXANDER J. J.
 HOPE, BOB
 HORNEIER, RUTH E.
 HOUGEN, ROGER B.
 HOWARD, EDDY
 HOWARD, HARRY
 HOWETH, EDDIE
 HUBBARD, D. STACK
 HULING, MARK
 HULL, JOSEPHINE
 HURRICANE RESTAURANT
 HURWITZ, EVELYN

I

ICELAND RESTAURANT
 IMMERMANN ART STUDIO, THE
 IMMERMANN, SOL
 INGALLS OFFICE, MILES
 ALPERT, LILLIAN
 FLAUM, JOE
 INGALLS, MILES
 SCHURE, JAMES
 WEISS, LILLIAN
 INSKO, ANDREW
 IOWA-DAKOTA MUSIC CO.

J

JACKS, DON
 JACOBS, CYRUS L.
 JACOBSON, HARRY
 JAMES AND HIS ORCHESTRA, HARRY
 BADALE, VINCENT
 BOWEN, CLAUDE
 CAMPBELL, JAMES
 CAPLAN, SAM
 CORCORAN, CORKY
 CUOZZO, AL
 DEVOOGDT, JOHN
 FRIEDE, AL
 GILBERT, HERSCHEL
 GOOTKIN, JACK
 HEATH, RAY
 HELLER, BEN
 HYLTON, DAVE
 JAMES, HARRY
 LAKEY, CLAUDE
 LERNER, AL
 MAROWITZ, SAM
 MATTHIAS, JACK
 McAFEE, JOHN
 MONTALBANO, AL
 MORENO, BUDDY
 NEIMAN, ALEX
 PALMER, PHILIP
 PETRONI, JOE

EISENHOWER • • • MORGENTHAU

(Fighter)

(Feeder)

BALLYHOO BONDS



War Bond purchases by civilians at home increase the confidence and strengthen the soldier spirit of the men overseas. Testimony to this fact was offered recently by General Dwight D. Eisenhower, who said in a radio speech: "It would be impossible to exaggerate the tremendous influence War Bond buying has upon the men here. The most important single element among well-trained fighting men is the 'soldier spirit' which results from confi-

dence. This confidence is aided and abetted by home front Bond purchases."

Secretary of the Treasury Henry Morgenthau Jr. also emphasized the effect that War Bond sales have upon men in the armed forces abroad. "Men in the fighting lines," he said, "consider it the patriotic duty of all at home to contribute to the war effort to the absolute limit." Results of the last War Bond drive, he explained, pepped up the fighting men in Africa tremendously. He said that he had assured the soldiers that the United States would supply them with all their needs—"and pay for it."

FCA-WEAF Promote Farmers' Bondery

War Bonds to the value of \$500 were awarded as prizes December 11 by the Farm Credit Administration of Springfield, Mass., to Mrs. Stella Miller, of West Chazy, Clinton County, N. Y., and 13-year-old Agnes Doody, of North Branford, New Haven County, Conn., winners in the War Bond essay contest open to all members of farm families, living and working on farms in New York, New Jersey and New England States. Essays of 100 words or less were written on the theme "Why I Buy War Bonds."

Prizes were awarded on Mert Emmert's "Modern Farmer" program over New York Station WEAF. The NBC station co-operated with the Farm Credit Administration and played host to the winners and their immediate families.

Refugees Pitch Via Unique Manuscripts

Refugee artists, authors and composers now in this country have donated original manuscripts, scores and works of art to aid in the sale of War Bonds, and these works will be auctioned off at a big rally for the Fourth War Loan Drive.

Among new items received for this collection are the typescript of Bruno Frank's new novel, "One Fair Daughter"; a musical score by the French pianist-composer, Robert Casadesus, and one by Isidore Philipp, another French keyboard master, entitled "Bacarola."

Advance bids on Thomas Mann's holograph copy of his lecture, "The Coming Victory of Democracy," on which a minimum quota of \$100,000 has been set, are being received on Bennett Cerf's radio program "Books Are Bullets" over New York Station WQXR.



BONDBARDMENT NUMBER

DECEMBER 25th 1943

THE V-MANNED FUN FOUNDRY

MACHINE MEN COME THRU IN SPIRIT OF "GREAT AND GROWING INDUSTRY"

The coin-operated amusement machine industry entered the third year of the war in full step to help win a complete victory. All its tangible manufacturing facilities were completely converted to war production by government order early in 1942, and since that time a number of the plants have won recognition and honor for work done. All the plants that had equipment and space to produce war goods have been busy on whatever could be handled in that connection. Long before the government issued the official order, coin machine manufacturers were conferring with officials and adapting plants to produce fighting weapons.

The industry could report many special programs and a lot of effort by individuals and firms in local areas all over the United States. It has accomplished a number of goals that have been well spotlighted in the press, showing that a small industry can really do things in a great cause. Considering the size of the industry and the fact that most of its plants were small to begin with, it has set a record which will hardly be equaled by any other industry of similar size.

With a total industry personnel of about 120,000 in all branches of the trade before the war, it is not easy to picture what changes have been made during the last two years. Perhaps the best way to picture the over-all change is to say that the only members of the industry left in their former pursuits are men mostly too old for military service. In fact, in any industry gathering it is soon seen that those who remain at their old posts are men who served in World War I, and a gathering of coinmen looks like an American Legion convention.

The men who have remained in the operating ranks have been forward in contributing to all patriotic efforts and they have also shifted their business so that it helps the war program. The amusement and music machines maintained in retail establishments make a definite contribution to maintaining morale and leaders in the war program, including high government officials, have made this contribution a matter of record.

The industry has also shifted its machines wherever possible to aid the great war production program of the nation. Vending machines have been shifted to war areas so that war-plant workers can get certain merchandise more conveniently. Plant managers and government officials have recognized that a service has been performed in time of war by having these machines where workers could buy candy, cigarettes, soft drinks and other small items conveniently.

Juke boxes and pinball games have also proved their worth to the men in the services and also to citizen morale. A lot of people liked juke box music but had taken them somewhat for granted until the men who had gone to fight overseas began to write home about how they missed juke box music. Leaders began to note those and even commercial firms began to advertise widely how juke box music had become an essential in the national picture.

Officials of the army and navy began to recognize amusement machines long before the public knew what was happening. In recent months much publicity has been given to cer-

tain training devices which have been developed to train pilots and also to give target practice in a number of ways. It is known to many that from the start coin machine factories went into action to help convert or improve some of their devices into practical uses for the armed forces. These uses have been chiefly to provide economical training devices that would in many ways give the trainee some idea of actual fighting conditions.

The coin machine factories got into this work early and they are still at it. Their engineering staffs and laboratory facilities have from the very beginning been used to develop new ideas. This work will go on till the war is won.

A half dozen plants have won the Army-Navy "E" flag and many more have won special recognition for certain products. A big step in aiding war production has been the expansion of plants. Any number of manufacturers have taken on from one to three or four additional buildings to use in war production. Progressive managements have thus shown that they can help win the war. All the plants had a good backlog of skilled workers when the war started and this has been a great advantage in turning out war materials.

Much of this work is something that does not lend itself readily to headlines. It is only when a plant wins some official recognition that the public can be told something of what

the industry has done and will do in the future. Only a few army and navy officials and government agents know the full story, and they cannot say much. But day in and day out these plants are going ahead with a real production program.

The manufacturing plants, the distributing firms and the individuals who place and service machines have all bought War Savings Bonds and also helped to sell them. The plants without exception have been as forward as any other industry in carrying on this special work while at the same time keeping their plants rolling.

The industry was one of the first to use music in helping to sell bonds and it has made full use of stickers, posters and other special programs and materials to increase the purchase of bonds.

Now, to arrive at some specific conclusions, the following evidences may be considered:

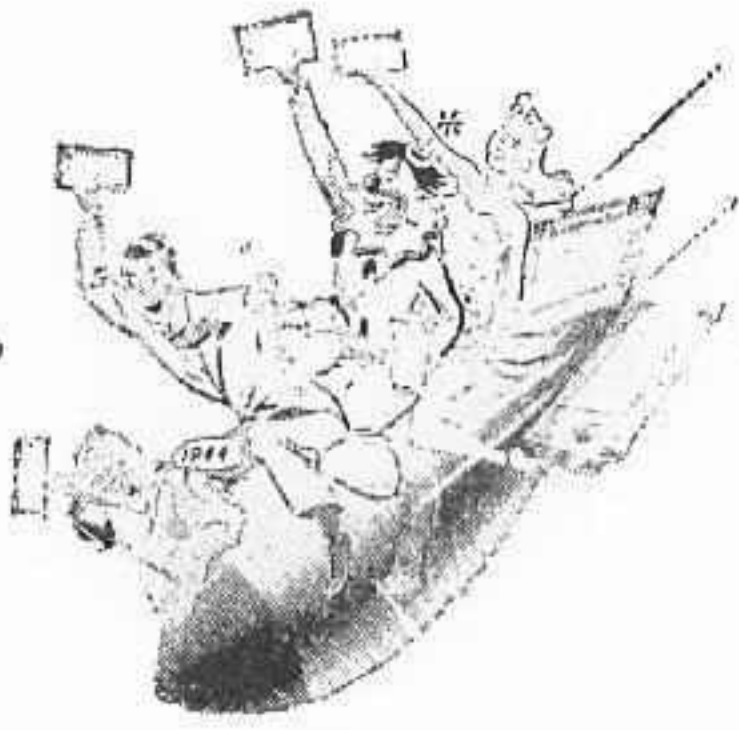
"Pre-Pearl Harbor Patriotism" might be the term to describe events in May, 1941, and November of the same year. Association groups from California to New Jersey helped to sponsor community celebrations of "I-Am-An-American Day" on May 18, 1941. The second and more important promotion was "Phonographs-for-Defense Week" in November, 1941. Time magazine, in its November 17 issue, said:

"This is Phonographs-for-Defense Week."
(Continued on page 79)



SINCE NOVEMBER, 1940, the BBC's Weekly American Eagle Club Program has been broadcast from London every week in the BBC North American Service. It is also relayed thruout the United States of America by Mutual Broadcasting System.

MORE...



Showbusiness

BONDBARDIERS

These are the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in this issue of *The Billboard*.

(James and His Orch., Harry, continued)

RODGERS, HARRY
 SACHELLE, SAMMY
 SCRIMA, MICHAEL
 SPEAR, WILLIAM
 TEAGUE, THURMAN
 THOMPSON, JOHNNY
 WALDRON, FRED
 ZENTNER, SI
 ZORN, LEO
 JANSLEYS, THE
 JONES, A. B.
 JOSEPH, PAUL
 JOSEPHSON, BARNEY
 JOSTYN, JAY
 JOY, GEO.
 JUDELS, MAY
 JULES AND WEBB
 JULIUS, HARRY B.

K

KADISON, HARRY
 KAHL, RAY S.
 KAIAMA, WILLIE
 KALCHEIM, HARRY
 KALCHEIM, NAT
 KARSON'S MUSICALS, MARIA
 KATZ, BERNARD
 KATZEL, SAM AND CLARA
 KAVELIN, AL
 KAY, BEATRICE
 KAYE AND HIS ORCHESTRA, SAMMY
 BRANDON, GEORGE
 CARR, JERRY
 CORNELL, DALE
 DAYTON, TOM
 FOTIN, LARRY
 HAENDLE, FRANK
 GENUSSO, SAM
 KAYE, SAMMY
 LEWIS, WARREN
 LUCAS, CARROLL
 MASI, PHILLIP
 MAY, FRANK
 NEGRO, BOB
 NORMAN, NANCY
 NUTTER, CARL
 OBLAK, FRANK
 OSCARD, MARTIN
 RHEIN, SID
 RUDISILL, ERNEST
 SORRELL, FRANK
 STERN, MIRIAM
 STUART, SALLY
 WALLMARK, DON
 WILLIAMS, BILLY
 WILSON, CHARLES
 WRIGHT, ARTHUR
 KEARNEY, JACK
 KENDIS, CONNIE
 KENDIS, SONNY
 KING, ROBERT C.
 KLATCHKO, CONSTANTIN
 KLINGE, JOHANNE
 KNOLL, THE GREAT
 KOHAN, MORRIS I.
 KRAMER, SIDNEY
 KRAMER, JOHN P.
 KRONENBERG, SIDNEY
 KURTZE, JACK

TREASURY'S POET LAUREATE

Chopped Liver Tycoon Most Singular Plural Bondynamo in America

His Name Is Louie Schwartz and His Game Is With the Sports

Over on New York's Sixth Avenue in the middle 50ths at a hole-in-the-wall delicatessen, a short, chubby little limerick-slinging waiter named Louis Schwartz sells bonds to showbiz folk who sell bonds to the public. Just in case you might mistake Louie the Waiter (as he is affectionately called by the biggest names in the business) for a small operator, look at his record. In exactly one year he has dealt over two and a half million dollars (\$2,521,075) worth of War Bonds off his towel-draped arm.

Louie's unique Bondbox, the Sixth Avenue Delicatessen, caters to a clientele known to every headwaiter in town by their first names.

During the past seven years the singing waiter, whose present tune "Any Bonds Today?" is a funeral dirge for Hitler, has charmed his customers by speaking in rhyme. He's the recognized sage of "Schtickel for a Nickle" poetry. The jingles are traditional in Jewish delicatessens, herald the events of the day, new song hits, the latest movie, opera or a rising personality and at times plug a restaurant specialty.

Show people like Louie's line. They love to hear him reel off such choice bits as "No one is daring to criticize our herring"; "Fred Allen, the best comic of them all, eats our 'Schtickel for a Nickel' on his way to Town Hall," or "Our 'Schtickel for a Nickel' is the lover's tonic—like music from the Philharmonic."

Entertainers have made Louie their confidant. They tell him their troubles, modestly mention successes and occasionally try to three-sheet over an order of chopped liver. He dictates their food orders, recites his latest limerick, and goes serious long enough to get over hard-hitting bond sale spiels.

Louie's bond selling career began a year ago this month when he was serving dinner to band booker Arthur T. Michaud and Mrs. Michaud, who is a lieutenant in the American Women's Voluntary Services. The three were discussing the good work the AWVS was doing for the war effort when Louie, looking sadly into the empty soup dish in his hand, expressed regret that the long hours in the restaurant prevented him from doing war work. Lieutenant Michaud suggested he might sell War Bonds to his customers, and gave him bond application blanks and instructions for soliciting sales.

That first night he sold one \$500 bond and

admits he was so excited he did his worst job of waiting tables till closing time. During the next seven days he rolled up an impressive total of over \$10,000, and the AWVS sent a delegation around to present him with an honorary membership.

In approaching his first customer on the bond business, Louie was pretty shaky. He was afraid of driving the epicurean out of the place. After serving a satisfying meal the round little waiter suddenly flashed the menu under the eater's nose with "How about a bond for dessert?" It worked. He kept up the \$10,000 average for several months, but wasn't convinced it was enough. He invented ways to wheedle larger and larger hunks of dough from his diners. In Louie's mind it's all mixed up with food. For instance, he knows now that soup's usually good for a \$100 bond; appetizer, \$500; breaded veal cutlet from \$1,000 up, and the heavier purchasers have a thick, luscious steak dangled before their eyes as bait. He often refuses steak unless the promise of bonds is forthcoming.



Louie Schwartz

Donald Flamm, radio station operator, is Louie's largest single bond buyer to date. Already he's taken a total of (amount omitted by editor) and has promised another (amount omitted by editor) for the Fourth Drive which starts January 18. Among the show-folk who are heavy buyers of Bondbarding TNT are Ray

Bolger, Al Jolson, Morton Gould, Hy Brown, Benny Fields, Blossom Seeley, Lou Levy, Bobby Clark, Patty Andrews, the Blair Sisters, Leonide Kinsky, Fred Allen, Igor Gorin, Walter Batchelor, Shep Fields, Alan Courtney, Dick Henry, Philip Wittman, Billy Shaw, Jan Savitt and Les Brown.

Louie feels that Uncle Sam will approve of some of the tricks he's invented to extract bondough. He loves to nick horse players who frequent the place; tells them it's good luck to buy a War Bond before placing a big bet, and points out that, anyway, if the horse doesn't come in they lose less. Many have a standing agreement to put a substantial part of their take into bonds.

Louie speaks a colorful and fluent Yiddish, and slings rich and meaty colloquialisms around to the edification and delight of his customers. He's a native New Yorker, born and educated

(Continued on page 21)



"THOSE 3" WARSCRIBES TURN HANDSPRINGS FOR SHOWBIZ

REYNOLDS

Saw ... And Said This:

Entertainment, all phases of it—radio, pictures and live—should be treated as essential. You don't know what entertainment means to the guys who do the fighting until you've been up there with the men yourself.

I come back home and all I hear is criticism. That's an easy way to earn an easy living. You ask the guys that were up there, ask Ernie Pyle or John Steinbeck and you'll see that the little men doing the squawking are the guys who weren't there.

Bob Hope, Jack Benny, Al Jolson and the Yacht Club Boys were all wonderful. Hope and Benny in particular, thanks to their records, which have been broadcast in England, are high favorites of the British soldiers. I saw the Yacht Club Boys in Cairo and, as you can imagine, the G. I.'s really went for their songs. They were smart, too; they kept writing fresh material as they went along.

Hope also kept his material up to snuff. He and his troupe, of course, would do 300 miles in a jeep, give four shows and then go into a huddle with Jack Pepper and cook fresh gags. One of the generals said Hope was a first rate military target since he was worth a division, and that's about 15,000 men.

Presumably the Nazis appreciated Hope's value, since they thrice bombed towns while the comic was there. They dropped eggs on Bizerte and Palermo for the first time in 60 days and finally on Algiers the first time in four months when Hope was around. Got to be quite a gag to say, when Hope came into a town, "Get out of town, will ya, Hope, you're dangerous."

I didn't catch up with Benny, but everyone said he was a wow. Jolson was another I met. He and Harry Akst, the songwriter, traveled around in a jeep, slept wherever they happened to be, on the ground or in a pup tent, and, surprisingly enough, the only thing they caught was colds; no malaria, no dysentery, no nothing.

I tell you, you don't realize how much it means to the G. I.'s until you see it. Mostly the fellows learn about the stars from their paper, "Stars and Stripes." Well, I can tell you that when the guys read that Al Schacht, for example, was coming that's all they talked about for days.

You can quote me as saying that we should use entertainment as an essential industry so long as it's for the boys in service. Anybody who has been there would insist on it. And forget about the boys feeling any resentment toward the performers not being in uniform. Hell, you should have seen how happy the G. I.'s were

(Continued on page 46)



Story on left from Billboard ("New York") interview with Quentin Reynolds, Oct. 30, 1943. Written by Lou Frankel.

ERNIE PYLE

Saw ... And Said This:

Fredric March and his camp-show crew came into town the other day on the last leg of an exhausting three-month grind thru the Persian Gulf area, entertaining our troops.

Mr. March has one man and two girls with him. The man is Sammy Walsh, a veteran cafe



Story on right from John Steinbeck article in N. Y. Herald-Tribune, courtesy Ladies' Home Journal, Philadelphia, and Herald-Tribune.

Story in this column from Dec. 13 N. Y. World-Telegram ("Allied Hq., Algiers"). Courtesy Scripps-Howard, Washington.

entertainer who prefers to call himself a saloon worker. He carries off the light end of the show. This is the fourth tour for the USO.

The two girls are Jeanne Darrell, a singer, and Evelyn Hamilton, who plays the accordion. Both these girls know plenty about war. Jeanne's husband is Lieutenant Maries, of New Zealand. Evelyn already has done one tour of 11 months in the Aleutians, she has had malaria in the Near East, and her fiance, a paratrooper, was killed in Sicily.

March Strikes Serious Note

Usually these camp shows are very light. Fredric March brings the first serious note to soldiers' entertainment I've run onto. It's a pretty touchy business, but he gets it over. He reads a stirring part of a Roosevelt speech of a couple of years ago; then he does some of Tom Paine's patriotic pronouncements; then he gives a little talk of his own.

Since he has played mostly to noncombat troops in isolated areas, he does some morale building by telling them their jobs are as necessary and contributory as anybody else's.

Mr. March played tennis with the King of Iran, and proudly shows off a magnificent silken prayer rug the King gave him. March wears a blue camp-show uniform and a leather, fleecy-lined jacket of the air forces.

He keeps a framed photo of his wife and two children on the desk wherever he goes. His brother is in Italy, and he hopes to see him before leaving this theater.

The Special Service Branch of the army recently had an artists' competition in the North African theater to give art-inclined soldiers something to do. The contest brought in 500 pictures painted by 127 artists or aspiring artists, 30 of them British soldiers.

(Continued on page 46)

STEINBECK

Saw ... And Said This:

A small USO unit is abroad this troopship, girls and men who are going out to entertain troops wherever they may be sent. These are not the big names who go out with blasts of publicity and maintain their radio contracts. These are girls who can sing and dance and



look pretty, and men who can do magic, and pantomimists and tellers of jokes. They have few properties and none of the tricks of light and color which dress up the theater. But there is something very gallant about them. The theater is the only institution in the world which has been dying for 4,000 years and has never succumbed. It requires tough and devoted people to keep it alive.

An accordion is the largest piece of property the troupe carried. The evening dresses, crushed in suitcases must be pressed and kept pretty, the spirit must be high. This is trouping the really hard way.

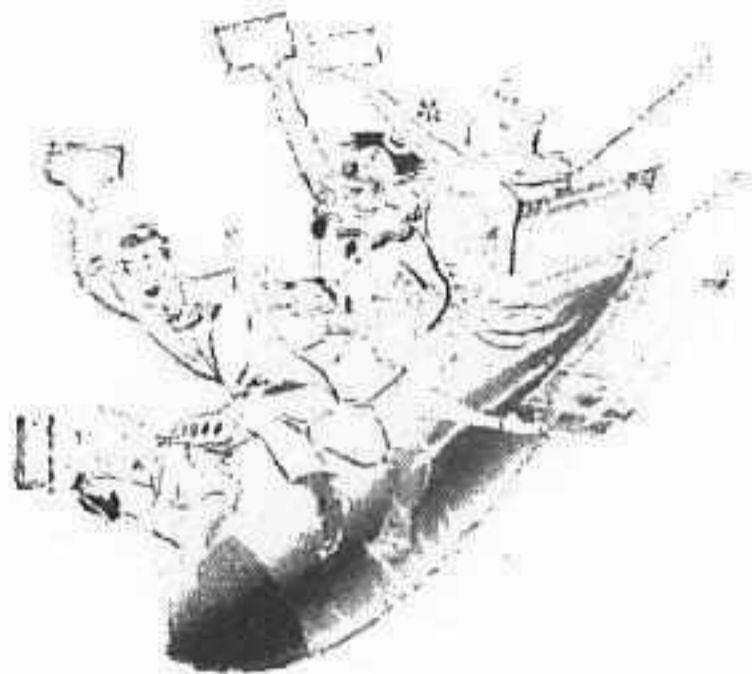
The theater is one of the largest mess halls. Soldiers are packed in, sitting on benches, standing on tables, lying in the doorways. A little platform on one end is the stage. Tonight the loud-speaker is out of order, but when it isn't it blares and distorts voices.

The master of ceremonies gets up and faces his packed audience, he tells a joke—but this audience is made up of men from different parts of the country and each part has its own kind of humor. He tells a New York joke. There is a laughter, but a limited one. The men from South Dakota and Oklahoma do not understand this joke. They laugh late, merely because they want to laugh. He tries another joke, and this time he plays safe. It is an army joke about M. P.'s. This time it works. Everybody likes a joke about M. P.'s.

He introduces an acrobatic dancer, a pretty girl with long legs and the strained smile acrobats develop to conceal the fact that their muscles are crying with tension. The ship is rolling slowly from side to side. All of her work is dependent on perfect balance. She tries each part of her act several times and is thrown off balance, but, seriously, she tries again until in a pause in the ships roll she succeeds and legs are distorted properly for the proper two seconds. The soldiers are with her. They know the difficulty. They want her to succeed and they cheer when she does. This is all very serious. She leaves the stage under whistles and cheers.

A blues singer follows. Without the loud-speaker she can hardly be heard, for her voice, altho sweet, has no volume. She forces her voice for volume and loses her sweetness, but

(Continued on page 46)



Showbusiness

BONDBARDIERS

These are the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in this issue of The Billboard.

L

LA MARTINIQUE
 LAMBERT, WILLIAM
 LARSEN, MIKE
 LA RUE'S MINIATURE RODEO
 LA RUE, CLEVE
 LA RUE, CORLISS
 LA RUE, HAZEL
 LATHROPP, MACK & VIRGINIA LEE
 LAWRENCE, GREATER SHOWS
 LEANDER, FRANCIS N.
 LE BRUN, MARGUERITE
 LEEDS MUSIC
 LEFCOURT, HARRY
 LEFKOWITZ, NAT
 LEHNING, CHARLES T.
 LEON AND EDDIE
 LESTER, JERRY
 LEVERENZ, LARRY
 LEVIN, W. BIGGIE
 LEVIN, J. J. (BOOKIE)
 LEVY, GEORGE
 LEVY, LOU
 LEWIS, DOROTHY
 LEWIS, GEORGE
 LEWIS, JACK
 LICHTMAN, CHARLES
 LIEBMAN, ERNEST
 LOCKAGE AND ORCHESTRA, FRANK
 LOEB, ANNE
 LOPEZ, ANGEL
 LOWREY, SAMMY
 LOWY, DAVID
 LUBINSKY, HERMAN
 LUCAS, NICK
 LUKE, HARRY
 LUNCEFORD, JIMMIE
 LUZ, ERNEST D.
 LYMAN, EDWARD D.
 LYNN, HERBERT S.
 LYTELL, BERT

M

MACK, JOHNNY
 MAINS, GLEN
 MANDEL, JACK
 MANDELL, MORRIS
 MANHATTAN PHONOGRAPH CO.
 MANK, CHAW
 MANN, FREDI AND LORETTA PAGE
 MARCHANT MUSIC CO.
 MARCUS COMPANY, HARRY
 BURGER, JOSEPH
 BURGER, PHIL
 DI GIROLAMO, ROBERT
 FERNANDES, ROSEMARY
 GOLDSTEIN, JACK
 KAJOR, EDWARD
 MASCHING, NICHOLAS
 SKLAR, BARNETT R.
 WICZER, MRS. ANN
 WICZER, HARRY
 WICZER, MORRIS
 WICZER, WALTER
 MARDONI AND LOUISE
 MARGOLIN, DAVID
 MARIETTA, DONALD EDGAR
 MARKELL, MAXWELL M.
 MARKS, SAMUEL
 MARLOWE, SELMA
 MARLYN AND MARTINEZ

THE LAMBS SERVICEMEN'S MORALE CORPS

John Golden
 Chairman Ex-Officio

The work of the Lambs Club in aiding the war effort has been and is a contribution to morale-building among servicemen in and around New York. Nor is this work confined solely to our own fighting men, for soldiers and sailors of our allies have also been guests of the club during the 81 weekly dinner and entertainment parties which the Lambs have given for servicemen.

In these 81 weeks some 25,000 dinners have been served to men in the armed forces. Each night has a sponsor, a prominent person, who contributes \$300 to the cost of the evening. To date \$40,000 has been raised for this purpose. The first sponsor was William S. Hart. Another was Bernard M. Baruch, and another Mrs. William Courtleigh, who mothered an evening in memory of her late husband. Since then the list of sponsors has grown so that applications are being taken today six months in advance for the privilege of sponsoring one of these evenings.

Once every four weeks the Monday night parties are reserved for wounded soldiers and sailors, and these nights are given over solely to laughs and entertainment under the chairmanship of Gene Buck. On other nights outstanding figures in the theater, motion pictures, radio, press and government are invited to attend and talk to the men before the entertainment in the Lambs theater which rounds out the evening.

Chairman of these evenings is Joseph Buhler, and the financing is in the hands of the energetic and successful Phil Green. But, most of all, great credit must go to Sam Forrest, veteran showman, who each week has gathered talent for shows which the Lambs have begun to call "Little Gambols." By his continuous and never-ending efforts the shows are produced week after week.

Stripping Buckeyes Instead of Herself

Gypsy Rose Lee did not have to strip this time when she stepped off the train in Columbus to join author Louis Bromfield and playwright John Cecil Holm. Gypsy stole the authors' show at Central High School, where the local bond committee brought the trio to sell the original manuscripts of their particular literary efforts. The literary Gypsy did a number for her audience, then auctioned off the original script of "The Naked Genius" to a Mr. Todd Bechol, representing his interests for \$100,000 in bonds. This was only second to Louis Bromfield's script of "Death in Monte Carlo," which brought \$240,000 and was purchased by the Ohio Farm Bureau. Holm's "Best Foot Forward" pulled \$50,000 for the U. S. Treasury. Total collected in the auditorium was \$1,107,806, making some night's work.



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 JOHN GOLDEN
 Chairman (Ex-officio)
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 Executive Director
 PERCY T. MOORE
 Treasurer
 SAM FORREST
 Director of Ent.
 PHIL GREEN
 Director of Finance
 BRANDON PETERS
 Executive Secretary
 WILLIAM P. ADAMS
 Secretary
 EXECUTIVE
 Joseph S. Buhler
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 Percy T. Moore
 Vice-Chairman
 PRODUCTIONS AND ENTERTAINMENT
 Sam Forrest
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 Co-Chairmen
 Jack Whiting
 Vice-Chairman

FINANCE

Phil Green
 Chairman

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 John McManus
 Eddie Weber

LIAISON

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 Lt. Col. H. G. Hoffman
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 Kenneth Webb
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Ward Wilson
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John S. (Ole) Olsen, Chairman

C. Edmonds Allen	Jay Jostyn
Robert Bellaire	S. Jit Kaufman
Edgar Bergen	Raymond Knight
Irving Berlin	Joe Laurie Jr.
Milo Boulton	Lew Lehr
Gene Buck	Fred Irving Lewis
Edwin Burke	Bert Lytell
Edward A. Byron	Barclay V. McCarty
Howard Chandler Christy	Ward Morehouse
Charles Coburn	Wallace Munro
Peter Donald	Conrad Nagel
Paul Douglas	Howard Jack Negley
Bide Dudley	Clarence Nordstrom
James Montgomery Flagg	Pat O'Brien
"Senator" Ford	Raymond Peck
Vinton Freedley	Lt. Gitz Rice
Emil Friedlander	Stanley Ridges
Martin J. Gillen	Roy Roberts
Radcliffe Hall	Tom Slater
Don Hancock	Jack Stone
Bob Hawk	Walter Vincent
Burnet Hershey	Harry von Zell
Harry Hershfield	David Warfield
George Jessel	Jack Whiting
	Ward Wilson

BONDBARDMENT NUMBER

DECEMBER 25th 1943



ASCAP Marches

(Continued from page 11)

try. The OWI and other government agencies have commended the Society on these scripts for the excellent job they are doing. Many broadcasters report that they have sold these programs to sponsors.

Last June the Society gave a memorial concert to its member, the late Sergei Rachmaninoff. The proceeds from this concert amounted to \$5,000 and were turned over to the Armed Forces Master Records, Inc., an organization which is supplying libraries of good recordings to our servicemen throuout the world. In January, 1944, ASCAP, in conjunction with The Los Angeles Times, plans to give similar concerts on the West Coast with the Los Angeles Philharmonic.

At this writing we are in the midst of a drive to raise our goal in the office for the National War Fund. From our past experience we know that the goal will be oversubscribed.

In view of these activities, it is apparent that the American Society of Composers, Authors and Publishers is ending the second war year with the same resolve of all American organizations in show business—to do whatever is possible within its field of endeavor to aid and promote the war effort.

Power Packin' Mike

(Continued from page 6)

produced and directed in conjunction with the Writers' War Board and the American Federation of Radio Artists, "Unite At Home—Victory Abroad," a series arranged by a committee appointed by Mayor La Guardia to combat race prejudice and promote the lessons of tolerance, understanding and good will at home.

On behalf of the Office of Civilian Defense, the War Production Board, the Office of War Information and the Russian War Relief, 41 transcriptions have been directed by Radio Directors' Guild members.

The Guild is a participating member in the National Entertainment Industry Council, the aims and purposes of which are known throuout the entertainment world.

The Guild stands ready to serve in any manner that will bring Victory one day closer.

Treasury's Poet

(Continued from page 18)

in Brooklyn, graduated from Manual Training High School in that boro and before that went to P. S. 147. His two daughters are contributing to the war effort. One on the West Coast does defense work and is engaged to a marine. The elder, Lillian, in essential war work here, is married to Lieut. Thomas Berschig, P47 navigator, who had completed 40 missions over enemy territory before being reported missing in action last month.

Right now the Sixth Avenue Delicatessen has a drive on to raise bond sales to the \$5,000,000 mark. Prominent signs read: "Wanted! \$2,500,000 in War Bonds to buy 18 P47 Thunderbolts." The eatery's poet laureate has just made a deal with artist Charles Melohs to contribute a gratis painting of the week's biggest bond buyer. A large sign announces: "Reward! The highest purchaser of bonds each week will be

painted by a famous artist and immortalized on these walls. See Louie the waiter now."

Louie's been around showbiz characters for so long he feels like one of them. Alan Courtney, of WOV, buys bonds along with his food, tho he sells them on his program. He talked Louie into a guest appearance recently and for 15 minutes the waiter quoted his poetry and told stories such as the one about a chambermaid in one of the neighborhood's swank hotels who timidly came in and stood waiting for Louie. He found she wanted to buy a \$25 bond. He took her money, and every month after that she came in regularly with \$18.75. Each time she signed with an X, explaining that she hadn't gone to school and couldn't sign her name. One day she signed with a large O. Louie saw the change and upon questioning her got this reply "I just got married." The audience response to the quarter-hour amounted to \$4,500.

His radio career is rounding out nicely, with appearances on WNYC and WABC's "We, the People" a few weeks ago. He's excited about a skedded 12-minute skit in which he'll be featured at Loew's State beginning January 20. Dan Shapiro, who wrote the lyrics and music for "Artists and Models," is doing the scripting, which will show Louie as a waiter doing just exactly what he does every day—selling bonds.

The bond business takes a lot of time. So much, in fact, that Louie last week started taking off Monday and Tuesday for home work—getting the money and applications to the bank and putting the bonds thru registry and catching up on his voluminous correspondence with buyers who've moved out of town or who don't patronize the place often. He pays a sub for those days.

Last week Louie was sending out 1,500 Christmas cards inscribed "Buying War Bonds helps a lot to put the Axis on the spot," and a reminder that he will take their orders at the "store." He feels that the time and money he spends is a small enough contribution toward victory.

Film W. A. C.

(Continued from page 14)

worth, and was an excellent bit of showmanship besides. Enormous sums of money have also been raised in theaters for United Nations War Relief, Infantile Paralysis, USO, Army-Navy Emergency Relief and the American Red Cross—a total of over \$13,000,000—aside from a year-round War Bond promotion.

Theaters have also been a means of collecting thousands of tons of scrap of all kinds and have also served an important channel thru which millions of Americans have contributed blood to the Red Cross Blood Donor Campaign. As the year rounds out the industry is now mobilizing its forces for the Fourth War Loan, setting for itself a goal of a bond for every one of the 12,000,000 theater seats.

The Negro Artist

(Continued from page 9)

to raise funds to carry on welfare work among indigent performers, we pay special attention to the setting up of bond booths.

Many of our members are serving in the armed forces. Their sacrifice plus the work of civilian members of the Guild throuout the country, testify to the part the Negro Actors' Guild of America is playing in the fight for freedom.

Theater Authority

(Continued from page 14)

organized the USAAC Emergency Corps, 1,200 trained ambulance drivers, who nightly operate ambulance service in practically all hospitals from Elizabeth, N. J., to Far Rockaway and from Coney Island to New Rochelle. The USAAC Emergency Corps was two years old this month, and with the American Red Cross the oldest war-working organization in America.

Having a little extra time on my hands I founded the Father Duffy Canteen, Inc., a group of 125 women who nightly with their ambulance canteens cover the water front and anti-aircraft bases of New York, serving the men on sentry duty. We average 60,000 servicemen and women a month, and have served over 1,250,000 since our inception. All food is prepared in Reuben's Restaurant and is financed by public contributions. There are no salaries in the Father Duffy Canteen. The drivers are the USAAC Emergency Corps men.

Acting as an adviser to practically every war-raising campaign keeps one pretty active, but what the hell! No matter how hard or how irksome the work, it is better than being in the Solomon Islands or covering a bleak post in the Aleutians.

Theater's Wingspread

(Continued from page 8)

unit of 150 girls has been selling bonds and stamps in theater lobbies for a long time, and during the last War Bond Drive the "Speakers' Bureau" of the Wing provided 415 speakers a week—in addition to the standing 26 well-known playwrights and novelists.

The publicity committee carried on a special campaign—the newspaper caricaturists provided a composite exhibition in 26 theaters—and the Music War Committee, made up of the leading lyricists and composers of the music world, wrote special War Bond songs.

The Billboard is showing us in a big way that bonds are not merely the buying power for munitions to blast the enemy. Bonds are a co-operative investment making all Americans who buy them partners in VICTORY.

Theater Managers

(Continued from page 9)

weeks of "Claudia" for causes ranging from Greek War Relief to the International Students' Service given by John Golden which establishes some sort of a record.

Eight special matinees were given by different plays in October, admission to which was only by purchase of War Bonds. The Treasury Department officially credited us with \$10,880,000 in sales for these performances. Every element in the theater contributed its services from the usher who worked for nothing to the theater operator, who donated the use of the house. In fact, the latter had some expense, since light, heat and lounge room accessories were provided without charge.

When the final reckoning is made it cannot be said that the manager has not done his part.

MORE . . .

BONDBARDIERS

MARR, PAUL
 MARSHALL, REG. D.
 MARTENS, FRED
 MARTIN, LOU
 MARTIN, TOMMY
 MASON, PHIL
 MATA AND HARI
 MATHEWS, STEPHEN C.
 MAY, BOBBY
 MAYNOR JR., MORRIS
 MAYS AND BRACH
 McCLINTOCK, MILLER
 McCOMAS, ROBERT J.
 McDANIELS, BERTHA (GYP)
 McCONKEY ORCHESTRA CO.
 McCORMICK, JOHN & DOLLY
 McFARLAND, D. C.
 McGEE, GERRY
 McGEE AND MOLLY, FIBBER
 McGREGOR, RALPH
 McLAUGHLIN, ANDY
 McOMBER, CLAIR
 McSHANN, JAY
 McSORLEY, JAMES
 MEGAARDEN JR., THEODOR
 MENDELSON, HERBERT G.
 MEYERS, AL
 MEYERS, DURLIN J.
 MILES, JACKIE
 MILLER, INC., BOB
 MILLER, FRANK
 MINON, SELMA T.
 MOBERG, RALPH J.
 MOHR AND HIS
 ORCHESTRA, BOB
 MONARCH COIN MACHINE CO.
 BAZELON, EDWARD
 BAZELON, IRWIN
 BAZELON, JEANETTE
 BAZELON, ROY
 NEMEROFF, CELIA SLONE
 NEMEROFF, CLAYTON C.
 MONTAGUE, WILLIAM L.
 MONROE, LUCY
 MOREY, AL
 MORGAN, JOHNNY
 MOROCCANS, FOUR
 LARBI, ABDELKADDER BEN
 LAMECKY, MOHAMED BEN
 HAMID, HAMIDO BEN
 MORRIS AGENCY, WILLIAM
 MORRIS, DOUGLAS J.
 MORSE, EDWARD H.
 MORSE, ELLA MAE
 MOSS PHOTO SERVICE
 MOSS, DANIA L.
 MOSS, FLORENCE
 MOSS, KENNETH L.
 MOSS, OLIVER Z.
 MOSSIDES, NICK
 MUNRO, DAVE
 MUNVES, MIKE
 MURPHY, DEAN
 MURRAY, JAN
 MUSIC CORPORATION OF
 AMERICA
 BERTEL, JACK
 BLOOM, PHIL
 DAVIS, MACK
 GINE, HENRI
 GREENHUT, JOHNNY
 HACKETT, HAL
 JOHNSON, MAY
 LYONS, RUSS
 McHUGH, BART
 MILLER, CHARLIE
 MOSS, HARRY
 ROSENTHAL, HERB
 SCHRIER, MORRIS
 SURGOT, HENRY
 WERBLIN, DAVID A.
 WHITTEMORE, JACK
 MUSICRAFT CORP.
 MUSZALSKI, JOSEPH
 MUTUAL BROADCASTING SYSTEM

N

NATIONAL SHOWMEN'S ASSN.
 NEW JERSEY STATE FAIR
 NEWTON, H. GLENN
 NICHOLAS, MICHAEL G.
 NICHOLS, LES
 NOLTE, MRS. MARTHA E.
 NORTH, MEYER B.

O

OBERSTEIN, ELI
 O'BRIEN, FRANK W.
 O'CONNELL, HELEN
 O'HARE, "HUSK"
 O'MALLEY, DAVID P.

OOSTERKAMP, HENRY
 OWENS, MRS. C. F.
 OWEN, ELLEN
 OWEN, EMMA
 OWEN SISTERS, THE
 OWEN, SOPHIE
 OXLEY, HAROLD F.

P

PACKTMAN, DOROTHY
 PAIGE, JOY
 PARKS, VALERIE
 PEPPE, JAMES V.
 PEPPLE, T. DWIGHT
 PERMO, INC.
 PETERSON, AXEL
 PETERSON, HENRY P.
 PETTEY, HERB
 PHILLIPS, ANTHONY
 PHILIPPS, JUSTIN J. J.
 PHILLIPS, MRS. ALMINA D.
 PHILLIPS, EDGAR J.
 PHILLIPS, GEO. W.
 PIAZZA, BEN
 PIETROCOLA, GILDA
 PINE, ARTIE
 PINE, MARTIN
 PINEAPPLE, CPL. JOHNNY
 KAONOHI
 PIRATES' DEN, HOLLYWOOD
 PITMAN, HOWARD MASON
 POLIS, JOHN
 POLLARD, BUD
 PONSER, GEORGE
 POOLE, FORREST C.
 POPKIN & RINGER THEATERS,
 LOS ANGELES
 POPLAR BLUFF TENT &
 AWNING CO.
 POULOS, TINA
 PRALL, WILLIAM F.
 PRICE, GEORGE L.

R

RADIO CITY MUSIC HALL
 RAGON, "DON"
 RALSTON, VICTOR
 RANE, VICTORIA
 RATNOFF, CHARLES
 RAVAZZA, CARL
 RAYES, BILLY
 REEL DISTRIBUTING CO.
 REEVES, CY
 REICHMAN, JOE
 REID, DON
 RENAUD, PAULINE G.
 RIDER, MR. & MRS. JOE D.
 RIGOLETTO BROTHERS
 ROBBINS, D. & CO.
 ROBBINS, DAVE
 ROBERTS, GROVER C.
 ROBERTS, LUCILLE & EDDIE
 ROCHELLE & BEEBE
 RODGERS JR., ROLLIN W.
 RODSTEIN, WILLIAM K.
 ROGERS, ROY
 ROGGE, FLORENCE
 ROLAND, WILL
 ROSE, BILLY
 ROSE, MRS. IKE
 ROSE, JEAN
 ROSEN, JERRY
 ROSEN, MICHAEL
 ROSENBERG, MORRIS
 ROSE'S MIDGETS
 BOKTNYE, SUZANNA
 GASPARD, STEVE
 HALL, JACQUELINE
 HALL, SONJA
 HOWARD, ESTHER
 NOWAK, ADELE
 NOWAK, FLORENCE
 PALFI, JANOS
 PICK, ALICE
 PICK, GUSSIE
 RATTER, BABS LEDAIR
 RATTER, FREDERICK
 SWIFT, JAMES VANCE
 VENDOLA, TONY
 RUNYON SALES CO.

S

SACCO THEATRICAL MART,
 TOMMY
 SACKS, MANIE
 SACKS, SAM
 SAFRANEK, WILBERT F.
 SALKIN, LEO B.
 SANTEE, EARL E.
 SANTLY, LESTER
 SARACINI, JOSEPH A.

SARNOFF, DOROTHY
 SAUM, LEO A.
 SAUTER, JIM
 SAVOY RECORD CO.
 SCHATT, CHARLES
 SCHNEPEL, EMIL WIMPY
 SCHOLL, MAX
 SCHUSTER, MILTON
 SCHWEPPE, OTT A.
 SCOTT, HAZEL
 SCOTT, RAYMOND
 SELDEN, THE STRATOSPHERE
 MAN

SELMER, INC., H. & A.

GROLIMUND, J. M.
 SELZER, LOUIS WM.
 SERLIN, OSCAR
 SHANIN, BEN
 SHANNON, EFFIE
 SHAW, MARION
 SHAW, MRS. RAE
 SHAW, ROBERT
 SHEAKS, FLOYD W.
 SHERMAN, CATHERINE
 SHILKRET, ARTHUR
 SHILKRET, NATHANIEL
 SHOWMEN'S LEAGUE OF
 AMERICA
 SIMMONS, LONNIE
 SIMON, JACK
 SIMON, MURRAY
 SIMPSON CLOTHES
 SINATRA, FRANK
 SINNOTT, HOWARD
 SKYLAR, SUNNY
 SLOAN, ESTELLE
 SLOUT, L. VERNE
 SMALLWOOD, TOM
 SMITH, BRADFORD
 SMITH, KATE
 SMITH, D. LOUISE
 SMITH, F. McKIM
 SMITH, ROY C.
 SMITH, SYDNEY G.
 SOLT, DAVID
 SOTOS, GEORGE
 SOUNDIES DISTRIBUTING CORP.

OF AMERICA
 ACKERMAN, FLORITA
 AMABILE, SYLVIA
 BACH, ALICE
 BEALL, ROBERT
 BOWERS, V. M.
 BRUNO, ELEANOR
 CARLSON, ENEZ
 CARLSON, VIVIAN
 CHAMBERS, M. L.
 CHIARAMONTE, THOMAS
 CHILDS, G. N.
 CROUCH, WILLIAM F.
 CUDDIHY, E. F.
 DAVIDSON, MARTIN
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FIGHTERS' FOOTLIGHT FRONT

Mrs. FDR Finds Time to Fete, Boost ATW

SERVICEMEN GRATEFUL

NEW YORK, Dec. 18.—Eleanor Roosevelt invited a group of American Theater Wing biggies to tea at her apartment Monday (13) to deliver personally the thanks of servicemen she met in the Southwest Pacific for the good job the ATW has done.

Bert Lytell, president of Actors' Equity; William Feinberg, secretary Local 802, AFM; Milton Shubert, Shubert Theaters; Harry Brandt, Brandt Theaters; Sol Pernick, business agent Theatrical Protective Union; Brock Pemberton and John Golden, producers; Helen Menken, ATW Canteen executive, and Walter Greaza, Actors' Equity, heard the First Lady say that she was acutely conscious of the contribution showbiz has made to the morale of the men in uniform.

Mrs. Roosevelt pointed out that she has a profound realization that performers and the industry are constantly giving of their energies and talent for war and other activities. Some people, she said, expect the entertainer to pitch in and do his share and more, but the servicemen in the Pacific are deeply grateful that their furloughs in New York had been made memorable by the ATW. Many had seen legit shows for the first time, they told her. Almost all had made at least one visit to the Stage Door Canteen and were tremendously impressed that hard-working showfolk would not only come down to entertain them, but serve them refreshments and dance with them.

Many individuals and organizations are doing a laudable job for the war effort, she told the group, but she had wanted for a long time to sit down with this particular group and let them know how the boys in service felt about their efforts.

The ATW has done much, she declared, to create a friendly, hospitable feeling for New York City in the minds of our boys who are now in the thick of the fight.

Film Industry Set for 5½ Bil 4th War Drive

NEW YORK, Dec. 18. — Charles P. Skouras, national chairman of the motion picture industry's participation in the Fourth War Loan drive, arrived from the Coast with eight top m. p. executives to lay preliminary plans for the campaign, which will begin on January 18 with another four-week intensive bond-selling pitch. The film business's share of the \$14,000,000,000 goal set by the Treasury Department is tabbed at \$5,500,000,000.

After meeting with the trade press for luncheon Thursday (16), delegation left for Washington where a key conference yesterday with Secretary Henry Morgenthau and Ted Gamble, of the Treasury Department, and a group of 60 to 70 of the industry's representative from Eastern States called for tee-off of concerted biz action. Subsequent conferences are skedded for Chi and Detroit.

Keynote of industry's Fourth War Loan is to line up every exhibitor in the country solidly behind the campaign under the slogan: "A Bond for Every Theater" (See FILM WAR DRIVE on page 25)

Sweat Job, Snow Job, Saga Boy ---Some Choice Idioms Negro USO-ers Picked Up on Islands

Unit Received "Apollo"-Like Plaudits

NEW YORK, Dec. 18.—"Sweat job" and "snow job," "saga boy" and "mopsy" are some new terms imported for enriching Main Stem vocabularies by Willie Bryant and Kenneth Spencer, recently returned from a tour of the Spanish Main and points adjacent for USO-Camp Shows.

Bryant, originator and emcee of *Amateur Night in Harlem* over WMCA and emcee of *Mamba's Daughters*, and Spencer, concert basso and lately of the films *Cabin in the Sky* and *Bataan*, headed the first all-Negro unit to make an off-shore swing for USO. The troupe, which has just completed a 12-week tour of military installations covering the Bahamas, Haiti, Jamaica, Virgin Islands, Antigua, Puerto Rico, Trinidad and British and Dutch Guiana, also included Roger Juan Ramirez, pianist; Betty Logan, blues chanteuse, and Julie Gardner, accordion-

ist and singer.

A "sweat job," according to Bryant, is a harangue the khaki boys have to take from some superior bore who keeps them waiting to get to the point. If it snowed in the Caribbean nobody would believe it, so a "snow job" is similar verbal bunk or bull in the boys' vernacular. "Saga boy" is a gigolo, and "mopsy" is his gal friend.

Another high point in the Bryant-Spencer report is that the well-fixed native population of the islands piece out their gas ration with 151-proof rum, and that the cars run very well on the mixture.

More seriously, both advised that the unit had found a splendid reception from both white and Negro troops. The latter, on one island responded "like an Apollo Theater night," said Bryant. And the white troops, according to Spencer, "only seemed to realize how much they had been missing colored entertainment."

"The army, both enlisted men and officers," said Bryant, "couldn't do enough for us, and those from the South were specially hospitable. Only in two or three isolated cases was there any hint of a cool reception, and that was limited to a few Special Service officers."

"I don't believe their attitude had anything to do with race or color," he added. (See CHOICE IDIOMS on page 25)

Camp Haan, Calif., No. 1 Footlight Front

LOS ANGELES, Dec. 18.—If GI's had a choice of training centers, the majority would probably ask to be sent to Camp Haan in Riverside County, California, 65 miles from Los Angeles. Practically every Hollywood star has the camp listed on his regular service beat.

Almost every West Coast radio program has made at least one broadcast from Haan, with the entire cast performing after the show and the glamour gals dancing with the soldiers. Roadshow troupes and vaude artists include the camp in their itinerary. Some of the stars who have visited Camp Haan are Burns and Allen, Dinah Shore, Jack Benny, Bob Hope, Red Skelton, Kay Kyser, Ginny Simms, Lucille Ball, Chester Morris, Tommy Riggs, Charlotte Greenwood and Eddie Cantor.

The camp dance ork, composed of sidemen from name bands, often plays for Stage Door Canteen dances in Hollywood. The large number of musicians stationed there has resulted in the formation of several concert bands which entertain on the homesite.

Markoff, Clipper Victim, Back as Thrush Sans Pleat

WASHINGTON, Dec. 18.—After eight months in hospitals in this country and in Portugal, Gypsy Markoff this week began her professional comeback at the Troika Club here, but no longer does she entertain with her accordion. Now she is strictly a vocalist.

Her pleat-box lies at the bottom of the harbor at Lisbon, where Miss Markoff was severely injured and many were killed when the Clipper on which she was a passenger crashed in landing. Unable because of injuries to play the instrument again, Miss Markoff is now launching a new career as vocalist. This is her first appearance since she left the hospital.

Altho well on the road to recovery Miss Markoff was plagued with illness during her Washington engagement and several evenings was unable to appear. She recovered sufficiently, however, to finish the engagement. She was followed in the Troika Thursday (16) by Hannah Williams, who has been around the nitery and vaude circuits in recent months after a long gap.

Miss Markoff said that she didn't consider her responsibilities as a soldier entertainer ended because of her accident. She is now anticipating a trip to India to entertain troops there, and proposes to start as soon as she is physically able.

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New York DRC "Refresher" for G. I.'s

6,000,000TH ON WAY

By PAUL ROSS

NEW YORK, Dec. 18.—Well on its way toward its 6,000,000th "customer," the New York Defense Recreation Center is about to issue invitations to 7,500,000 more. That these 7,500,000 will come in as soon as they are out of the fox holes and jungles is practically certain, for the NYDRC is known the length and breadth of the armed services as a place to go when you're in New York.

On New Year's Day the NYDRC and the Armed Forces Short-Wave Radio Service will beam special programs to the 7,500,000 American troops overseas. The show, already waxed, features Mayor La Guardia, Ted Husing, Milton Berle, Jimmy Durante, the Golden Gate Quartet, Mary Martin, Capt. Glenn Miller, George Price, Hazel Scott, Segovia, Kate Smith, Deems Taylor and Fred Waring. Imbedded in the script are repeated invitations to the boys to look up "99 Park Avenue" when they pull into town.

The NYDRC was born July 7, 1941, because thousands of servicemen were piling into New York without knowledge of how to take advantage of the city's unexcelled entertainment opportunities, and the many low-cost or no-cost amusements open to them. On November 4, 1943, the NYDRC gave away its 5,000,000th ticket to Staff Sgt. John Dadio, of Madera, Calif. The event was significant enough for Eleanor Roosevelt to make the presentation of the pasteboard.

50,000 Tickets a Week

Today, the NYDRC is giving out an average of 50,000 tickets a week. They are broken down like this: 6,000 to 8,000 legitimate theater seats; about 26,000 movie theater seats; some 4,000 radio broadcast seats, and about 12,000 misc. (See N. Y. DEFENSE on page 32)

Ala. Ship Co.'s "Pea" Show for G. I. Fund; 3 Bands Aid Rivet

MOBILE, Ala., Dec. 18.—Script writers and talent men are busily engaged in assembling the Alabama Drydock & Shipbuilding Company's *Pea Pickers Folies*, skedded for the Lyric Theater January 2, 3 and 4, with proceeds going to needy families of Addscow workers in the armed services.

Led by Bernard Levinson, IUMSWA national representative, the Addscow public relations staff is collaborating with talent in the yard to assemble a two-hour show.

Bill Lagman, leader of the Addscow band, has been signed to arrange the score, and among those handling the script besides Levinson are C. E. Matthews, Hoyt Hurst, George Fremault and Bert Schwarz, Chilton Powell, artist, is designing the scenery.

The Alabama company's labor-management committee is sponsoring the show and is going all out to insure its success.

Tom Gorke, formerly of New York, and Ross Smitherman, of Mobile, who handled the recent Addscow shows at Hartwell Field, are co-operating as emcees and hustling up the routines.

Television's Fumbling Stage Ahead; an Ideal Dep't Store Show Window--Hirschmann

WPB's McIntosh States 7.8 Per Cent Home Radios Not in Perking Condition Now

NEW YORK, Dec. 18.—Warning that television should not be regarded as an overnight wonder set to blossom into full operation the moment the war ends and praising Chairman Fly for his leadership of the FCC, Ira Hirschmann, Bloomington's vice-president, speaking before the American Marketing Association Wednesday (15) predicted a rosy future for department store video advertising.

"We cannot afford to ignore the endless possibilities of television," he said, "but to imagine that it will be in every home the moment war ends, and that it will so revolutionize advertising that it will frustrate motion pictures, magazines, newspapers and radio, is dangerous thinking. We ought to know by now that new inventions don't work that way. Radio went thru its fumbling stage in the 20's. Television will go thru a similar stage, and may come to us in a variation of forms we have not even seen yet."

Commissioner James L. Fly received this pat on the back with, "when the score is totaled, people will realize how they have benefited from his (Fly's) sense of responsibility, vision and courage."

Radio's "Underselling" Scored

He scored radio for still "underselling the American public," and explained that salesmanship over the air would have the same effect if programs were improved. "Advertising on radio," he said, "need not be either defensive or offensive. People will be grateful not to be treated as if they were only several grades above morons. It is never necessary to talk down to the public, and department stores have been guilty in this. They have fumbled radio badly. They have fumbled, feared and finally edged into radio the wrong way. Today stores are coming around to better thinking, and I only hope that they will approach television with the same boldness and thoroughness they've shown with regard to magazines, newspapers, etc. I hope department store owners will not be as blind with television as they have been with radio."

He pictured video as presenting entirely new problems for stores; creating a new industry in visual selling by bringing show windows right into the homes. He added that such selling would not conflict with television shows, broadcasts of sports events, etc., which will be more colorfully presented by visual ailing. "In radio with vocal selling," he said, "you can hitch a sales message to a program, but in television the message is your bread and butter. We will see things happen the split second they occur, and this will give us a chance to show the shopper behind-the-scenes pictures of our stores. There won't be advertising phrases in the future. Instead there'll be the visual presentation of performance."

Special Video Ad Dep'ts Urged

Hirschmann urged store owners to study television so that special departments to handle video advertising could be set up with specially trained employees.

He also pointed out that thru the years merchants and their customers have strayed apart. Television, he predicted, would bridge that gulf, but emphasized that it would not substitute for present ad media. "With all radio's magnificent success in advertising," he said, "it has never outmoded newspapers or magazines as ad media. It was never intended to do that and television won't change

fundamental ad habits either."

He advised newspapers to use television "for their own protection and development," and concluded by urging store owners to develop a state of mind that would lead to their re-orientation, since static presentation of wares is dead.

36,500,000 Radio Homes

Radio-owning homes, according to the second speaker, Frank H. McIntosh, chief of the domestic and foreign branch of WPB's radio and radar division, have risen since the beginning of the war from 32,529,500 to 36,500,000, 89 per cent of saturation point. Dividing homes into those who own one or more radios, McIntosh showed that 86.2 per cent of all families in America have one radio set; 27.1 per cent own two sets; 5 per cent own three sets, and 1.6 per cent own four or more.

While the normal of sets out of order in American homes is between 4 and 6 per cent, McIntosh said that today 7.8 per cent of homes have non-working sets and that every effort is being made to see that at least one set in each home is kept in working condition.

He predicted a "good, sound, steady growth of radio" after the war and since today radio production is 12-15 per cent greater than is needed, a post-war cut-back in this field is inevitable. The public, he said, is completely sold on television even before it is in wide operation, but added that video faces three main problems, economic, programming and the part radio is going to occupy in the future.

Equity Ordains FB, GAC; Dep'ts Shift

NEW YORK, Dec. 18.—Two leading agencies, whose important coin stems from bands and acts, are skedded to get an Equity franchise next week and will go into legit talent handling. They are General Amusement Corporation and Frederick Bros. Music Corporation.

GAC's legit department will be set up under Tommy Rockwell as soon as he returns from a short stay on the Coast. No further plans have been announced.

Frederick Bros. will turn legit department over to Jerry Rosen, formerly of the nitery end. Jack Edwards will carry on in the cafe field. Thru this agency's connections with Michael Todd, via Charlie Yates, it is anticipated that the firm will take a hand in casting Todd's *Purple Dust* and a new edition of *Star and Garter*. Meanwhile, it has begun working on the road version of *Something for the Boys*.

Thus these two agencies are in the field with Music Corporation of America and William Morris, both of whom have held Equity franchises for several years.

Shea and Kaye at It Again On "Auctioneer" Billing

NEW YORK, Dec. 18.—Jack Shea, billed as the "Mad Auctioneer" filed briefs in the New York Federal Court seeking dismissal of the infringement suit brought by Lionel Kaye, who works under the label of "Daffy Auctioneer."

Shea claims Kaye's material has been in public domain for many years and his copyrights are defective and invalid.

Kaye's suit to prevent Shea from using his present tag was recently dismissed in the New York Supreme Court by Justice Kenneth O'Brien.

8-Mile Difference of Opinion in New Hamp On Sunday Shows

MANCHESTER, N. H., Dec. 18.—Two New Hampshire cities voted on the question of allowing Sunday afternoon movies and theater performances last week. Dover was practically unanimous for allowing Sabbath showings, while Rochester, eight miles away, defeated the proposition by a substantial majority. In the latter city, the churches waged a vigorous campaign against Sunday amusements.

Philco Prime Tele Interest In Web Video

PHILADELPHIA, Dec. 18.—First step in the post-war program of Philco Radio and Television Corporation here will be directed toward the setting up of a television network. Development of such a chain will be the first big assignment of Philco's television engineers after the war, with a pledge made to the public that network television will be made available for the complete enjoyment of the receiving sets Philco will put out on the market.

Already, Philco's WPTZ, pioneer tele station here considers itself the first (See *Philco Web Video* on page 45)

Arena Mgrs. Plot 2d Ice Show; Rodeo Coming Up April

NEW YORK, Dec. 18.—Arena Managers' Association, after a two-day palaver of its board of directors at the AMA offices, set blades in motion for another ice show to run simultaneously with its current *Ice-Capades*.

Arena org feels that the new item will offer little competition to its present money-maker as the Icer has been forced to refuse dates all over the country, selecting only the arenas which they control and the few outside houses which have a large enough capacity to produce big coin.

New show will only in a few instances play houses hit by *Ice-Capades*. It is even doubtful that Madison Square Garden will get both items as AMA feels that any town can stand only a maximum of three shows annually. Since the Garden gets *Ice Follies* and the Sonja Henie layouts in addition to the AMA production, the later affair may skip this stop.

AMA feels that the talent problem will not be too acute as the org's directors in the various cities have a roster of skaters from which to recruit a cast. However, it may have to dip into the vaude field to a greater extent for featured acts.

AMA will also start immediately on a rodeo for April or May presentation. George Tyson in the New York office will handle the casting end.

Canada Limits Posters, Bills

OTTAWA, Dec. 18.—Among Canadian war orders and regulations, issued November 23, is one regarding advertising posters and bills.

It reads: "No person shall display after December 31, 1943, any printed poster, bill or card advertising any event for which an admission fee is charged, or is to be charged, except on the premises where that particular event is to take place or on a 24-sheet poster panel, or in or on a public passenger conveyance."

It also applies to printed or advertising matter printed in the United States.

Big Gas Cut In 1944, Sez Chet Bowles

WASHINGTON, Dec. 18.—If showbiz, amusement parks and traveling shows thought they had tough going last summer because of gasoline rationing, they shouldn't even think of what next spring and summer will bring. New cuts in civilian gasoline—probably amounting to as much as 15 per cent—were broadly hinted here this week as being contemplated.

Warning that civilian supplies are critically short, OPA Administrator Chester Bowles implied that a 15 per cent reduction east of the Rockies and a 17 per cent cut on the Coast were approaching.

War demands are taking four out of every 10 gallons produced on the Coast, he said, and as soon as the offensive against Japan gets underway the total will increase. East of the Rockies, three of every 10 gallons are now going to the army, he said. This may soon be increased to four gallons.

Showbiz faced a crisis last summer when rationing of civilian gasoline became very strict, and many remote roadhouses and summer stock theaters were forced to shutter. Amusement parks found business dropping off alarmingly when busses were denied normal quantities of gas, and auto traffic had practically died out. Most parks, however, managed to survive the season.

H'wood Thesps May Yet Run Out of Gas

HOLLYWOOD, Dec. 18.—Further cuts in gas rationing coupons may put commuting radio actors behind the eight ball. OPA has turned the spotlight on film factories and may give the broadcasting industry the next bump. In statement here this week, OPA officials told studio heads that unless workers paid more attention to "share the ride" edicts, there might not be gas for anyone.

Prior to Pearl Harbor, many radio actors bought property in San Fernando Valley, coming into town only when work called. Most ether thespians have been getting breaks from gas rationing boards, but another slash in coupon values may find them out in the cold. Housing shortage in town prevents actors from closing valley homes and getting close to radio stations.

One radio actor claimed that he had to make 30 miles a day round trip for five days last week to land two jobs. Gripe from some actors is that radio producers call in flock of actors to try out for roles, when part has been more or less set beforehand. Actors state that this makes them burn up unnecessary gas.

On the other hand, some producers state that if they didn't try out several actors for roles, the scenery-biters themselves would gripe and claim that favoritism was being shown.

Actors claim they can't work the "share the ride" idea because of conflicting dates on calls. However, one spokesman stated that rationing boards may take cognizance of varying work schedules of radio actors and give them a break if further coupon cuts become a reality.

Fischer "Folies" 4 1/2-5G Weekly in S. F.; Los Next?

NEW YORK, Dec. 18.—Hans Lederer, assistant to Clifford C. Fischer, returned to New York from the Coast this week and reported that *Folies Bergere* is doing capacity at the 3,000-seat Winterland, San Francisco. At a \$2.75 top, show is grossing \$4,500 to \$5,000 weekly.

Folies went in there November 30 and is expected to stay until the end of March, when it may move to the Auditorium, Los Angeles. To work at the Winterland show uses a floor laid over a skating rink area. Same system will prevail at the Auditorium.

SPECIAL PRINTED ROLL or MACHINE	TICKETS	STOCK ROLL TICKETS
100,000 FOR \$22.00	409 LAFAYETTE ST., N. Y. C.	ONE ROLL \$.54
	82 W. WASHINGTON ST., Chicago	TEN ROLLS 3.90
	615 CHESTNUT ST., Phila.	FIFTY ROLLS 17.00
		ROLLS 2,000 EACH
		Double Coupons, Double Price
		No C. O. D. Orders Accepted

Kris Kringle Brings B'way B. O. Jingle

NEW YORK, Dec. 18. — A history-making yuletide b. o. is predicted for Broadway legit this year. In fact, some agencies and brokers, basing their predictions on advance sales, foresee the biggest Christmas-New Year in memory. Already they are flooded with orders and the pickings on top-money musicals are getting slim—but fast. From all appearances it looks as tho the SRO sign will be up all along Broadway for the two week-end holidays, both of which fall on Saturday this year.

The biggest share of orders is coming from out-of-towners, tho local buyers this year are heavy. This is noted not only at the agencies but also in the hotels, where the ticket counters are jammed with theatergoers willing to pay top prices. Hotel booking is at an all-time high, according to the agencies.

Uptrend is expected to offset the bigger drop that usual in the pre-holiday season this year—a normal drop which was intensified first by the sudden cold snap, then by the flu epidemic which has cut into the ranks of regular customers. Brokers are taking the cut with a shrug after they look at their depleted yuletide pasteboard piles.

An \$8.80 top is being asked for New Year's Eve by *Oklahoma*, *One Touch of Venus* and *Something for the Boys*. Three other hit musicals—*Ziegfeld Follies*, *Carmen Jones* and *A Connecticut Yankee*—have set \$7.70 as their top, while four other musicals, *Early to Bed*, *Rosalinda*, *The Merry Widow* and *What's Up*, have marked \$6.60 on their best seats.

Kiss and Tell, *The Two Mrs. Carralls*, *Another Love Story*, *The Doughgirls*, *Harriet*, *Othello and Lovers and Friends* are all asking \$5.50, while the other shows are keeping their maximum price to \$4.40. *Stars on Ice* will have top seats at \$2.75 New Year's Eve.

Philly Biz Dives

PHILADELPHIA, Dec. 18. — Showbiz took a terrific nose dive this week. Apart from the seasonal drop that sets in with the start of the Christmas shopping season, a gripe epidemic, that bedded an estimated 200,000 Philadelphians with the fear that it may turn into an influenza epidemic, has knocked grosses for a loop all around town. Health authorities sounded the warning against assemblies and hardest hit have been the movie houses, particularly the nabe theaters. Niteries also felt the effect when weekday biz dropped to pre-war levels, a sure sign that people were staying away in droves. Legit houses, which enjoyed the advantage of advance sales for its current attractions, are not feeling the effect of the gripe epidemic as yet, but advance sales for the holiday attractions are virtually at a standstill.

Small Shaping "Curtain"

SAN FRANCISCO, Dec. 18.—Paul Small, co-producer of three previous vaude hits, *Show Time*, *Big Time* and *Laugh Time*, is here to wind up final details for his next one, *Curtain Time*, which opens at the Curran December 27. Chico Marx and Connie Boswell head the show. Also billed are Diosa Costello, the DiGatanos, Think-a-Drink Hoffman, the Three Swifts, Whitney Sisters, Miller Bros. and Lois (originally the Three Millers), and Buck and Bubbles.

"Sighted Sub, Sank Same"

NEW YORK, Dec. 18.—Redbook is starting a radio column, a radical departure for this upper-crust mag. Stint will be done by a femme staffer.

Column stems from appearance of the editor, Edwin Balmer, at radio-staged cocktail and luncheon groups. He met radio people, got interested, started column.

Twitch a Jowl for Coin

DETROIT, Dec. 18.—Joe Gentile and Ralph Binge, whose screwball take-offs of exaggerated radio advertising are the stock in trade of their *Early Morning Frolics*, as reported in detail in *The Billboard* about two months ago, have found their wider audience on Mutual may need some build-up to their own peculiar style.

The boys, going over the net as Joe and Ralph, have been plugging an alleged "Twitching Jowl Shave Cream," whose virtue was that it did away not only with brush and lather but with shaving as well, making the whiskers grow inward, so they could be bitten off. Payoff was when some listeners from a remote State sent in letters with cash enclosed—for samples.

Congress Needs a Counsel in Dodd-Watson Case

WASHINGTON, Dec. 18.—A unique angle developed this week in the case of two former Federal Communications Commission employees now suing the government for back pay to test constitutionality of their dismissal, when it was learned that the House Appropriations Committee may have to ask for funds to hire a lawyer for Uncle Sam because of possible disqualification of the Attorney General to act in the case.

The suit against the government was brought by Goodwin B. Watson and William E. Dodd Jr., both of FCC, and Dr. Robert Morse Lovett, former secretary of the Virgin Islands. All were dismissed for alleged "subversive views." Upon dismissal, all stayed at their desks for an additional week so that they could sue the government for back pay and thus test the right of Congress to so fire workers.

Disqualification of the Attorney General is thought to come from the fact that in September President Roosevelt called the action of Congress unconstitutional and an encroachment on the executive and judicial branches.

Replying to a letter from Congressman Kerr, Attorney General Biddle stated that "under the circumstances I feel that the Congress should be afforded an opportunity to be represented by its own counsel." This, Biddle explained, indicated that he concurred with the President.

If the three men are to be kept off the federal pay roll, it will now be necessary for Congress to hire a good mouthpiece when the case comes to court.

Khaki-Styled Showbiz Down in the Bayous

ALEXANDRIA, La., Dec. 18.—Plans were nearing completion here for a theater workshop to train men of the armed forces stationed in several near-by camps in the art of entertaining themselves when their units move overseas. Movement was launched this week at a meeting of civic and military personnel interested in stage activities. Co-chairmen of the prelim plans are Horace W. Reed, director of Bolton Avenue USO, and Edgar Cappellini, manager of local radio station KALB.

Civilians and soldiers will be teamed up in play productions for shows in the camps with the stage experienced in the vicinity asked to join. Project is in line with a War Department statement placing responsibility for entertainment of military units "largely upon the units themselves."

Warnow Shelves Toolers

NEW YORK, Dec. 18.—Mark Warnow dropped the harp, a sax and a violin from the *What's Up?* pit ork this week. Looks like the National Theater musical may be tightening its belt for a long, hard winter.

NEW YORK, Dec. 18.—Lionel Hampton guests the WHN *Robbins's Swing Class* today at 5 p.m. The drummer adds his name to a long list of musicians who have appeared on the *Swing Class* program, including Gene Krupa, Art Hodes, Max Kaminsky and Louis Armstrong.

Canadian Newspapers Fighting Second Maple Leaf Network; Claim Government Unfair

MONTREAL, Dec. 18.—Dominion newspapers are raising so much hob about the recently announced second Canadian Broadcasting Corporation network that there is a strong possibility it will never be born. Dailies north of the border are beefing as they are unable to expand, due to wartime advertising restrictions, while the same government which applied these restrictions, and operates the CBC, permits the CBC to double itself.

The advertising restrictions up here are anti-inflation and applied to the

advertiser and the newspaper. Budgets are limited to an average of what they were in the three years preceding the war, with a proviso for a 10 per cent expansion if the need can be proven. The 10 per cent tilt is rarely permitted. Likewise newspapers operate under strict newsprint rationing.

Consequently the papers see business go a-begging and the government, via the CBC, expanding its radio operation to accommodate this business. They claim this is unfair competition as Ottawa does not need the radio to get this money for the war effort.

Letter is a pertinent point as under wartime economy there is a 100 per cent excess profit tax on everything over the take of the best three of the four pre-war years. And, via the advertising budget limits, Canadian concerns cannot spend profits on advertising, can only feed it into the war effort.

So the newspapers have thus far thwarted the second CBC network and may finally kill it. Unless, say local trade circles, the government permits the second Coast-to-Coast web to be organized by private interests, including publishers. In that event the papers might co-operate.

Leaders Anxious To Plug Records Give Dealers a Headache

PHILADELPHIA, Dec. 18.—Band leaders are complicating the lives of retail record dealers by announcing in theaters or on the air their latest waxings, weeks or months in advance of the release date, in their anxiety to let the public know that they are recording again.

When record production was on a normal keel and dealers were sure of having orders filled on time, advance plugs by band leaders were considered important in getting a record started. Now, however, it's a headache for dealers who complain they are losing good will by being unable to satisfy demand of record-hungry fans.

Local distributors report so many dealers have voiced this gripe that band leaders are being asked to hold off any mention of tunes they have waxed until the record is out.

CHOICE IDIOMS

(Continued from page 23)

"They were just the kind to do their duty and no more no matter who you were."

At St. Thomas, the troupe presented the first stageshow seen on that island and also the first offshore CSI show pitched for War Bond sales. Spencer said that the songs most requested from him were *The Freedom Road* and *Ol' Man River*.

At present, they reported the boys on the islands are getting a Camp Show once a month and interim movies. The installations on small islands are still a problem, and more live units are needed. The boys would particularly like Lena Horne and Hazel Scott to come down.

Both Bryant and Spencer expressed themselves as eager to start a new offshore trek to any theater of operations as soon as CSI gives the green light.

FILM WAR DRIVE

(Continued from page 23)

Seit." Five stars are already set to appear in film bulletin and theater trailers to pound home the bond push. James Cagney and Edward Arnold will co-star in a bulletin titled: "What If They Quit?" Ann Sothern will make "Box Office Maise," and Ginger Rogers and Bob Hope will each contribute a patriotic trailer. Twelve thousand positive prints of these will be distributed direct by the U. S. Treasury Department to individual theaters.

Rick Rickerson, of Fox Intermountain Theaters, will serve as committee's vice-chairman. B. D. Sturdivant, Fox West Coast Theaters, is campaign director, and Seymour Peiser, also of FWCT, is directing publicity. Dan Michalove, vice-president of National Theaters, has been selected as the New York metropolitan area chairman.

RCA's Threat To Sell Record Biz Boomerangs

Official Denial Issued

NEW YORK, Dec. 18.—Niles Trammell's statement to the effect that "we'd (RCA-Victor) rather go out of the record business than sign with the AFM on Decca's terms," made to the Senate Interstate Commerce Committee last week has boomeranged unexpectedly. Obviously stated in an effort to influence the committee in its favor, the remark has since received so much acceptance in the trade that James W. Murray, general manager of the RCA-Victor record division, has found it necessary to issue an official denial of the report that RCA intended to dispose of its record business.

Murray's denial states "there is not the slightest reason for the rumor being circulated and it is wholly unfounded," but does not offer a different interpretation of Trammell's blast, which was, in essence, a repetition of what his boss, David Sarnoff, had said on at least two other occasions.

Sarnoff himself was recently put in the position of saying he didn't mean a word of it when execs of a rival company called his bluff and asked how much he wanted for RCA's recording division.

1250 CAPACITY THEATER

available for theatrical attractions of any kind in a thriving New England defense town. House now operating. Can be rented or leased.

DONA DAVIS

Care Billboard, 1564 Broadway New York City 19

We Always Have Rooms

KNOX HOTEL

122 Helman Street San Antonio, Texas
Opposite Southern Pacific Depot.
Sealy Mattress in Every Room.
Phone B-32192 Owner: MAX DAVIS

STOCK TICKETS One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00 ROLLS 2,000 EACH. Double Coupons. Double Price. No C. O. D. Orders. Size: Single Tkt., 1 1/2"	Our boys are doing their part for us. Are we doing ours for them? TICKETS of every description from factory to you. THE TOLEDO TICKET CO. Toledo (Ticket City) 2, Ohio	SPECIAL PRINTED Outh with Order. Prices: 2,000 \$ 4.25 4,000 4.88 6,000 5.87 8,000 6.91 10,000 7.15 30,000 10.45 50,000 12.75 100,000 22.00 500,000 35.00 1,000,000 170.00 Double coupons, Double price.
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NBC Hit in Senate Hearings Testimony Claims Net Pushed Three P.S. Programs Around

Facts Seem to Disprove Commissioner Fly's Arguments

WASHINGTON, Dec. 18.—The long drawn-out Senate hearings on the White-Wheeler Bill, which would amend the Federal Communications Act of 1943, ended Thursday (16). FCC Chairman James Lawrence Fly was the final witness.

At the close of the hearings, which came with the ending of the morning session Thursday, Senator Burton K. Wheeler asserted that the committee would be ready to report on the bill within six weeks. If favorably reported—or if revised and then favorably reported—the bill would go to the floor of the Senate for vote.

Making his last appearance as witness, Fly continued his attack on the big networks which, he charged, had put "the squeeze" on many public service and sustaining programs. Reason behind this, he said, was that the networks are interested in making more money and are indifferent to their responsibilities to the public.

"Catholic Hour" Push Try

One sustaining program which Fly declared had been squeezed was *The Catholic Hour*, a 14-year-old NBC evening program. Seeking to find suitable time for an *Amos 'n' Andy* show on Sunday evenings, Fly said, NBC had tried to rid itself of the religious program.

Two other educational programs, *The Chicago Round-Table* and *Town Hall*, were taken out of good listener spots and given undesirable times because they were not revenue producing, the FCC chairman continued. However, he said, public opinion of Catholics in the country forestalled NBC in its effort to tamper with *The Catholic Hour*.

Evening Sustaining Time Listed

Mr. Fly introduced into the record the amount of time each of the two larger networks now give to sustaining programs. NBC carries only an hour and 45 minutes of sustaining programs weekly during the hours from 7 to 11 p.m., he said, while CBS carries only 2 hours and 15 minutes of sustaining time during the period.

Ending his testimony, Chairman Fly urged that if the FCC act is rewritten that there be incorporated in it regulations requiring the networks and stations to provide sufficient public service programs to discharge their responsibilities to the public.

Catholic Men Answer Fly

NEW YORK, Dec. 18.—The National Broadcasting Company today released a copy of a letter sent to Senator Burton K. Wheeler by the National Council of Catholic Men which presents *The Catholic Hour* program on NBC. Federal Communications Commission Chairman Fly had intimated, in his concluding testimony before the Senate Interstate Commerce Committee hearing on the White-Wheeler radio legislation, that NBC tried to dump *The Catholic Hour* program and was persuaded not to only by organized Catholic pressure.

The letter said that NBC had not attempted to high-pressure the National Council of Catholic Men into shifting the program to a less desirable time; that NBC had, last spring, asked the NCOM to consider moving the program, now heard at 6-6:30 p.m. on Sunday, to the afternoon at 3 o'clock as more NBC affiliates would carry the program at that time; that the board of directors of the NCOM, meeting on May 1, 1943, informed NBC they were satisfied with the 6 p.m. time; that NBC accepted this decision with "good grace and with no impairment of the good relations that have existed between us since the inauguration of *The Catholic Hour* nearly 14 years ago."

Round-Table, Town Hall Time O. K.

And while NBC did not make the following public, it is a matter of record that the *Chicago Round-Table*, after many years on NBC, Sunday from 2:30-3 p.m., was shifted to 2-2:30 p.m. early

this year and only recently was moved up to 1:30 p.m. Thus this program has always been on Sunday afternoon at about the same time, the audience at 1:30 p.m. not being very different than that available at 2:30.

Likewise the *Town Hall of the Air* show, which Fly also mentioned as an educational program which was moved into undesirable time because it was not revenue producing, was always a 9:30-10:30 Thursday evening show on the NBC-Blue net. Recently after the Blue web was set up as an independent organization the show was shifted to the same evening but to a better hour earlier, i. e., from 8:30-9:30 p.m.

Cosby WINS G. M.; Adams Moves Up In Staff Changes

NEW YORK, Dec. 18.—Clarence G. Cosby took over the general management of WINS this week after resigning from KXOK, St. Louis. He was previously with KWK in that city.

Other WINS personnel changes involve the promotion of J. Trevor Adams, Jr., to sales manager, and the addition of Jerome M. Layton and W. H. Losee to the sales staff.

Layton was advertising manager of Crawford Clothes and Losee was formerly connected with the Branham Company.

Ford To Have Second Show

NEW YORK, Dec. 18.—In addition to the Tommy Dorsey show Ford Motor Company is contemplating another one. Agency handling the account is J. Walter Thompson.

JO RANSOM, former *Brooklyn Eagle* radio editor, leaves NBC first week in January to head the WNEW Press Department.

Absence of Blue and MBS In White-Wheeler Hearings Noted by Trade in NY & DC

Junior Nets Said to Lean Towards a "Trading" Position

WASHINGTON, Dec. 18.—With the termination of the White-Wheeler hearings this week there was considerable talk around local radio circles as to the reasons behind the absence of both Blue and Mutual from the witness stand at the hearings. Both nets were invited to testify.

Reasons for not talking fall into two general categories. One group says Blue and Mutual felt they could do themselves no harm by saying nothing, likewise not injure chances for good radio legislation. This camp also says Blue, with Ed Noble only recently taking over, might have been subjected to criticism along lines of a newcomer popping off. And Mutual adherents say that web might also have been criticized if it had testified, as someone might have recalled the days, not so long ago, when MBS was fighting the other webs in Washington.

The other group reasons that these hearings were for the good of the industry and rated active support from everyone in radio. They argue that Blue has several top execs with lengthy experience who would have made good witnesses. Also that this would have been ideal time for Mutual to prove its intention to be a network like the other

Television Collects

NEW YORK, Dec. 18.—The army took newsreels and still pictures of the Teheran conference for release in picture houses and newspapers thruout the Allied world, but it was NBC Television which collected upon the pix in a big way thru full-page advertising in Wednesday's (15) *New York Times*.

With a headline, "NBC Television Brings Teheran Conference to Thousands," the net advertised that in four States, Connecticut, New York, New Jersey and Pennsylvania, folks at home saw world events portrayed in their own living rooms. Credit was given, of course, to the U. S. Army Air Corps, but there wasn't any question in the ad-readers' minds but that the army took, and the air corp flew, the historic pictures just for NBC's video. You had to visit a motion picture theater or read the daily picture newspapers to discover otherwise.

Orson Wells Set For Coast Test Run of New Show

HOLLYWOOD, Dec. 18.—The new Orson Welles show, with Rita Hayworth and guest bands and everything, will debut on a Coast net for a shakedown period sometime during January. Looks like the net will be the Pacific Coast Blue.

Agency is Compton, and sponsor, Socony Vacuum.

Writers' Guild Asks New Deal for NBC Newsroom

NEW YORK, Dec. 18.—Radio Writers' Guild is attempting to negotiate a new contract for newsroom writers at NBC. Guild aims to open talks on the basis of cost of living increase.

Unusual angle is that unlike other writer-staffers, the newsroom penmen really feel the h.c.l. as their chores are fairly consistent, hence they get no time for free-lance endeavors and have no opportunity to up their incomes.

WMC Chi Hour Ruling Adds to Station Aches

Point to Detroit Appeal

CHICAGO, Dec. 18.—The government's 48-hour week ruling for the Chicago district has local broadcasters up in the air and wondering. All major stations are already operating shorthanded and, as the new order is designed to cut down personnel and release people for other occupations, compliance with the 48-hour edict would still further reduce the station's manpower and in some instances lower the efficiency of station operation, it is claimed. The smaller stations, too, are operating with reduced personnel and would be affected by the change.

Several conferences have been held by local broadcasters to thresh out the various angles of the situation, but so far no definite decision has been reached. At the conferences it was indicated that many of the broadcasters favored an appeal for continuance of the 40-hour week. One station is reported to have made a rough draft of its stand but had not yet taken steps to file an appeal. Others are still mulling over the problem. Frank P. Schreiber, manager of WGN, stated that the 48-hour week had been thoroughly discussed, but no decision had been reached as to the course to be pursued. He said the station probably would make an announcement shortly.

Nets Understaffed, Says Exec

"We are already under-staffed," said a representative of one of the networks, "and we have been trying to figure out where we can cut down in personnel and still operate efficiently. One trouble is the varying peaks of activity. We'll get a peak load all at once, then it slacks off for a while and then there comes another peak. If we cut down our personnel it will mean that the people remaining will have to take on added duties, and most of them are already heavily loaded. The total number of people engaged in broadcasting in this area is small compared with the number working in war plants and other industries. The number of people who would be released by the 48-hour week would be negligible insofar as supplying any appreciable number of men for other industries, but it would have an important bearing on operation of the radio stations by further depleting the already slim operating staffs."

Detroit stations are still operating on a 40-hour week, pending appeal, and the general opinion among Chicago broadcasters seems to be that the industry, which has been declared essential, should retain the 40-hour week in the Chicago area.

Radio Proves Its Classified Appeal Again in Paterson

PATERSON, N. J., Dec. 18.—Ten highly skilled mechanics are filling a man-power need at the George Rutledge Company here today as the result of a recent broadcast over local Station WPAT, which has been aiding the man-power shortage in major New Jersey war plants by airing daily 15-minute and spot appeals for labor.

The 10 men were just about to enter the unemployed lists due to their inability to leave New Jersey for the State to which their plant was moving, when the appeal came over the ether. In double-quick time they presented themselves at the Rutledge plant and were snapped up.

Rutledge is just one of the plants which is using this local outlet for such airings. Daily 15-minute programs have been a regular feature of this company for the past several months. Other plants with 15-minute spots in recent months are the Wright Aeronautical Company and Royal Asbestos Company. Bendix Air Corporation, Curtis Wright, L. O. Koven & Bros. of Jersey City have been making use of spot announcements for a similar period. Half a dozen such appeals are made every day over this station.

EVERYONE'S BUSINESS

What, No Mirrors!

PHILADELPHIA, Dec. 18.—Katharine Clark, WCAU news commentator, has received many strange gifts in her time, including an invite to dinner from the Egyptian Minister written entirely in hieroglyphics. But the topper came last week. After she addressed the Central City Lions' Club, they presented her proudly with a certificate that read:

"This order entitles Miss Katharine Clark to a scientific fitting in one 'Smart Form Foundation' valued at eight dollars and ninety-five cents."

Bill Lewis To Be ANC V.-P. in April When CBS Job Ends

BOSTON, Dec. 18.—William B. Lewis, one-time Columbia Broadcasting System v.-p., recently radio chief of the Office of War Information and currently doing a program survey chore for CBS, will join the American Network Corporation, a frequency modulation group, April 1, 1944, as executive vice-president and general manager.

The American Network Corporation was organized about the time the war started to operate an FM chain of 45 outlets in the 45 top markets. Since the war put the kibosh on their plans they have been quiet except for booking time on a few FM stations.

Now, apparently, with the war continuing, on favorable lines the ANC is perking up. Along with the retention of Bill Lewis the ANC is renewing its application for an FM outlet in New York and filing original applications for FMers in Chicago and Hollywood.

Kingpins of the ANC are John Shepard III, of Yankee Network and WGTB, Boston; Walter Damm, of WTMJ and WMFM, Milwaukee; Harry Stone, of WSM, Nashville, and O. L. Taylor, of KGNC, Amarillo, Tex.

3-Year Licenses Okayed by New FCC Regulation

WASHINGTON, Dec. 18.—Another adjustment of FCC regulations, on which stations have been fighting for the past many years, went into effect this week when the commission adopted an amendment to its regulations which makes the normal station license period three years. The present period is two.

"This action," stated Chairman Fly, "is in line with the policy of the FCC and its predecessor, the Federal Radio Commission, to extend the length of licenses whenever advancement of radio art and growth of the radio industry seemed to warrant such extension."

In deciding the matter of extending the normal term of license the commission, according to Fly, has had to consider the license as a public trust, and the need of the industry for all the assurance and stability that seemed consistent with the public trust concept.

New policy will be put into effect over a staggered period, ranging from one year to two years and nine months. After the first renewal under the new regulations all regular licenses will be for the full three-year period. Basic reason for staggering the renewal routine was to spread the load of examining renewal applications over a three-year period.

When the FCC was organized in 1927 licenses were issued for 60 days. The following year the license period was extended to three months. In 1931 the period was made one year, and in October, 1941, the period was extended to two years.

CAB Said To Be Expanding To New Markets

PHILADELPHIA, Dec. 18.—The Co-Operative Analysis of Broadcasting, sometimes known as the CAB and other times as the Crossley ratings, is con-

New NAB Prexy May Be Tapped Via Industry Questionnaire

NEW YORK, Dec. 18.—The National Association of Broadcasters speaks for the radio industry, members and non-members. Forty per cent of the stations are not represented. The other 60 per cent, big and little broadcasters, pay their dues. All are vitally affected by the decisions of the NAB board of directors and its president.

It is with this knowledge in mind that *The Billboard* last week sent to every station in the country a questionnaire asking four vital questions—questions which concern the future of NAB and its president.

In the two days since forms started coming in, returns have been received from representative stations all over the nation. Big and little station operators, realizing that they're being given, thru *The Billboard*, their day in court, have spoken out on what they want in the head of the organization who presents to the public and to the public's elected political representatives, the views of the broadcasting industry.

Broadcasting is in need of positive, aggressive and intelligent leadership. Radio today is battered from pillar to post because it's not united, because it is without outstanding leadership.

Post-War Leadership Vital

If radio needs leadership now it's going to need it twice as much after the war. It can't take a chance when the end of the war releases the floodgates of business and new regulations.

To be united everyone in radio must have a voice in selecting its leader, in deciding the type of man it wants. To procure this information, to correlate and analyze it, and to present a composite picture of what the industry wants, *The Billboard* desires a filled-in questionnaire from everyone, every station in the country. It realizes that some letters in which the form was enclosed may have gone astray in the mail, that others were buried under the avalanche of mail that stations receive each day, and that still other letters are filed under "pending."

Questionnaire Reprinted

Therefore it has decided to reprint the questionnaire in this issue. It's right alongside of this report. If you haven't filled in the questionnaire which reached you in the mail—or should have reached you in the mail—*The Billboard* respectfully suggests that you fill in the four questions and send it in today.

Your name won't be used unless you specifically release it for this purpose. What the industry wants is an unbiased report of what broadcasting desires of its leadership and of its trade association . . . and the industry is far more interested this moment in its leadership, feeling that the leadership is what makes a trade association.

That report will be made in radio's show business trade paper just as soon as the reports are in, tabulated and analyzed. It will be sent to every station returning a questionnaire, as well as printed in *The Billboard*.

The Billboard has no axe to grind, no log to roll and no interests which involve it with any faction in or outside of the field of radio.

The Billboard is simply pro-radio. It knows that radio can't afford to take chances in its leadership. It'll amplify your judgment as soon as you make it known.

templating expanding its research basis. Currently the CAB surveys 30-odd markets to get its ratings.

As contemplated, the expansion would almost double this figure. Idea is to put the slide rule on some of the smaller markets not tapped by the program popularity researchers.

The Broadcasting Industry's Leadership Survey

The *Billboard* is interested in determining exactly what the radio industry desires from its leadership. Your name and address are requested on this questionnaire to enable us to obtain reactions from everyone in the industry. We're not going to use them IF you indicate that you desire your filled-in questionnaire, or any part of it, to be confidential.

The *Billboard* is "pro-radio." We have no commitments to anyone or to any faction within broadcasting. We seek only to report the facts so that radio, all of radio, may benefit.

(please check each question and return the questionnaire in the enclosed business reply envelope)

1. HOW SHOULD THE INDUSTRY'S TRADE ASSOCIATION OPERATE IN SO FAR AS LEADERSHIP IS CONCERNED?

- () Honorary president from within the industry
 - () with a high salaried executive secretary
- () Executive committee from within industry
 - () with a high salaried executive secretary
- () High powered and high salaried president
 - () from within industry
 - () from outside industry

Have you any other suggestions? Please detail them.

2. WHOM DO YOU SUGGEST FOR THE JOB (or jobs)? Please identify them.

WHY?

3. SHOULD MEMBERSHIP REQUIREMENTS FOR THE INDUSTRY'S TRADE ASSOCIATION BE CHANGED?

- () No. () Yes.
- If you checked "Yes." Why?

4. SHOULD THE INDUSTRY'S TRADE ASSOCIATION CONTINUE AS PRESENTLY CONSTITUTED ()

OR

SHOULD THE INDUSTRY'S TRADE ASSOCIATION, BOTH AS TO NAME AND SCOPE, BE ALTERED ()?

Name

Station

City State

Date

- () My name and station may be mentioned
- () Do NOT mention my name or station

Fitch Bandwagon Tops Third TCI; Aldrich, D. A., Winchell And Fibber in the First Five

Eddie Cantor Back in Rating With 4.5 Hooperating Jump

NEW YORK, Dec. 18.—Interpreting the "Talent Cost Index" is a pleasant chore this week, as the line-up substantially confirms the credo of slot appeal, as Walter Winchell indicated in previous "TCI" analyses. Only one of the first 15 Hooperated programs is not part of a listening slot, each other show fits into a sequence pattern.

On Monday there is *Lux Theater* and *Screen Guild Theater*; Tuesday has *Fibber McGee and Molly*, followed by Bob Hope; Wednesday has Eddie Cantor, *Mr. D. A.*, and Kay Kyser; Thursday has Morgan-Price, *Henry Aldrich*, Bing Crosby and, after the Davis-Haley show which missed the first 15 this week, Abbott and Costello. And on Sunday, of course, there is Jack Benny, *Fitch Bandwagon* and Edgar Bergen.

Even the strength of the slot appeal theory, which claims that since audiences get into the habit of tuning in stations with a sequence of good programs it's easier to succeed as part of a skin than solo, even the verification of this theory only proves another thought originally presented in these TCI analyses: that there are numerous intangibles which affect ratings yet are rarely taken into consideration in determining whys and wherefores of rating shifts.

Cantor in the Money

This week Eddie Cantor, thanks to a 4.5 plus, jumps back onto the Hooperatings. The actual reason for his increase is moot. It may be the combined publicity of his guesster, Ann Southern, who had grabbed space saying she would do no more Malzie films; also she opened that week on the Main Stem in a new film, *Cry Havoc*, and the reviews broke nationally. Whatever the reason, Cantor leaptfrogged onto the lists and in so doing brought added listeners to the *D.A.* and Kay Kyser shows which followed him. They have higher ratings than Cantor but he brought them increases over their previous marks. The pop-eyed comic also showed out of the listings programs which were there the last time.

These shows, *Gildersleeve*, Burns and Allen and Davis-Haley, held their audiences and ratings but the 19's, which were good last time, were not enough to make the "First 15" this time. It's not necessarily the fault of the talent, for it must be presumed that were they given more ammunition they might also hit the peaks.

Fitch Tops TCI

The *Fitch Bandwagon* is back on top of the TCI for the same reason originally expounded, namely that a name band gives it a shot-in-the-audience arm. This time the adrenalin was the Horace Heidt ark and, an added plus, Janet Blair, of the films. Unlike the time Kay Kyser guested this program, when the talent budget was upped \$500, the Heidt-Blair nut was within the usual \$2,250 appropriation. Thus, FB came across as the "best buy."

The complete "Best buy" list follows:
Fitch Bandwagon—\$115.39.

Aldrich Family—\$165.88.
Mr. D. A.—\$168.77.
Walter Winchell—\$225.22.
Fibber McGee and Molly—\$262.34.
Bob Hope—\$332.32.
Edgar Bergen—\$338.95.
Kay Kyser—\$372.09.
Lux Theater—\$381.68.
Eddie Cantor—\$405.40.
Screen Guild—\$436.89.
Bing Crosby—\$480.08.
Abbott and Costello—\$465.11.
Jack Benny—\$749.06.

Other interesting facts, these do not show on the TCI as the programs are not in the "First 15," are the strength of the Xavier Cugat program for Dubonnet Wine, which almost doubled its rating in moving from Saturday morning on the Blue to Wednesday evening on Mutual, and the strength of the *Gildersleeve* show on NBC, which held its rating despite the opposition of the *Hall of Fame* premiere. Apparently the new Philco show brought new listeners to the program, as the anticipated decline of *Gildy*—*Fame* is 6-7 p.m. on Blue—*Gildy* is 6:30-7 on NBC—did not materialize. Also, altho not among the "First 15," or even near this rating, the first *Philco Hall of Fame* cost the sponsors \$7,352.35 per TCI point based upon the announced talent cost for this broadcast.

Kate Smith Hits Mail, Phone Use For Contests

NEW YORK, Dec. 18.—Kate Smith on her Friday (17) airing over CBS put the blast on station contests in which listeners are asked either to mail or telephone votes, including Steve Ellis's *Battle of the Songbirds* which had just closed after a nightly airing over WOR on the all-night program.

Pitching her blast on a patriotic angle, Miss Smith said: "In certain cities radio stations have been running a contest. It's called *The Battle of the Songbirds*. I listened to one of these contest broadcasts the other night and since, at present here in New York City, I happen to be leading in this contest, it sort of worried me. In the first place, no singer can remain in the contest unless she receives at least 3,000 votes per week from listeners who are asked to drop a post card or letter in the mail and cast their vote. Frequently the listener is not only asked but urged to vote for his favorite contestant.

No Complaint, But—

"At this point let me make it clear that I am not complaining about the use of records on the air. That is not against the law. But, speaking for myself, I am concerned over this matter of asking (See KATE SMITH HITS on page 31)

Four-Way Pick-Up

NEW YORK, Dec. 18.—Fred Allen show now being piped to 27 Canadian stations for Canadian branch of Texas Oil Company. Announcer does Canuck pitch from here. Reason: Allen improvises so much, they can't depend on cue. . . . *Nero Wolfe* starts again January 21. Santos Ortega and Joe Julian will play their former roles. Hi Brown packages this for J. Walter Thompson, who has sold show to Elgin Watch. . . . It's Bob White who does *Deadline Dramas*. . . . Ruthrauff & Ryan auditioning *Believe It or Not* for Pall Mall. . . . *Big Town* is changing agencies, switching from Ruthrauff & Ryan to Pedlar & Ryan, March 1.

Jerry McGill, writer and producer of *Big Town*, has written a stage play with *Big Town* angle called *Compromise*. Some of the cast of the radio show will be in it. Screen star Edward Pawley does reporter on the air and will do same on boards. McGill is trying a new technique—will cut a record, running it off as a radio show, for his own information, and then build stage play.

Blue renewed contract of Ed East and Polly, sustainer, which started on WJZ some months back and now is on full network. . . . David Kerman is now playing Pat Patton on *Dick Tracy*. . . . The other day at rehearsal of *Mary Martin*, Sandy Bickart took over for the consul, who was absent, in addition to his usual role. He went thru the entire performance alternating between bass and his natural voice without director Jay Hanna knowing it. . . . J. Gordon, the consul, showed up finally just before airtime. . . . Ruthrauff & Ryan has television pitch in the works, with Tom Hutchinson directing. . . . Winfield Honey now doing *The Frog on Dick Tracy* at Blue. . . . Stefan Schnabel cast in Margaret Webster's legit production *The Cherry Orchard*. . . . Uncle Sam has signed Dick Kunstman, trade news editor at Mutual, for a split week at Fort Dix starting December 30. . . . Bobby Readick back from the Coast after finishing *Canterville Ghost* for Metro. Incidentally, he just registered for the draft. . . . Barry Kroeger doing a running part in *Joyce Jordan* at CBS.

C. A. Bottolfsen, Idaho's governor, is sending boxes of Idaho potatoes to people in the business, with a little note reading: "The crop was good this year." Politicians have won votes with studs—why not with spuds? . . . Sid Casse, who did 15 different dialects on Mutual's *Foreign Assignment*, now doing a cockney on *Mrs. Miniver* at CBS. . . . John Olson, of Milwaukee, will emcee *On Stage, Everybody* at Blue, which starts January 1. . . . He will ditto for *Swing Shift Frolics*. . . . Owen Jordan has been cast as a Chinese-American hepcat who talks jive in *Jungle Jim* recorded program.

CHICAGO, Dec. 18.—Jules Herbuveaux, program director, and Roy Shield, musical director of NBC, attended the sneak preview of the new Union Pacific show at Omaha. . . . Judith Waller will direct the seventh annual NBC-Blue Network Christmas party for employees and their families on Christmas Eve, and Everett Mitchell, NBC director of agriculture, will Santa Claus. Mitchell will Santa also for the *Carnation Contented* Christmas party for 400 underprivileged children December 20.

Jack Cusick, for several years writer for the late Ben Bernie, and William Walbaum, formerly with WBBM and WIND, have joined the WGN continuity department. . . . Otis Devine, former chief of the announcing staff of WSM, Nashville, has been named program director, succeeding Jack Stapp. . . . KODY, for-

merly KGNF, North Platte, Neb., has joined the NBC network. Station is owned by Station WOW, Inc., Omaha. . . . Danny O'Neill, soloist with the Great Lakes Naval Training Station's bluejacket choir, heard over CBS, is playing his first theatrical engagement as headliner at the Chicago Theater. . . . Grayle Howlett, the past four years sports editor of WGN, has been commissioned as ensign in the U. S. Naval Reserve and reports for active duty December 23 at Fort Schuyler, N. Y.

The yardmaster's office of the Rock Island lines at Silvis, Ill., was the originating point Friday (17) for the Blue Network news broadcast of Lowell Thomas, who was on his way to the West Coast and didn't have time to get down to the Chicago studio. . . . Nikki Kaye, radio writer, producer and emcee (*Variety Show*, WCFL), is author of *Career in Television* in the current issue of *She* magazine. . . . Carroll Huxley, former arranger for Andre Kostelanetz and now a bluejacket, has been appointed director of the Great Lakes Naval Training School orchestra, head of the Blue's broadcasts of *Meet Your Navy*. . . . It's a girl, Geraldine, born December 8 to Mr. and Mrs. Alan Fishburn. Father is a radio director and the mother star of NBC's *Author's Playhouse*.

PHILADELPHIA, Dec. 18.—Glenn Adams, former production manager of WIS, Columbia, S. C., released from the army, joins the WCAU announcing staff. . . . Edward Dale Skotch, of the Roanoke (Va.) Broadcasting Corporation, comes to KYW as continuity writer. . . . Franny Murray and Claude Haring get the nod to handle the WIBG mike for the collegiate basketball game broadcasts from Convention Hall. . . . W. L. Roy Nuss, vet KYW engineer, transferred to the field engineering division of Westinghouse to work on vital war materials. . . . Stoney McIlm, WIP sports editor, new prexy of the Philadelphia Sporting Writers' Association. . . . Don Martin, WFIL production chief, named to the advisory board of the American Theater Wing. . . . Kirby Cushing, former KYW sportscaster, into the Marines. . . . Roy Grove resigns from the WIP mixing staff. . . . Edwin L. Rogers, coming up from WMAL, Washington, joins the WFIL announcers to replace John Newhouse. . . . Earle Carlisle new WIBG announcer from WPTF, Raleigh, N. C. . . . WIP feeding to replace Prasert's studio music to Mutual for a daily quarter-hour shot at 2:15 p.m. . . . KYW, for the ninth consecutive year, airs the annual Christmas concert by the inmates of the Eastern State Penitentiary. . . .

HOLLYWOOD, Dec. 18.—Don Wilson gets role as radio announcer in Warner film, *Gingerella Jones*. . . . Lever Bros' *Mayor of the Town* changes format for the next airing with Lionel Barrymore doing his traditional *Christmas Carol*. . . . Major Charles Vanda off to New York after giving the old town the once-over. . . . Joan Davis appearance on Jack Benny show is off for the time being. . . . James McKibben is heading back to KFI from the army. He'll take over old spot in the scripting department. . . . After appearance on Hedda Hopper's *Hollywood Showcase*, John Wright, opera warbler, was given contract by Leon Fromkess, of Producer's Releasing Corporation. . . . The Tyrone Powers were guests of Tom Breneman at *Breakfast at Sarat's*. . . . Bob Greene won't be able to get off his newscasting show for duck hunting this year. . . . Groucho Marx put a dent in that shiny Cadillac when he sideswiped a lamp-post.



That Romantic Voice and Sparkling Accordion . . .

AL GAYLE

Radio's Singing Accordionist

and His ORCHESTRA

Now 12th Smash Week

MIKE LYMAN'S, Hollywood

Management: General Amusement Corporation

The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN"
Hooperatings for evening programs

Vol. 1. No. 3E

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PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
Bob Hope	33.1	252	NBC 131	Romance—CBS R. G. Swing—BLUE Amer. Forum—MBS	Foote, Cone & Belding	Pepsodent (Toothpaste)	\$11,000	\$332.32
Fibber McGee and Molly	32.4	375	NBC 131	Report to Nation—CBS Spotlight Bands—BLUE Amer. Forum—MBS	Needham, Louis & Brorby S.	J. Johnson (Floor Wax)	\$ 8,500	\$262.34
Edgar Bergen	29.5	290	NBC 135	Jerry Lester—CBS News—BLUE That's Good One—BLUE Aleksander—MBS	J. Walter Thompson	Standard Brands (Chase & Sanborn Coffee)	\$10,000	\$338.95
Jack Benny	26.7	441	NBC 131	Shirer—CBS Sinatra—CBS Pearson—BLUE D. Thompson—BLUE Old Fash. Revival—MBS	Young & Rubicam	General Foods (Grape Nuts)	\$20,000	\$749.06
Lux Radio Theater	26.2	380	CBS 122	Tel. Hour—NBC Dr. I. Q.—NBC Counter Spy—BLUE Spotlight Bands—BLUE Heatter—MBS G. Fields—MBS Russell Bennett—MBS	J. Walter Thompson	Lever Bros. (Lux)	\$10,000	\$381.68
Aldrich Family	24.1	189	NBC 128	Death Valley—CBS Town Meeting—BLUE Human Adventure—MBS	Young & Rubicam	General Foods (Postum)	\$ 4,000	\$165.88
Mr. District Attorney	23.7	238	NBC 125	J. Carson—CBS Spotlight Bands—BLUE Soldiers W. Wings—MBS	Pedlar & Ryan	Bristol-Myers (Vitals)	\$ 4,000	\$168.77
Frank Morgan-Fannie Brice	23.2	87	NBC 130	Suspense—CBS News—BLUE Lum and Abner—BLUE Ourster—MBS Black Castle—MBS	Benton & Bowles	General Foods (Maxwell House Coffee)	\$ 9,500	\$409.48
Eddie Cantor	22.2*	365	NBC 125	Fitch—BLUE L. Barrymore—CBS G. Heatter—MBS G. Fields—MBS	Young & Rubicam	Ipana (Toothpaste)	\$ 9,000	\$405.40
Walter Winchell	22.2	533	BLUE 158	R. Digest—CBS M-Go-Round—NBC Cleve. Symph—MBS	Lennen & Mitchell	Jergens (Hand Lotion)	\$ 5,000	\$225.22
Bing Crosby	21.7**	330	NBC 132	Major Bowes—CBS Town Meeting—BLUE G. Heatter—MBS G. Fields—MBS	J. Walter Thompson	Kraft (Cheese)	\$10,000	\$460.08
Kay Kyser	21.5***	296	NBC 126	Moments in Music—CBS R. G. Swing—BLUE Lulu—BLUE John B. Hughes—MBS Sunny Skylar—MBS	Foote, Cone & Belding	American Tobacco (Lucky Strike)	\$ 8,000	\$372.09
Abbott and Costello	21.5	101	NBC 130	First Line—CBS R. G. Swing—BLUE Lulu—BLUE R. Clapper—MBS Carnegie—MBS	William Esty	R. J. Reynolds (Camels)	\$10,000	\$465.11
Screen Guild Theater	20.6	174	CBS 120	Contented Hour—NBC R. G. Swing—BLUE Out of Shadows—BLUE R. Clapper—MBS Sunny Skylar—MBS	Pedlar & Ryan	Lady Esther (Face Powder, etc.)	\$10,000	\$436.89
Bandwagon (Sunday)	19.1****	142	NBC 134	We, the People—CBS Quiz Kids—BLUE Old Fash. Revival—MBS	L. W. Ramsey	Fitch (Hair Tonic)	\$ 2,250	\$115.39

*Eddie Cantor came back into the "First 15" after a lapse of two Hooperatings. He came back with the single greatest increase on this report, a plus of 4.5. His increase was so marked that every competing program reacted with a decreased rating. Answer might have been the guest shot of Ann Sothern, who had cracked the papers with a blast agent doing no more "Maizie" films. **In leapfrogging back onto the Hooperatings, the Cantor program helped to dislodge the Davis-Haley, Burns and Allen and Gildersleeve shows. These have just

about held their ratings, but have not kept pace with the current upward trend of this report. Where last time there were four programs with ratings within the 19 slot, only one makes the report this time out. ***As noted on last TCI, the Kay Kyser program airs from 10-11 p.m., EWT, and programs airing after 10:30 p.m., EWT, are not measured in the Eastern time zone. Hence only the first half hour of this program is rated in the national Hooperatings. ****The "Fitch Bandwagon" is back on the "First

15," thanks to Horace Heidt and Janet Blair, of the "My Sister Eileen" pic. They gave the program a 3.2 boost over the November 30 report. Last time this show made the crowned circle was on the November 15 report, when the Kay Kyser ork put it over. Note: Sponsored evening commercial hours continue up. This report, 79 1/4 hours; last report, 78 1/2 hours; last year, 69 1/2 hours. Average Hooperating, this report, was 10.6; last report, 10.3; last year, 12.1.

Fly Attacks Nets and NAB In White-Wheeler Hearings; Race & Color Come Up, Too

WASHINGTON, Dec. 18.—Chairman James Lawrence Fly of the Federal Communications Commission reappeared before the White-Wheeler Committee this week with both fists flying. When he had concluded his testimony on the bill to amend the FCC Act of 1934 he had attacked all of his traditional enemies and irritations from "network monopoly" to "soap operas."

Chairman Fly was in even rarer form than when he made his previous stand before the same committee of senators. Kept silent all summer by the Cox (now Lea) Committee, Fly is taking keen pleasure out of the circumstances which not only give him a chance to have his say but which also provides him with exactly the right audience.

Most of his testimony Wednesday (15) involved a verbal slugging match with the networks, which, Fly charged, have organized a sinear campaign against the Commission. If what the FCC Chairman stated is accurate, their strategy of blaming soap operas on the FCC could not have struck closer home. Fly has repeatedly made clear his distaste for the suds shows and on a number of occasions has struck sharply at advertisers sponsoring them. Fly this week asserted that the large nets are now "blaming the soap operas on the Commission." This had the peppery FCC chief sore.

The smear campaign was launched against FCC by the networks in May, Fly testified, "because on that date the monopolistic shackles which RCA and CBS had imposed upon the radio broadcast industry were finally broken." FCC regulations on chain broadcasting were upheld by the Supreme Court decision on May 10.

Soap Operas Not Fly's

The responsibility of soap operas was shrugged off quickly by Fly, who laid credit for the shows at the feet of Neville Miller, president of the National Association of Broadcasters, and the broadcasters themselves.

NAB, Fly said, took the Supreme Court ruling and based statements on it claiming that "the Commission has power to control completely everything that goes over the air."

"In other words," Fly continued, "Neville Miller of NAB is blaming the soap operas on the Commission. If he can

put that one over he is a better man than P. T. Barnum.

The FCC Chairman also charged the networks with employing the term "freedom of the air" to confound the public. Fly said that he wanted it made clear that the Commission is specifically denied the power to tell a radio station what it shall or shall not broadcast.

Fly appealed to the Senators to rewrite the act, if necessary, in such a way that the "monopoly of the big networks" would not be restored.

Free Air for Race and Color

The race question this week also entered the White-Wheeler hearings. Edgar L. Brown, of the National Negro Council, asked Senators conducting the discussions on proposed amendments to the FCC Act to revise the law to "prohibit terms of opprobrium toward any race, creed or color."

With the race question now a part of the current controversy involving Federal Communications Commission, the hopper should be full. Previously, labor, political debate, programming, and the ills of the big broadcasters had been incorporated into the hearings. There seemed to be no further fields to be touched.

The Negro spokesman not only asked that the law be amended to protect persons of races other than white but also asked that statements derogatory to Negroes not be permitted to be broadcast.

Terms belittling Negroes which appear in radio broadcasts "indoctrinate young people with lifelong prejudices," Brown told the Committee.

Foreign Languages Need Protection

Also appearing this week to testify was Luigi Antonini, president of the Italian-American Labor Council and General Secretary of Italian Dressmakers' Union. Antonini protested that American radio stations carried too few foreign language broadcasts.

"In recent months we have been much disturbed by the trend to suppress Americanization programs in the Italian, Polish, Yiddish and Spanish languages," Antonini told the senators. He then asked that steps be taken to "prevent such undemocratic action."

While the labor leader was testifying, Senator White, co-author of the pending bill, interrupted to inquire if there

Fly Buzzin' Around

IT ISN'T often that FCC Chairman Fly is caught off base. Thus far, when he has put the rap on someone or something in radio his blasts have been well documented. This time the chairman is seemingly guilty of shooting-off-his-mouth.

His squawk anent *The Catholic Hour*, *Town Hall of the Air* and *Chicago Round Table* are not substantiated by the facts. The National Council of Catholic Men have said they were not pressured by NBC, the *Chicago Round Table* was shifted an hour in the last year, and the *Town Hall* program was not moved while the Blue Network was part of NBC, that it was moved up to a better hour recently after the Blue became an independent organization.

Such loose talk, unless perchance there is something that the chairman knows that he has not put into the record, is unbecoming.

Statements which do not jibe with the record only impair Chairman Fly's intentions, methods and objectives.

B-S-H Starts Divvying Up Soap Operas as the Jan. 1 Deadline Nears

CHICAGO, Dec. 18.—When Blackett-Sample-Hummert splits into two agencies January 1, the Dancer-Fitzgerald-Sample firm will handle *Ma Perkins*, *Hymns of All Churches* and Betty Crocker's musical show, along with the P. & G. shows produced by B-S-H. Hill Blackett will handle *Captain Midnight*, the Blue Network serial, and *Sweet River*, which goes on the Blue in January.

(Importance of B-S-H daytime programs can be judged from the fact that 7 out of the first 15 programs listed in *The Billboard* first daytime Talent Cost Index are produced by this agency either out of New York or Chicago. Four out of the first five "Best Buys" are B-S-H productions, another tip-off on why the soap opera agency has been such a consistent money-maker.)

was anything in the present law prohibiting foreign language broadcasts Antonini said there was not, but added that the law also did not insure these broadcasts.

3 New Members Elected to NBC Affiliates Arm

NEW YORK, Dec. 18.—Election of three new members and re-election of the other five members to the eight-man NBC Stations Planning and Advisory Committee was announced this week. Election of a committee chairman is expected early next week.

NBC outlets select this committee entirely apart from the web. The eight members represent districts into which the country has been divided. Election of members is held annually.

The new members are Henry W. Slavick (WMC, Memphis), replacing Harry Stone (WSM, Nashville) in District 4 covering Tennessee, Louisiana, Mississippi, Alabama and most of Georgia; Edgar Bell (WKY, Oklahoma City), replacing G. E. Zimmerman (KARK, Little Rock) in District 6 covering Oklahoma, Arkansas and Texas, and Richard Lewis (KTAR, Phoenix), replacing Sidney Fox (KDYL, Salt Lake City) in District 7 covering Montana, Idaho, Utah, Wyoming, Colorado, Arizona and New Mexico.

Re-elected members are Paul W. Mowery (WTIC, Hartford, Conn.), for District 1 (New England States, New York, New Jersey, part of Pennsylvania, Maryland and Delaware); G. Richard Shafto (WIS, Columbia, S. C.), for District 2 (Virginia, North and South Carolina, Florida and part of Georgia); James D. Shouse (WLW, Cincinnati), for District 3 (Pennsylvania, West Virginia, Ohio, Michigan, Indiana and Kentucky); Stanley E. Hubbard (KSTP, St. Paul), for District 5 (North and South Dakota, Iowa, Nebraska, Kansas, Wisconsin, Minnesota, Illinois, Missouri); Arden X. Pangborn (KGW, Portland, Ore.), for District 8 (West Coast States and Nevada).

The committee meets regularly and studies methods of improving NBC service, both for listeners and sponsors. It also considers social and economic service problems affecting net broadcasting.

If Army Gets Harry James "Claudia" Gets a Sponsor

NEW YORK, Dec. 18.—If Harry James passes his induction physical, *Claudia* will probably go commercial for P&G soap company in his spot. Robert Maxwell will produce it—casting for a find for title role; also looking for scripts.

IT'S ONLY ADVERTISED ONE TIME NOW — LOOK IN THE LETTER LIST EVERY WEEK.

Radio Network Execs Discuss War Effort

(Continued from page 7)

Frank Stanton

program. Similarly, on September 21, a special Kate Smith Day was observed by the entire CBS network. This favorite CBS personality spent 18 consecutive hours at a microphone, broadcasting 65 different appeals and thereby selling—in a single day—more than \$36,000,000 worth of War Bonds.

We speak of these accomplishments, not boastfully, but as a plain report on our participation in this total war. Our plans permit of no lessened activity during the uncertain period that is still ahead. And, with the achievement of victory, we want the permanent pride of knowing that, to the fullness of our abilities, we have played our share and more in helping to win a durable and genuine peace.

CBS takes this opportunity to commend *The Billboard* on the patriotic spirit that, in this crucial year, has resulted in the traditional Anniversary and Holiday Greetings Number being supplanted by a special Bondbarrament Number. *The Billboard's* novel plan is an outstanding and unselfish contribution to the successful waging of the war—and one in which we are glad of the chance to participate.

Miller McClintock

a brief outline anent our concentrated activities in that direction.

We opened both the Second Bond Drive, held early this year, and the more recent Third Drive with special bond feature programs, once during the hour, every hour, all other regularly scheduled programs participating with special bond appeals throught the first day.

After firing the opening gun we followed thru, making at least 10 special announcements daily for the duration of the drives.

September 18, 1943, was Mutual War Bond Day, with every program broadcast that day a special War Bond show, or regular features devoted to the sale of bonds. Needless to say, the more than 200 independent Mutual affiliated stations co-operated to the hilt.

In so far as Mutual's future war activities are concerned there are no definite plans at this date, other than continuing our over-all aid with all the forces at our command, reshaping those plans to meet the ever-changing scene.

Radio in general has done all that was expected of it and more, aiding in the education of our people on how best to carry on in wartime, and bringing forth the realization that there is a much bigger task ahead that can and must be performed by the broadcasting industry in the post-war period.

C. L. Menser

the enemy and dissected it into the lies that it is. Our correspondents brought to the home front the stories of the fighting on the battle fronts. We sold millions of dollars' worth of Defense and War Bonds to our listeners and to our employees.

As 1944 approaches, two great tasks lie before us. The first, of course, is to strike the final decisive blows which will crush the enemy. The second is to win the peace and insure the peace for many generations. In these tasks we will rely heavily upon the co-operation of the people of show business whose work *The Billboard* represents so admirably.

The National Broadcasting Company herewith extends its sincere congratulations to the editors and writers of *The Billboard* for this Bondbarrament issue which will help generate the impetus for the final drive to victory. We salute the show business because without its help none of the great victories of the past would have been possible; with its help we will march on to final victory. Until that day our most pressing task is to sell bonds and still more bonds.

Mark Woods

act, has contributed generously, not only of time and money with which to provide funds for war equipment, but equally with time and talent to provide entertainment and relaxation for the men and women using that equipment.

Every branch of show business has furnished entertainment—from the most distant outpost in foreign lands to the largest factory in our largest cities. Every man and woman in show business has bought bonds again and again and will continue to do so.

That *The Billboard*, dedicating itself to the presentation of the history, both current and past, of show business should devote one entire issue, to the exclusion of normally expected revenue, to the furtherance of the War Bond campaign, is in keeping with the war effort of the entire industry.

The individual performers being saluted by *The Billboard* are not only deserving of this honor for the services they have rendered, but are deserving of every possible additional recognition. Letters and personal reports from armed servicemen of the air, land and sea all over the world testify to the reception given these artists.

To *The Billboard* the congratulations of the Blue Network, its personnel and its many stars.

Yanks and Giants Back on Air in 1944 Over WINS

NEW YORK, Dec. 18.—All home games of the two local major league baseball clubs, Yankees and Giants, will be broadcast next season. Gillette Safety Razor Company will bank-roll with the broadcasts being aired over WINS, local indie outlet.

Both clubs had aired their games in the past, altho last year they wanted more than the most optimistic sponsor would pay, and they were off the air. This is first time these clubs are broadcasting their complete home-game schedule. In the past they nixed week-end and holiday games.

Apparently the continuous success of the Brooklyn Dodgers with broadcasting (Brooklyn attendance figures held up despite showing of the team) convinced the other duo to sign. Each club will get about \$60,000 for the rights.

Play-by-play announcer not set yet, but Don Dunphy, who does the fights for Gillette on Mutual, has inside track, as his home station is WINS and sponsor likes his work.

Brooklyn games are broadcast over WHN, also a local indie, with Old Gold cigs bank-rolling and Red Barber calling the plays.

"Say It With Music" Grind Peddled by Morris Office For Kent-Johnson Jingles

NEW YORK, Dec. 18.—William Morris office is offering *Say It With Music*, the WJZ all-night show, as a package deal including station time. Talent agency handles Alan Kent and Austen Croom-Johnson, who mastermind *Say It*.

Idea is to sell the title, the talent, and a three-station hook-up—WJZ, New York; WENR, Chicago, and KGO, Los Angeles—to one sponsor. Program, a record session, would be piped from WJZ or produced and scheduled in advance. Latter is feasible since Kent & Johnson select, asked the transcriptions, write and produce the jingles, but don't actually work the broadcast, which is a 1 to 7 a.m. set-to.

KATE SMITH HITS

(Continued from page 28)

for votes by mail. In normal times it would be different. I'd be overjoyed to have my friends send in votes for me. But we are at war. Our postal authorities have their hands more than full getting the mail thru to the armed forces overseas and to those in camps in the United States, and it seems to me that adding to their burdens with post cards and letters to help decide a popularity contest is anything but a contribution to the war effort. The time taken to write these post cards could be more profitably spent writing to our boys in service."

Miss Smith extends her blast to cover phone voting, in line with her OWI broadcasts asking folk to be chary of using the phone in wartime.

"Some of these radio contests," she said yesterday, "do not want you to mail a card. Instead, they ask that you pick up your telephone, right away and cast your vote that way. . . . Time and again I've urged you not to use the telephone unnecessarily. I have asked you to cooperate with the telephone company, already overburdened with the business of war and overtaxed with calls that must go thru. And now I find myself in the unfortunate position of being in the lead in a telephone contest about which I wasn't consulted and in which I have no part."

Miss Smith stressed the fact that she was speaking solely for herself, not for the other contestants, and asked her listeners "on my behalf only, please do not vote for me in this *Battle of the Songbirds* contest. Please do not waste your time," she continued, "or the postman's time in this critical period of the war by sending in postal cards with my name on them, or placing any telephone calls in order to boost my popularity rating. Being in the contest at all is a surprise to me, and, in this particular time, I confess, it makes me feel very uncomfortable."

Flash: Judy Garland won the *Battle of the Songbirds*.

"Broadway to Hollywood"

Reviewed Thursday, 9-9:30 p.m. (PWT). Style—Musical. Sustaining. Station—KNX (Hollywood) and CBS.

Anita Ellis has built a large listening audience on the West Coast and Jerry Cooper is reported to have many fans on the East Coast. Linking the two together in a 30-minute songfest is a logical move in that it tends to build audiences for Cooper in the section where he may not be so well known.

Cooper is the "Broadway Ambassador" and Miss Ellis the Hollywood Chamber of Commerce representative on tour of Hollywood. Names peculiarly Hollywood—Hollywood Bowl, Grauman's Chinese Theater, Hollywood Hotel (a show Cooper was on, too) and Sunset and Vins are mentioned. This mythical tour is to the show what increasing ration points is to the housewife—it slows down buying. Both Miss Ellis and Cooper drag until they start singing. Breezier material or speeded delivery would help here.

Miss Ellis's voice is well suited to *My Heart Tells Me*. She handled a neat arrangement of *Besame Mucho*. Cooper's lyric baritone and whistling balanced the program nicely. As a duet on *People Will Say We're in Love*, the singers were also okay. Musically the show was on the plus side for Wilbur Hatch's ork did *Put Your Arms Around Me* with a hot clarinet lick that stood out and *Let's Fall in Love*. A symphonic treatment of a classic supposedly played in Hollywood Bowl and then modernized was a highlight.

Larry Chatterton, announcer; Ted Bliss, producer. Sam Abbott.

"Mrs. Miniver"

Reviewed Friday, 11:30-12 midnight. Style—Drama. Sustaining. Station—WBAC (New York) and CBS.

Despite the combination of an expert cast, Judith Evelyn and Karl Swenson in leads, an expert production team, Henry Souvaine and CBS, and a wonderful property, *Mrs. Miniver*, kick-off of this weekly half hour comes a cropper. Answer may be Carl Bixby, the writer, who has done his best work with strips like *Life Can Be Beautiful*, or the director, John Dietz, who hasn't the experience required for so important a production.

After all, *Miniver* was a whopping hit as a mag item, a book and a film. Then again maybe it's the obvious headache that plagues all-star shows.

Current setto picks up where the film ended, with the missus heading for the U. S. A. to study post-war housing. Each airing is supposed to be a complete episode, yet this broadcast sounded like an overlong first act; too much scene setting and cast identifying. Other negatives were the hard-on-the-hearing English accents, the heavy-handed propaganda bits and the film-styled production.

Latter sounds like a swell idea, i. e., short scenes with a narrator doing the linking. Trouble is that it plays like a silent pic, with narrator—who is Arnold Moss and good, too—for the subtitles, where the audience is entitled to expect a good modern sound pic.

As noted before, there is too much talent and ability in this set-up to warrant so shabby a showing.

Lou Frankel.

DuMont Television

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

Apparently both Press-On Mending Tape Company and Lever Bros. have capable and hardworking video staffs on the job because their shows are improving steadily each week. Commercials are shaping up into slick, pointed sales-getters. Scripters are learning to cut product plugs below the radio minimum and realize that tele audiences must be sold primarily by sight.

Press-On's *Hobby Hall of Fame* opened with Audrey Kargere, doll collector, showing and telling the history of a group of her exquisitely dressed figures. Hollis Shaw, Vivian of the *Hour of Charm*, gathers holly as her hobby, and exhibited a collection of objects decorated with the leaves and berries. She stole the show when she sang Jerome Kern's *All the Things You Are* and *Smoke Gets in Your Eyes*. Her perfectly

Mutual Admiration



RALPH EDWARDS

To *The Billboard* from Ralph Edwards, head man of "Truth and Consequences": Your Bombardment Number definitely belongs in the pat-on-the-back department. This could happen only in a democracy. Show business should be proud of what you are doing to help the war effort. Congratulations!

To Ralph Edwards from *The Billboard*: Do you mind if we do a rave on the fact that your swell radio program has raised \$225,000,000 for Uncle Sam?

modulated voice and her poise added up to a charming performance.

The Press-On puppet introduced last week should have his appearances cut 50 per cent unless his manipulator can work out more varied gestures. He's on while the announcer gets in his product plugs, off-screen, but to be a really effective attention holder he'll have to do more than point and jig. New pitch offered free copies of the Press-On booklet, *Fabric Decorating and Mending With a Flat Iron* to listeners writing the DuMont station. The premium offer followed a mending demonstration.

Walt Disney's excellent educational film *The Winged Scourge* and a sorry British documentary *Land of Invention* were introduced by Dotty Wootin who was very professional-like with a "We now take you to our film studio."

The Lever Bros.' show, with emcee Pat Murray and Sam Cuff's *Face of the War*, had a new set. Miss Murray was in her living room when a guest, Marjorie Clark, entered bearing a cake. The two girls gushed over the pastry, giving Spry full credit. Miss Clark demonstrated the product in Miss Murray's kitchen. Economy of words and female chatter made it a good commercial.

Plano-monologist Alice Hatton entertained with a couple of novelty numbers and sang *You Are Too Beautiful*. The Spry theme song and the product rotating on a table faded out the Lever Bros.' half hour.

Two attractive girls hold Alfred Dunhill gift suggestions up for inspection while Giorianne Lehr described the evening bags, gloves, perfumes and other items. Clever opening showed Miss Lehr removing fancy wrappings from an enormous Dunhill package.

Entire 90-minute program had good continuity and tempo. Technical work was up to snuff at all times with exception of transition from film to live show.

Wanda Marvin.

Your Dubonnet Date

Reviewed Wednesday, 8:30-9 p.m. Style—Musical. Sponsor—Dubonnet Corporation (Schenley Corp.). Agency—William H. Weintraub & Company. Station—WOR (New York) and Mutual.

The change of time for this program hasn't done anything to help it. It's still not a show in the real sense of the word; just a conglomeration of Xavier Cugat's commercial Latin rhythms interspersed with some appallingly corny and strained moments, alleged to be funny. (See Program Reviews on page 45)

?? ? ? ? ? ? ?

- 1. Which are your favorite comedians or comedy act?
- 2. Which are your favorites among the quiz and contest programs?
- 3. Which are your favorite light music and dance orchestras?
- 4. Who are your favorite male singers of popular songs?
- 5. Who are your favorite female singers of popular songs?
- 6. Who are your favorite sports announcers?
- 7. Which news commentator do you find most interesting?
- 8. Who is your favorite studio announcer?
- 9. Which are your favorite dramatic programs?
- 10. Which children's programs do you consider best?
- 11. Who are your favorite singers of operatic or concert music?
- 12. Which are your favorite symphonic or instrumental concert programs?
- 13. Which are your favorite 15-minute programs?
- 14. Who is radio's outstanding new star, one who rose from comparative obscurity since 1943 began?
- 15. Which are your favorite programs, the ones you really hate to miss?
- 16. What do you recall as the outstanding single broadcast of the past year?
- 17. Which 1943 documentary programs do you think outstanding?
- 18. Which programs produced by the army or by a governmental bureau, or in the interest of the war do you consider best?
- 19. Have you any suggestions for new uses of radio during the war or suggestions on ways to make radio efforts more effective?
- 20. (A) How long after the war do you think FM will come of age?
(B) In what SINGLE way do you think FM will affect or influence radio?
- 21. (A) How long after the war do you think television will come of age?
(B) In what SINGLE way do you think television will affect or influence radio?

See Next Issue

Racks for 35c Decca Disks

Post-War Plans Mapped Out To Get Low-Priced Waxings In Every Crossroads Store

NEW YORK, Dec. 18.—Despite the generally accepted opinion that the 35-cent record will be a thing of the past after the war because of the anticipated boom in the disk market and the elimination of OPA price restrictions, Decca Records has mapped out a complete post-war merchandising scheme of racks for 35-cent disks to be sold in every crossroads store.

The 35-cent record now makes up 44½ per cent of Decca's total business, but disk plans to bring it up to 50 per cent and keep it on that level. This represents a sizable amount, as Decca will wind up this year having passed over 40,000,000 records and is figuring on an annual post-war production of close to 100,000,000, which would mean about 4,000,000 records a month at the 35-cent price.

Mindful of the time Decca debuted its 35-cent disk, when pop waxings were selling at 75 cents, one of the top executives of the firm says, "We are going to see to it that nobody pulls a Decca on us." Diskers has arranged to make available hit tunes by its best artists on the 35-cent label. Higher-priced waxings will be reserved for personality records, special material and albums.

Decca plans to market racks composed entirely of 35-cent disks to be handled anywhere from a railway station newsstand to a corner cigar store. Success of racks has already been established in the sheet music business, where Music Deal-

Sinatra's Mere 19¢ For His Bit in Pitt

PITTSBURGH, Dec. 18.—Frank Sinatra, after winding up his date at the Stanley Theater Thursday night (18) found that he took an \$11,000 cut in salary from the previous week. With the house grossing around \$38,000, Sinatra walked out with \$19,000, or 50 per cent of the take, in contrast with the \$30,000 he collected on the strength of a \$60,000 haul at the RKO, Boston, last week.

After preparations had been made to accommodate mobs, business proved to be disappointing, as he played to partly filled houses the early part of the week. However, the take picked up thereafter and house had a profitable week.

Christmas shopping and vigilance of Pitt truant officers are believed to be the major reasons for the disappointing total.

Sinatra, backed by Jan Savitt's ork, shipped out for a week at the Earle, Philadelphia.

302 Hikes Wages at WINS

NEW YORK, Dec. 18.—WINS signed a new contract with Local 802, AFM, Thursday (17) for a 12-month period beginning December 27. Freshly inked agreement gives musicians a \$5 weekly wage boost, contractor \$8.75 per week above present figures. Other conditions remain unchanged.

MARUSCHKA

(MA-RÖÖSH-KA)

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Now doing work for FRED 8x10
 ALLEN, GLEN GRAY, 50—\$4.13
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N. Y. Defense Recreation Center Welcomes 6,000,000th Customer

(Continued from page 23)

cellaneous, including opera, concerts, sports events, spectacles and ice shows. The most interesting aspect of these figures is the large proportion of oakleys turned over to the fighting men by legitimate houses. On the basis of the present booming theater patronage, which averages about 220,000 weekly, between 3 and 4 per cent of the seats are going out gratis—a sizable bite on the box office.

Free tickets do not go to American servicemen only. Men from all the United Nations benefit, especially those from Britain, Canada, South Africa and the Antipodes. Of late the center has been serving large numbers of Hawaiian and Filipino troops.

A serviceman who has seen a play and caught a movie doesn't exhaust the possibilities of the NYDRC by any means. He can get free dancing lessons (very popular), free meals (also popular) and information about and invitations to any one of about 700 parties and dances given monthly by organizations not affiliated with the center such as trade unions, fraternal orders, sororities, clubs, apartment houses. These 700 dances are over and above the regular parties operated by affiliated agencies such as the Catholic Community Service, YMCA, YWCA, Soldiers' and Sailors' Club, Salvation Army, Harlem Defense Recreation Committee and the numerous canteens. As a dividend, the serviceman can attend the weekly all-service shindig at the Arcadia Ballroom, which has been devoting Monday nights to the fighters since February, 1943.

Rooms at Cut Rates

And that ain't all. A serviceman or service woman with a rooming problem can turn to the center for help. Thru the New York Hotel Association, the center has an average of 1,000 rooms on tap weekly, often at rates reduced as much as 50 per cent. On Saturdays, when the demand is greatest, the center has two women working from 9:00 p.m. to 2:00 a.m. to answer inquiries and to get the boys bedded down. Naturally,

most of the soldiers want to sleep in the Times-Square sector, but many of them wind up in the swank 50s or Upper Broadway. These hotel rooms are something extra, beyond the many sleeping accommodations provided by the affiliated service agencies.

Officials of the center say that the 7,000 to 8,000 men who pass thru daily ask an average of three questions each which have nothing to do with free tickets to shows. They want to know such things as where their wives can shop, how to get army and navy relief, what to do with their families—and, very often, how to get married quickly. The staff of 375 (357 of them volunteers) numbers a few people who can arrange to get a serviceman and his gal hitched without undue loss of time.

More Dope on NYDRC

Finally, here are some random facts about the NYDRC:

About 10 per cent of the "servicemen" who pass thru the place are Uncle Sam's nieces in the WACS, WAVES, SPARS, etc.

The demand for football and baseball ducats is as great, proportionately, among the gals as the men.

There are never any leftover tickets for such longhair events as opera, ballet and concerts by artists such as Menuhin and Heifetz.

The center has never had to call in an MP to quiet the inevitable wise guys and drunks who turn up; the boys take care of the unruly ones themselves.

The 10 most popular sightseeing places in New York among servicemen are:

1. Statue of Liberty.
2. Empire State Building Observation Roof.
3. Rockefeller Center.
4. Museum of Modern Art.
5. Hayden Planetarium.
6. Metropolitan Museum of Art.
7. Central Park.
8. George Washington Bridge.
9. Stock Exchange.
10. Chinatown.

To facilitate sightseeing, Macy's next week will deliver 250,000 "What To Do in New York" guides printed at the store's expense. These will be shipped to Special Service officers thruout the country for distribution among the men.

An artist, Josephine Stein, who draws portraits of the boys for free, will reach her 1,000th picture in January. As a result of her efforts she has gotten into an involved correspondence with many soldiers and their families.

Ballet tickets always go fast—because the boys know ballet means girls. But the service gals take them, too—for the same reason.

All tickets given out are orchestra seats only, except at previews, when the center gets the whole house.

Como Takes Sinatra Spot

NEW YORK, Dec. 18.—Perry Como takes over the Sunday Sinatra sustainer on CBS. Between new Vimms show, *Hit Parade*, pix and personals the Great Artanis just cannot handle the 7:15-7:30 p.m. spot.

Along with Como will be Paul Baron ork, a CBS house crew, Three Sisters and the Bobby Tucker Singers. New show starts January 2.

AFM To Answer Diskers

NEW YORK, Dec. 18.—American Federation of Musicians will file answers to briefs submitted last week by counsel for Victor, Columbia and NBC Thesaurus with the WLB-appointed panel studying the disk dispute on Monday (20).

er's Service has received initial orders for 50,000 copies.

Decca decision will probably prove to be a disappointment to American Federation of Musicians, as the union's return for its employment fund is based on the selling price of records. AFM had figured on nothing under a 50 or 75-cent record, which would double the ¼-cent take the union will get from the lower-priced disks.

Direct Payment To AFM Labeled Expense by I. R.

NEW YORK, Dec. 18.—U. S. Treasury Department this week handed down an official ruling on the Decca-AFM pact, accepting direct payment to the union as a "deductible expense" definitely not considered as salary and not involving withholding or Social Security tax payments.

This had been the final point of controversy between Decca and the union, diskers' attorneys having maintained that payment to individual artists was simpler. AFM, however, held out for direct payment method. Problem was finally ironed out by both parties appealing to Washington for a decision, at which time they received an oral ruling and signed their agreement on the basis of that.

BBC Okays "Doll" Airing

NEW YORK, Dec. 18.—British Broadcasting Corporation cleared *Paper Doll* for airing this week, after refusing to broadcast the song on the grounds that it would raise objections from the female sex. Peter Maurice Music is *Doll's* publisher in England.

Paine Denies ASCAP's Okay Of Pact Giving Rights In Members' Song to BMI Pub

NEW YORK, Dec. 18.—Controversy over whether an ASCAP member can collaborate with a non-ASCAP songwriter and publish his tunes with a BMI firm appeared to be settled this week when, according to Sam Timberg and Don George, ASCAP writers who collaborated with non-member Lida Verdi and placed their song with Reis-Taylor, BMI pub, spokesmen for the Society acknowledge that the org was powerless to prevent the practice.

Timberg and George, wary of hurting their ASCAP standing, claim to have gotten the green light from the Society on the basis of a clause which they submitted to ASCAP for approval. Clause states in their contract with Reis-Taylor, "It is hereby acknowledged that (names of ASCAP authors) have heretofore granted their performing rights in said compositions to the American Society of Composers, Authors and Publishers. It is further acknowledged, however, that the performing rights of (name of non-ASCAP member), who is not a member of the American Society of Composers, Authors and Publishers, are hereby granted to (name of publisher)."

That the question of joint authorship

has still not been ironed out was made clear when John G. Paine, ASCAP general manager, denied that the Society okayed the clause, stating "We would not approve any clause which would divest performing rights of a song written by an ASCAP member with BMI."

Paine further cited the consent decree as the basis for his contention that exclusive rights to any work penned by an ASCAP member are vested in the Society.

Paine's interpretation of the decree has been questioned in BMI circles and by some ASCAP members who are anxious to secure a clear understanding on the question of joint authorship and publication of their tunes by BMI firms. Several members of the Society have followed this procedure before, but were always uncertain whether there might be a kickback in the future, resulting in possible loss of ASCAP membership.

It has been suggested in these circles that the only way to reach a clear understanding might be to go to court for a re-interpretation of the consent decree, as interpretations of its intent among the trade have not been reconciled.

One-Night Bookers Hopeful As Two Pa. Spots Relight For Holiday Test Operation

NEW YORK, Dec. 18.—One-night bookers are keeping their fingers crossed, waiting to see if the lucrative Pennsylvania territory will open up to them once more on the basis of the two year-end experimental operations being run at Sadie Tassia's Valencia Ballroom, York, Pa., with Jan Garber and Ray Hartenstein's Sunnybrook Pavilion, Pottstown, with Bob Allen.

Valencia promotion is skedded for New Year's Day, marking the first time in six months that a name band has appeared at the spot. Miss Tassia wanted to secure Garber for the holiday eve, but the band was unavailable. Capacity of the York ballroom is almost as large as that of the Sunnybrook Pavilion, latter holding 3,500-4,000 people.

Sunnybrook will relight for New Year's Eve after being dark for about a year and a half. If the date proves successful Hartenstein is planning to resume regular Saturday night promotions, long known as the most fruitful one-night stop in Pennsylvania. Allen will receive close to \$1,500 against 50 per cent for the date.

Another ray of hope for bookers is the fact that Robert Johns, who operated the Orondo Ballroom in Wilkes-Barre, has received a medical discharge from the army. Altho it is not yet known whether

Johns will resume operation, it is assumed his decision will depend on the results of the York and Pottstown experiments.

Only regular promotions in the State today are in Scranton and Allentown. A. J. Perry, vet promoter in Eastern Pennsylvania, resumed Saturday night proms at Odd Fellows Hall in the latter city, starting off last week with Bob Strong on the stand.

New York Center of Band Activity With Holiday Openings

NEW YORK, Dec. 18.—Christmas week will see New York once more the center of name band activity, with several openings skedded and a string of names carrying over from prior weeks. Both Dorsey bands will be in town, Tommy at the Paramount Theater and Jimmy at the Roxy. Charlie Spivak is moving into the Pennsylvania Hotel, and Xavier Cugat is coming back to the Waldorf-Astoria.

Holdovers for the holiday season include Count Basie at the Hotel Lincoln, Abe Lyman at the Essex House, Shep Fields at Park Central Hotel, Sonny Dunham at the New Yorker and Enric Madriguera at the Hotel Commodore.

Norvo Shifted From 4-F to 1-A to 4-F In Five-Day Span

NEW YORK, Dec. 18.—Red Norvo, who took his army physical last Saturday (11), was classified once again in 4-F. Norvo had been given a 4-F rating by his draft board, but within five days was moved into 1-A and ordered to report for induction. Induction center, however, put the band leader right back where his draft board had originally classified him because of a perforated eardrum.

Robbins P. A. to Navy

NEW YORK, Dec. 18.—Norris Konheim, publicity director for Robbins & Miller Music, was inducted into the navy last week and reported for duty yesterday (17). Konheim's predecessor, Al Brackman, has been in the army nearly a year and is serving overseas.

Chi Housing 15 Swingsters During Holidays; Ellington, Calloway, Pastor Opening

CHICAGO, Dec. 18.—The end of 1943 finds Chicago playing host to the greatest array of swing bands ever to assemble in the city at one time. Since the fade-out of swing music on New York's 52d Street, there has been a gradual trend in the Windy City to support more and more swing bands, and this month a total of 15 outfits are swinging here.

Duke Ellington will play the first swing concert housed in the city's Civic Opera House December 18, prior to his opening at the new room of the Stevens Hotel on New Year's Eve. Benny Carter will hold down the stand at the Regal Theater Christmas week. At the Sherman Hotel, Cab Calloway will chase the old year, while Tony Pastor's band replaces Johnny Long in the Sherman's redecorated Panther Room.

Mugsy Spanter and his new orchestra opened a double attraction bill with Trummy Young's band December 14 at the Capitol for an indefinite stay. Across the street at Elmer's, boogie-woogie pian-

Songwriters Agree, Too

DETROIT, Dec. 18.—Songwriters all over the country got the same idea, with slight variations, from the headlines on the Moscow and Teheran conferences. Results so far are *Frankie, Winnie and Joey Agree*, penned by Bob Mellow and published by his Melloway Music here, and *Franklin, Winston, Kai-Shek and Joe*, written by Clarence Gaskill and published by Mills Music.

Danny Beckner's First Eastern Date At Park Central

NEW YORK, Dec. 18.—A band never seen in these parts will replace Shep Fields's ork at the Park Central Hotel January 6. The new outfit is Danny Beckner's, comprising 14 sidemen and a vocalist, who are set for an eight-week run at the hotel. Beckner has reportedly been a smash in the South, and was scouted in New Orleans. Bill Robbins of the Park Central having made a trip there especially to case the aggregation.

Before making this booking, the hotel management tried to get together with Abe Lyman to replace Fields, but there was a disagreement on price.

Xavier Cugat East

NEW YORK, Dec. 18.—Xavier Cugat returns East after a long session of picture and location work on the Coast, reopening the Waldorf-Astoria here Thursday (23), replacing Leo Reisman, who winds up a five-month engagement.

Cugat completed work on *The Heat's On* at Columbia and *Two Sisters and a Sailor* at MGM while on the Coast.

Waldorf opening will be preceded by two one-nighters at the Audubon Ballroom and Manhattan Center here tonight and tomorrow, under the sponsorship of Dick Gilbert, WHN disk jockey.

WLB Okays Philly Pit Hike

PHILADELPHIA, Dec. 18.—Wage hike local musicians' union was able to get for the pit musicians from the Warner theater circuit on the present 1943-'44 contracts finally received the official blessing from the War Labor Board. Okays an over-all 8 per cent wage increase for the trench toolies at the Earle and Allegheny theaters here and the Stanley Theater, Camden, N. J. WLB also gave stamp of approval to the \$3 increase gotten for the pit men at the Erlanger Theater, now showing legit attractions.

Santly-Joy Pays 6G Damages In 12-Year Old Suit

NEW YORK, Dec. 18.—Santly-Joy was ordered to pay damages amounting to \$6,619 to songwriter William Wilkie by the U. S. Circuit Court of Appeals this week, upholding a lower court's opinion in a suit dating back 12 years.

Wilkie charged that his song *Confessing* was infringed upon by Bernice Petkere's *Starlight*, published by Santly Bros., now Santly-Joy. Wilkie was granted a permanent injunction in 1935 restraining Santly from publishing *Starlight*, and was awarded \$6,619 from the publisher and \$779 from Miss Petkere.

Publisher appealed the accounting claiming to have lost money on the song instead of having earned what the court calculated. Circuit Court's decision, however, reaffirms the original ruling.

Fire Guts Chermot, Omaha; Loss \$45,000

OMAHA, Dec. 18.—Fire which broke out shortly after a swing-shift dance ended at 5:30 a.m. Thursday (16) destroyed the Chermot Ballroom here. The dansant is operated by Archer Ballroom Company, Des Moines, headed by Tom Archer. Damage estimated at \$45,000, most of it covered by insurance.

The ballroom was located on the second floor of a brick building over the Omaha Motor Company, which also suffered water and smoke damage from the fire. The fire followed the death of the manager of the ballroom, Joseph E. Walsh, formerly of Sioux City, Ia., who died last Sunday (12) of a heart attack. Funeral services were held at Sioux City Tuesday, and Archer had just returned to Omaha from the services.

Southern Sued for Breach of Contract

NEW YORK, Dec. 18.—Breach of contract suit brought against Southern Music by songwriter Marion Sunshine will be heard in Supreme Court here January 4.

Miss Sunshine charges that Southern has not been making payments on her song *Green Eyes* since June, 1941, claiming that under her agreement with the publisher she was to receive 16 2-3 per cent on mechanical rights and 5 per cent on sheet music sales, in addition to a quarterly accounting. Miss Sunshine claims she placed the song with Southern in 1931, and was receiving payments up until 1941.

Southern maintains that Miss Sunshine penned a song called *Dream Eyes*, but that the *Green Eyes* song was written by two Spanish composers and she is not entitled to any royalties. Miss Sunshine has asked the court to strike out Southern's answer.

"Mairsy Doats" Waxed

NEW YORK, Dec. 18.—Latest song to be fashioned out of a school-age jingle in the public domain is *Mairsy Doats*, "written" by Milton Drake, Al Hoffman and Jerry Livingston, and published by Miller. Tune was recorded last week by the Merry Macs for Decca and by Al Trace for Hit.

Theme, "Mairsy doats and dozy doats and liddle lamzy divey" is kiddie double-talk for "Mares eat oats and does eat oats and little lambs eat ivy."

NEW YORK, Dec. 18.—Nick Sevano, formerly with Frank Sinatra, took over as assistant to Tommy Dorsey's manager, Dave Jacobs, this week. Jacobs replaced Jack Johnstone, who returned to his post as general manager of Dorsey's Embassy and Yankee publishing firms.

Benny Has Been Sent

NEW YORK, Dec. 18.—Benny Strong has been living in a band leader's dream for the past year. Eight of his sidemen were classified 4-F during the year, which, added to the other 4-F's, left the entire outfit draft-proof. So what happened? Strong was inducted into the army this week.

Special Scores for Small Combos Issued By Charling Music

NEW YORK, Dec. 18.—Latest music publisher to issue orchestrations designed for small combos is Woody Herman's Charling Music, which has brought out a *Woodchopper Series*, all but one of the tunes having been recorded by Herman on the Decca label. Instrumentation is three saxes, trumpet, trombone, piano or accordion, bass or guitar and drums.

First batch of tunes include *Yardbird Shuffle*, *Woodshedding With Woody*, *Twin City Blues*, *Gotta Get to St. Joe* and *Jubilee Boogie*.

Contractor Denied 802 Reinstatement

NEW YORK, Dec. 18.—Application of Bernie Schmidt, Shubert Theater contractor for a temporary injunction restraining Local 802, AFM here, from expelling him from the union was denied this week in N. Y. Supreme Court. Schmidt lost his membership in AFM last July 15 when the local executive board found him guilty of using his influence with other contractors and leaders in the employment of sidemen.

Schmidt had appealed for the injunction so that he might be reinstated to membership pending the outcome of his legal action against the local's decision.

Xmas Songs in "Hit Kit"

NEW YORK, Dec. 18.—Three Christmas songs are featured in December's army *Hit Kit*, raising the total number of tunes from the usual six to nine. Yuletide songs are *White Christmas*, *Silent Night* and *Adeste Fideles*. The others are *Victory Polka*, *Pistol Packin' Mama*, *My Wild Irish Rose*, *They're Either Too Young or Too Old*, *Shoo-Shoo Baby* and *I Want a Girl*.

Fisher Vs. Mills Suit Gets Court Airing Jan. 4

NEW YORK, Dec. 18.—Amended complaint filed by Mrs. Anna Fisher, widow of Fred Fisher, against Mills Music on 12 of her husband's songs will be heard in New York Supreme Court January 4. Mills has entered a motion to dismiss the suit arguing that the court does not have jurisdiction over the dispute and that the plaintiff does not have enough facts to constitute a cause of action.

Mrs. Fisher's original suit involved 17 songs, five of which were eliminated in the new action, bringing the damages to \$60,000 on the basis of \$5,000 for each song. Widow claims she has not received proper royalty payments on any of the songs since 1928, when they were assigned to Mills.

Songs involved in the new suit are *Dardanella*, *Lorraine*, *When It's Night Time in Sunny Italy*; *They Go Wild*, *Simply Wild Over Me*; *Light Your Little Lamp of Love For Me*; *Oui, Oui, Marie*; *I Found a Love in the Devil's Garden*, *Chicago*, *Savannah*, *That Georgianna Blues*, *Eyes That Say I Love You*, *I'm Hungry for Beautiful Girls* and *Dellah*.

ORCHESTRA NOTES

Of Maestri and Men

FREDDY MARTIN, **LOUIS PRIMA**, **MITCH AYRES**, **EDDIE HOWARD** and **JAN SAVITT** playing the Spotlight Band Parade week of December 20. . . . **SAMMY KAYE** appearing each Wednesday at the Hollywood Canteen, following his *Old Gold Show*. . . . **LUCKY MILLINDER** into the Savoy Ballroom, New York, December 18. . . . **BOB CHESTER** skedded to play the Los Angeles Orpheum during the Christmas holidays. . . . **WOODY HERMAN** due on the Coast in January for pix work at United Artist studio. . . . **TINY BRADSHAW** playing the Los Angeles Orpheum week of January 12. . . . **D'ARTEGA** heading east for theater engagements following his Salt Lake City run. . . . **FRANK WALSH** playing one-nighters en route to open the Palace Hotel, San Francisco, January 6. . . . **RUDY KILLIAN**, for several years at the Dixie Ballroom, Gwynn Oak Park, Baltimore, will augment his outfit from 12 to 18 men next season. . . . **DONALD TAYLOR**, given a medical discharge from the marine corps, has reorganized his outfit and is playing dates in Northwest Iowa. . . . **BUD WAPLES** opens the Del Rio Club, Washington, January 6 for four weeks, winding up 31 weeks at the Ansley Hotel, Atlanta, New Year's Day. . . . **MARVIN KORAL** set at the Wheel Cafe, Los Angeles, till February 1. . . . **BARNEY KASSLE** into the Jade Room, Hollywood, for an indefinite stay. . . . **MEL TORME** opening at the Pla-Mor Ballroom, Los Angeles. . . . **IONA WADE** is the new vocalist with **SNOOKUM RUSSELL**.

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'TUNE-DEX'

It's An Important Tune!

ON THE STAND

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

Sonny Dunham

(Reviewed at Hotel New Yorker, New York)

IT WAS precisely 12 months ago that Dunham opened at this spot, billed as "The band to watch in 1943." This return date reminds that '43 came and is virtually gone without Dunham having pulled a rabbit from his trumpet to enchant the watchers, nor has he pulled appreciably ahead of other bandsmen in the same category.

Possibly because his fronting does not particularly invite watching. Dunham does a lot of his trumpet or trombone blowing standing in the background with the brass section and any one of his sax soloists, up on his feet for his chorus, can be mistaken for the leader.

The band is plenty satisfactory for listeners, especially for those who like it hot and loud; very loud. The three trumpets and three trombones, with Dunham assisting each alternately, are driving all the time with the wraps off most of the way. Five-man sax section plays with an equal amount of verve, confidence and volume. Band is strongest when it jumps and pops are arranged accordingly. Only letdown occurs when the tempo of a ballad is allowed to drag.

Dorothy Claire's blond hair and jivey antics helps her put over the rhythmic with a bang, altho she essays an occasional slow torcher. Don Darcy gets plenty of power into his firm, manly baritone and presents a pleasing contrast to the croon-swoon variety that populate most bandstands.

This is still a ruggetter's band. More for the middle-aged diners-out would enhance its value. **E. G.**

Joe Ricardel

(Reviewed at Tavern on the Green, New York)

JOE RICARDEL unassumingly goes his way year-in-year-out, knocking off an average 50 weeks out of every 52 at some of the more refined local dining and dancing spots. Leader's versatility (plays fiddle, vibes, trumpet, clarinet and sings) saves the six-piece band from being strictly run-of-the-mill.

Instrumentation is piano, sax, accordion, bass and drums, plus whatever instrument Ricardel happens to be playing at the moment. Outside of some simple duet bits (fiddle and accordion, two claries), no effort is made to dress up the presentation.

Band's forte is its tempo; straightforward, moderately fast time that positively everyone can and does dance to. Next best is the selection of tunes; only the best of the current pops and the evergreens from the musical comedy field.

Can continue working the same class spots for the next 20 years, unassumingly. **E. G.**

GAC's Milt Krasny Reclassified 1-A

NEW YORK, Dec. 18.—General Amusement Corporation is the latest agency to have a top band booking executive induction. Milt Krasny, GAC vice-president, was reclassified into 1-A last week by his draft board. Other agency execs, Sonny Werblin (MCA), Willard Alexander (William Morris) and Bill Frederick (Frederick Bros.), placed in that category during the past year, all pulled 4-F ratings at the induction center.

GAC is taking no steps to prepare a replacement for Krasny, as the booking exec will be 38 years old in about seven months and may not be called up before then.

Flashnick New Gale Aid

New York, Dec. 18.—Sam Flashnick became assistant to Moe Gale at the Gale Agency this week. He will also double into the agency's band booking department. Flashnick has managed the Ink Spots for the last several years.

McGuire Gals Held; Frew Adds New Ones

DAYTON, O., Dec. 18.—Betty McGuire and her ork, 12 gals and a boy singer, who were recently reported as disbanding, are in their fourth week at Lantz's Merry-Go-Round, downtown nitery, with Arthur Frew, of the Cincinnati GAC office, this week landing an extension which will hold the combo there thru January.

Frew recently copped the ex on the Deshler-Wallick Hotel, Columbus, O., which currently has the Don Ragon ork. Bill Cross opens there January 3. Also new on Frew's books is the Washington Hotel, Indianapolis. Warney Ruhl, who began a four-weeker there November 29, has been contracted to remain six months.

New bands being handled by Frew are Bobby Baker, set at the Palm Beach Club, Detroit, thru April; Terry Winslow, who opened at Club Hollywood, Kalamazoo, Mich., Monday (13) for four weeks; Bobby Bishop (formerly the Edgar Drake band) at the Hilo Club, Battle Creek, Mich., and Johnny Gilbert, set at the Commodore Perry Hotel, Toledo, thru Easter.

Don Ragan opens at the Post and Paddock Club, Louisville, December 21 for three weeks and options.

Reisman Switches to Swing

NEW YORK, Dec. 18.—Leo Reisman, in an effort to prepare himself for theater bookings, is placing emphasis on swing. Band will retain its strings but will load up on hot arrangements. Unveiling of the new style will probably be on the *Fitch Bandwagon* program on January 30.

MARSHALING MUSIC

(Continued from page 11)

service to our country and the cause of music. For example, nobody knows how many hundreds of Musical Bond Rallies have been held as the direct result of press releases, bulletins and letters to newspapers and magazines, radio stations, music dealers, State and county fair secretaries, civic and fraternal organizations and local musical leaders, sent out from the council's headquarters office. The value of the council's efforts in this direction is best indicated by the Treasury Department's approval as expressed by R. D. Welch, consulting expert on the War Savings Staff, in a letter to the council on May 27, 1943. Mr. Welch wrote, in part, as follows:

"The activities which the MWCA has been promoting on behalf of the War

Savings campaign—have the warm approval of the War Savings Staff. The contribution which the council can make thru music at bond rallies, especially in small communities or at State and county fairs, is of great importance to the spirit and character of such meetings. I believe that in this case music serves a useful purpose in the war effort, and I believe also that the War Savings campaign is greatly helped."

At about the same time Lieut. Col. Howard C. Bronson, music officer, Special Service Division, War Department, wrote to the council: "Your organization has assumed a place of great responsibility in the war effort."

Some of the specific projects undertaken by the council have included frequent bulletins to key members of the music trades and profession and local musical leaders thruout the country, outlining ways of bringing music into play to aid the war effort; organization of local chapters thruout the country; production and distribution of over half a million "Music Inspires" posters and poster stamps; sponsoring a nationwide campaign to collect used musical instruments for the recreational use of the men in the armed forces; instigating newspaper editorial campaigns to get bands out for draftee send-offs; and encouraging active participation in the Music for Victory movement by individuals and groups everywhere by awarding citations for distinguished service to our country thru the patriotic and inspiring use of music to aid the national effort.

The best indication of the success of the Music War Council's work is the fact that today our government—more than ever before—appears to be "sold" on music's importance in wartime, and the general public, too, seems to be more conscious of music's benefits.

Looking ahead to music's opportunity for service in post-war America, the council has begun plans for assisting in the rehabilitation of disabled war veterans. Plans are not complete, but co-operation will be extended to the Veterans' Bureau Administration to help train as many musicians, music teachers, teacher-salesmen, instrument repairmen and piano tuners as may be expected to be able to make a respectable living in these fields after the war.

Active co-operation in the Music for Victory movement by all persons interested in music, professionally or otherwise, is sought by the Music War Council. Questions regarding any phase of the council's work are welcomed, as are suggestions and ideas as to how its work can be made more effective. Address correspondence to Howard C. Fischer, executive secretary, Music War Council of America, 20 East Jackson Boulevard, Chicago 4, Ill.

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Last-Minute Shopping Rough On Vauders; Stem Off 30%; MH Xmas Show, 'Curie,' 100G

NEW YORK.—The department store Santa Clauses are giving the stem vauders terrific competition. Grosses are still on the decline, with all houses except the Music Hall and, as always, the State, holding off new bills until the shopping spree is over. As it is, takes are off 30 per cent.

Radio City Music Hall (6,200 seats, \$94,403 house average) preemed Thursday (16) with *Madame Curie* and stage bill with annual *Nativity* presentation, and is expecting around \$100,000, an off figure for an opening week. After two rubbers *What a Woman* and stage lay-out with Cardinal bowed out after grossing \$88,000 and \$95,000.

The Roxy (5,835 seats, \$50,067 house average), in the second week of Irina Baranova, Frank Fay and *Happy Land*, is set to exit to \$47,000 after opening to a slow \$60,000. Jimmy Dorsey and *The Gang's All Here* in next.

The Capitol (4,627 seats), going into the third take of Jackie Miles, Ray Scott's ork and *Girl Crazy*, is off to around \$42,000 after hitting \$52,000 and \$70,000.

The Paramount (3,664 seats, \$55,687 house average), with the sixth stanza of Woody Herman's ork and the third session of film, *No Time for Love*, is looking forward to \$37,000 after hitting \$45,000. Prior takes during Herman's

Balto Hipp \$13,100 Despite Cold, Flu

BALTIMORE.—Despite freezing weather plus the grippe epidemic, Hippodrome Theater grossed an excellent \$13,100 week ended December 15, with the *All-Girl Revue* made up of Ada Leonard and her girl ork, Amy Arnell, the Watson Sisters, Elaine Kupper and Eleanor Teeman. Pic, *The Adventures of a Rookie*.

BURLESQUE NOTES

NEW YORK

DONA DAVIS reopened her Jacques, Waterbury, Conn., house Christmas week, this time with burly stock replacing Hirst units. Opening cast: Steve Mills, Jimmie Pinto, Palmer Coty, Mitzl, Sunny Lovett, a dancer, two vaude acts and Chester Doherty's line of 10 girls. . . . LES NICHOLS, whistler, ventriloquist, cartoonist and ex-coal miner, is making his debut on the Hirst Circuit. Was featured at the New York World's Fair as Ripley's "Original Human Mocking Bird." . . . FRANCINE, dancer, formerly with Midwest and Empire burly units, recently finished 10 weeks of featured stay at Martin's Terrace Gardens, Rochester, N. Y., and is spending the holidays here. . . . BOB ROGERS replaced Milton Frome December 27 at Fort Washington, Va., as straight man for Bobby Morris in the Victory Show Unit 200 by booker Charlie Allen. . . . FRENCHY LEROY, former soubret with the late Pete Clark's Jimmie Cooper's and Wilton and Weber's

stay were \$60,000, \$58,000, \$55,000 and \$80,000.

The Strand (2,758 seats, \$39,364 house average), with the fourth leg of Casa Loma ork, Willie Howard and *Northern Pursuit*, is heading for \$29,000. Previous tolls were \$33,500, \$38,000 and \$58,750.

Loew's State (3,327 seats, \$23,856 house average), with James Barton, Nick Kenny, Amy Arnell and *Swingtime Johnny* on screen. About \$18,000 is likely to be the fearful result. Last week Dunninger, Joey Adams and *Phantom of the Opera* hit a bad \$21,000.

Kassel, Dorsey Hit by Weather, Shopping in Chi

CHICAGO.—Biz continued weak for week ended December 16, due primarily to heavy Christmas shopping. Oriental (3,200 seats) did a mild \$18,500 with Art Kassel and his band unit. Kassel is usually stronger than that figure indicates, but the pre-holiday season and the cold spell the latter part of the week acted against him. Also there was little else on the bill to give the band box-office support. Screen had *There's Something About a Soldier*. On Friday (17) house brought in Dorothy Donegan, boogie-woogie pianist, for a return date, plus four acts. On screen, revival of *The Awful Truth* (Cary Grant-Irene Dunne).

Chicago (4,000 seats), for week ended December 16, grossed \$44,000 with Jimmy Dorsey and band. Dorsey is good for at least another \$10,000 most any other week. And the absence of his two vocalists (Bob Eberly and Kitty Kallen) didn't help matters. On screen, *Hi Diddle Diddle*. On Friday (17) house had a fair opening with a presentation show featuring Danny O'Neil, local radio tenor, and Errol Flynn in *Northern Pursuit*.

shows on the old Columbia Wheel and who worked with Abbott and Costello, is now Beatrice Grabois, cashier for 13 years in RKO pix houses, current at the Albee, Brooklyn. . . . J. A. BROWN, now concessionaire Oscar Markovich's road representative, will celebrate his son Donald's barmitzvan December 26.

DIXIE SULLIVAN, after a stay of three months at the 606 Club, Chicago, has returned to burly at the Avenue, Detroit, in featured spot. This preceded the Empress, Milwaukee, where she was added attraction. War birthday celebrated on December 2 in Springfield, Ill. . . . SIDNEY KRAMER, candy concessionaire, has left the Howard, Boston, for the Globe, Boston. Replaced by Joe Savino. . . . GEORGETTE STARR left a USO unit for a week's vacation over the holidays with the folks at home here and returns to finish two weeks more of a lengthy tour when she starts again. . . . MAC DENNISON, comic, returned to the Hirst Circuit December 17. . . . INA LORRAINE has opened at the Famous Door nitery in Chicago. Remains until after Christmas, when she returns to the Milt Schuster circuit to complete six more weeks of her original contract. . . . GEORGE B. HILL has returned to comic duties at the stock theater in Honolulu after recovering from a gastric stomach disorder that had him in a local hospital the last four weeks. Helen McCree left for Detroit to nurse an ailing ma, and Jo Jo Jordan and Nudine went back to Tampa. UNO.

LEON VALDEZ, of the dance team of Valdez and Peggy, is now S2/c, U.S.N.R.B., Welfare Department, Shoemaker, Calif., where he is aiding in producing and also working in the shows and War Bond rallies at the various military bases in the Bay Area. Valdez says the boys putting on the shows are desperate for material and suggests that burlesquers could aid greatly in entertaining the fighting lads by shooting him an assortment of bits and blackouts. Address Valdez as per above.

In Short

New York:

KENNETH SPENCER returns to Cafe Society Uptown Monday (20) upon completion of a USO offshore tour. . . . DANNY FRANKEL, formerly with Bruno, has shifted to James Kollar. . . . WILLIE HOWARD has signed to go in the road company of *Star and Garter*, after completing his engagement at the Florentine Gardens, Hollywood. . . . ROY ROGERS bows into the Belmont Plaza Hotel, January 25, upon completion of an engagement at the Latin Quarter, Boston.

WORTH SISTERS supporting Gertrude Niesen on the New Year show at the Rlobamba, New York, opens December 30, signed for Vincent Youman's new show, *Recital*. . . . INK SPOTS will take to the road January 7 for a reported \$9,500 weekly.

Chicago:

TALIA, dancer, and Arthur Nelson and his Marionettes return to the Bismarck's Walnut Room December 28. . . . MACK LATHROP and Virginia Lee will follow their current Palmer House date with a four-week run at the Roosevelt Hotel, New Orleans, opening in Mid-January. It's a fast repeat. Act's theater salary is now up to \$750.

Philadelphia:

JIMMY (SONNY) SAUNDERS, former Harry James vocalist, medically discharged from the army, striking out as a nitery single, preeming at Frank Palumbo's after the first of the year. . . . JUNE CARROLL added to the AGVA office staff here. . . . FRANK MURTHA, who shelved singing to become an act agent, returns to singing at the Fox Chase Tavern. . . . FLORENCE BERNARD, of the Eddie Sherman booking office, appointed chairman of the Stage Door Canteen Mobile Entertainment Committee for Hospital Service.

West Coast:

THE THREE STEPPERS replace Jimmy and Mildred Mulcay in *Yours for Fun* at the Music Box, Hollywood. Mulcays move out to fill previously booked dates. . . . SID GOULD and PATSY PARKER added to the Band Box show. . . . BENNY RUBIN to the Cloud Room, Portland, Ore., for two weeks starting December 21. Spot is inaugurating name policy. . . . SMILEY BURNETTE leaves soon on a theater tour which will include the Tower, Kansas City, Mo., and Oriental, Chicago. Chicago date opens January 7. . . . DAVE AND JUNE HACKER continue in *Yours for Fun* at the Music Box. Dave Hacker also appearing in *Hi Ya Sailor*, for Universal. . . . THE DEL CAMPOS soon to close Restaurant Del Paso, Santa Barbara, Calif., with Ellsworth and Fairchilds to open December 23.

Here and There:

ELIZABETH TALBOT-MARTIN starts at Glenn Rendezvous, Newport, Ky., Christmas Eve. . . . WILBUR HALL AND RENE have been signed for Ken Murray's *Blackouts*. . . . EILEEN O'CONNOR at the Five o'Clock Club, Miami, after completing a date at the Latin Quarter, Boston.

FIFI D'ORSAY goes to the Coast to play featured roles in a couple of independent films following her stay at Mickey's Show Bar, Detroit. . . . FUN FOR YOUR MONEY unit opens at the Walton Roof, Philadelphia, January 6, for a reported \$2,500. . . . VAL IRVING into the 21 Club, Baltimore, December 16. . . . CHAZ CHASE started a tour of presentation houses December 3, opening at the RKO-Boston. . . . STANLEY TWINS going offshore for USO. . . . CABOT AND DRESDEN already in England. . . . JOSEPHINE HUSTON opened

at the Capitol, Washington, December 16 for a week, then goes to the Statler, Buffalo, for another.

HARRY RAYBURN, after 12 weeks at Bee and Ray Goman's Gay '90s, San Francisco, is playing a four-week return engagement at Lloyd's in Denver. He heads east soon after the first of the year. . . . LOIS LEE closes Wednesday (22) at the Fox and Hounds Club, Boston. . . . MEL HALL due on the Coast late this month to begin work on a picture, *Sensations of '44*.

In the Armed Forces:

A. (LEON) VALDEZ, of Valdez and Peggy, has finished his boot session at GreatLakes Training Station, Ill., and is now a seaman, second class, at the U. S. N., RE, Welfare Dept., Shoemaker, Calif., where he has appeared in several shows recently. Peggy joins him this week.

MANAGING

(Continued from page 9)

And the American Theater Wing was on its way. On its way across the country. On its way into manifold services to the boys and girls in the uniform of the United States and the United Nations. On its way, thanks to the vision and generosity of Sol Lesser and to the cooperation of all the unions, guilds, crafts and associations of the theater, to a worldwide reputation thru the "Stage Door Canteen" motion picture. On its way, too, today, to continued and ever-expanding service made possible by the phenomenal financial success of that film, as well as the radio show and other sources of income, all growing out of the theater itself. No public appeal for funds has ever been made—or ever will be.

While its contribution to the far flights of the American Theater Wing is the particular pride of ATAM, the union has contributed management and publicity to many other aspects of the theater's war effort—to USO-Camp Shows, to UTWAG, to Emergency Council of the Legitimate Theater, to the Treasury Department War Bond drives, to the NEIC.

Alongside the highest employment in its history, ATAM has found man power and woman power to meet every demand. The miracle isn't that early awareness of the opportunity. It is continued service after the thrill of novelty has worn thin and thru!

ARENAS DRAIN MEN

(Continued from page 15)

to the happiness and morale of those men and women who soon may be fighting our battles in the front lines.

Likewise, our arenas have contributed free shows and helped to raise thousands of dollars for the Red Cross, USO and other worthy organizations assisting the war effort.

We estimate that some 475 employees from our various staffs are now serving their country in uniform. The remainder of our employees are trying to do their bit thru the purchase of War Bonds. About 75 per cent of our employees are members of the Ten Per Cent War Bond Club.

In addition to these direct contributions, we feel that we are indirectly contributing a great deal to the war effort thru strengthening of morale on the home front. Thruout the year our various arenas entertain some 7,000,000 people at hockey games, ice shows, rodeos, circuses and other attractions which we bring into our cities.

We pledge our continued effort to strengthen morale on the home front, to the sale of War Bonds and entertainment of our men and women in the service, and continued support of the United Effort . . . Until Victory!

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Empress Mgr. Inducted; George Ellul Takes Over

DETROIT, Dec. 18.—George Ellul, manager of the Empress Theater, was inducted into the navy Tuesday (7), and management of the house is being taken over personally by Joseph Ellul, owner.

Harold Brow remains as producer, doubling as comic, with George Keystone, straight. Principal women include Dollie London, Elsie Talcott, Dorothy Ledbetter, Billie Reid and Estelle Gaynor.

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HOLLYW'D DRAINS AGENT SUPPLY

Ease Cafe Tax After Protest By Unions, COG

NEW YORK, Dec. 18.—Following protests by the Cafe Owners' Guild and representatives of theatrical unions, the Senate Finance Committee recommended a 10 per cent slash to 20 per cent in the 30 per cent nick asked by the House of Representatives.

Noah L. Braunstein, COG attorney, testified that a 30 per cent nick, representing a 500 per cent increase over the current rate, would be instrumental in forcing many legitimate cafe operators out of business and would help bring about the return of the speakeasy.

Senator Walter F. George, chairman of the Finance Committee, agreed that the House voted increase was stiff. The committee subsequently recommended the 20 per cent levy.

Bill after voting by the Senate will go back to the House for further going over.

It is likely that the 20 per cent figure may be finally adopted, as many sections of the Department of Internal Revenue are inclined to agree with COG argument that a hefty chunk of dough will be lost if an excessive tax rate forces many niteries out of business.

COG Seeks To Found Cafe Guild in Philly

PHILADELPHIA, Dec. 18.—Efforts are being made by the Cafe Owners' Guild in New York to organize a local branch of the niteries ops, principally to muster support against the new federal tax bill seeking increased levies on all niteries checks. COG attorney was in town last week calling on the local ops to sound them out on an organization and at the same time get financial support for the sending of a theatrical delegation to Washington to testify against the proposed hike.

While there is a Cafe Owners' Association in town, org represents mainly the smaller nabe spots, including many that offer no entertainment. All attempts to bring the big spots within an organizational line have been futile, but progress is being made now because of the tax threat.

Variety Bookers' Association, new org of theatrical agents, have pledged to support COG and work with any local unit organized.

Embassy, B'klyn, Off Limits for 2 Years, Inks With AGVA

NEW YORK, Dec. 18.—Embassy Club, Brooklyn, for two years on the American Guild of Variety Artists' unfair list, was removed from that classification this week when it signed a minimum basic agreement with the union. Spot agreed to pay performers \$50 for principals and \$35 for chorus. Dave Fox, AGVA local executive secretary, dickered for the union.

Another pact also came thru this week for AGVA when the Melody Club, Union City, N. J., agreed to a contract calling for \$55 for principals and \$35 for line gals.

Nobody's Fuel

NEW YORK, Dec. 18. — Hot night life will prevail at the Rustic Cabin, Englewood, N. J., if the proprietor can solve a fuel problem. Artie Russell's orch is booked to open December 20 if the maitre can generate enough heat to keep the musicians' mitts warm. Room was recently enlarged and is now too big for heating equipment to service adequately.

World's Best Dressed, Best Fed, Best Timed Army

DETROIT, Dec. 18.—The passion of the air force for accuracy in timing led to a miscue for Paul Rosini, magician, current at Saks's Show Bar. Rosini has a stunt of extracting watches, notably wrist timepieces, while engaging his victim in "innocent" conversation.

Victim discovers his loss when Rosini asks him for the time. But Rosini's victim the other night—a serviceman—crossed him up. The magician removed the wrist watch—but the soldier wore a spare, and calmly read the time off the other one.

New Chi Bill Allows Later Cafe Closings

CHICAGO, Dec. 18.—City council this week clamped an additional \$700 annual tax upon niteries for the privilege of remaining open till 4 in the morning on weekdays and an hour later on Saturdays. This tax is to be applied over the \$800 annual levy on niteries which shut at 1 p.m.

Compensating feature of the new legislation is the fact that payment of the additional \$700 permits operation without the payment of restaurant and amusement license fees.

Another impost was worked into the same bill which tacks on \$50 annual fee on spots which provide juke box entertainment.

Allentown's 3-Day Vaude

ALLENTOWN, Dec. 18.—State Theater, here, opens on a thrice-weekly vaudeville policy beginning December 20. Flesh will be seen there Mondays, Tuesdays and Wednesdays. Acts will be booked by the Eddie Sherman office, New York, through Lawrence J. Golde.

Swann, Ex-Army, Asks G

NEW YORK, Dec. 18.—Russell Swann, prestidigitator, is out of the army on a medical discharge, leaving behind a captain's commission. Music Corporation of America is offering him for vaudeville and night club dates at \$1,000 weekly.

AGVA Set To Recall Agency Franchises; Will Issue New Permits Thru Signed Orgs

NEW YORK, Dec. 18.—American Guild of Variety Artists will withdraw all agent franchises January 1 for examination. According to present plans, AGVA will issue the new franchises to members of per cent orgs having signed agreements with AGVA without any delay. The union is taking this step as, according to Matt Shelvey, national administrator, the agent associations have effectively policed their own membership in the past and will continue to do so.

Meanwhile negotiations between AGVA and Artists Representatives' Association for a new agreement are nearing completion. New pact will contain stricter enforcement clauses.

Both outfits have agreed that unfair lists of each organization will be respected. ARA percenters will be obliged to strike off its lists any performer who

Smell of Coast Tall Coin Driving Percenters West

NEW YORK, Dec. 18.—Vaude agencies now operating with a personnel shortage face a greater headache in the loss of many top-flight talent setters. Many agency execs are inclined to believe that their salesmen are inclined to view this end of the business as a developing ground only and once their knowledge of the vaude and niteries field is solid, they will branch out to other fields.

Several agents, making their headquarters here, are already on the Coast viewing the field and others skedded to follow suit.

The booking office tops hold that with the scarcity of agents out there, the Coast exodus is figured to make serious indentations in offices here and are doing a little viewing with alarm.

The vaude and niteries end has already proved its worth in developing agency talent. The younger crop of agents are looking at the examples of Steve Trilling, now casting head of Warner Bros.; Harry Rapp, MGM producer; George Franks, who gets a healthy income from handling Carmen Miranda and Don Ameche, and Eddie Sherman, who left his booking office

Lou Walters Opens Miami Spot Dec. 23

MIAMI, Dec. 18.—Lou Walters got in from New York Friday (10) to join E. B. Loew, spot's co-owner, to work on the new Latin Quarter show, opening of which has been set for Thursday (23). This Palm Island spot was forced to shutter last season because of gas rationing.

Acts so far lined up are Radio Aces, Doc Marcus, magician; Hibbert, Byrd and Larue; Cecil Joy, ballerina; Rolly Rolls, Harold and Lola, Lili St. Cyr and a 12-gal line.

Waldorf Continues Virtuoso Bookings

NEW YORK, Dec. 18.—Hotel Waldorf-Astoria is continuing its policy of setting classical items for its Wedgwood Room. Latest booking is Luba Rudenko and George Zoritch, ballet terpers from *Early to Bed*, who go in on the holiday show.

Room opened this season with Volkoff and Milada, balleters from *Merry Widow* and currently has Annamary Dickey, spinto-soprano on the Met roster.

here in charge of Larry Golde in order to look after the affairs of Abbott and Costello.

The boys with the big money in mind are inclined to believe that a fortune awaits any of them when they get to really know talent. They say there isn't a known case of a Broadway agent who went out to Hollywood with serious intentions of staying, who didn't get into the tall coin.

Talent office execs believe that the exodus is scheduled to start soon. The boys have had a particularly good year financially and most have saved up a comfortable pile which will last them until they get started on the Coast.

Primrose, Newport, Reopens Sans Acts

CINCINNATI, Dec. 18. — Primrose Country Club, Newport, Ky., one of several Northern Kentucky niteries named in anti-gambling abatement proceedings now pending and which closed voluntarily as a night club several weeks ago following a fatal fight between two patrons in the club's washroom, has reopened on a limited scale. Club is operating as a cocktail bar and restaurant, with no acts or other floorshow features. Primrose is owned by Ernest (Buck) Brady.

Harold Marks, Primrose manager, is hopeful of a favorable decision at the hearing on the club's license which comes up at Frankfort, Ky., January 11. If the ruling is favorable, Marks said, the Primrose will resume full scale around the middle of January. Marks, who has built the Primrose into one of the most popular late-hour spots in this area, using six acts and a band, is presently laying off at his home here awaiting developments.

Al Shean Comes Back With New Gallagher

NEW YORK, Dec. 18. — Al Shean, of Gallagher and Shean fame, is attempting a comeback with the socko act of two decades ago. Jack Kenny is performing the part of the late Ed Gallagher. Act consists of two songs, *Boola-Boola* and *Some Talk*, and the chatty two-part G. and S. routine refurbished with up to date references. Eddie Sherman, booker, is managing.

Belle Baker Forced Out of Rio Cabana

CHICAGO, Dec. 18.—Belle Baker was forced to drop out of the Rio Cabana show here Thursday (16) due to illness.

The spot's opening was originally set back several days due to a bad cold she suffered, and she opened last week against her doctor's orders. She is not expected to resume her run, originally set for four weeks.

MAIL FOR YOU AT THE BILLBOARD IS ADVERTISED ONLY ONE TIME. LOOK IN THE LETTER LIST EACH WEEK.

Model Singer?

NEW YORK, Dec. 18.—Casablanca, East Side niteries, was this week taken over by Sam Neuhoff, local furrier, who has a hankering to display some of his more expensive pieces on the dolls he hires for the spot. He teed off his operation with Milena Miller, the Miss New York in this year's edition of the Atlantic City beauty pageant, who will do her singing in a sable wrap said to be worth \$20,000.

Copacabana, New York

Talent policy: Show and relief bands; production floorshows at 8:30, 12:30 and 2; dances directed by Douglas Coudy; costumes designed by Ted Shore and executed by Brooks Costumes. Management: Monte Proser, operator; Jack Entratter, manager; Joe Russell, publicity. Prices: Minimums \$2.50 and \$3.50.

The new edition of the Monte Proser display is one that will do proudly for this tavern keeper. It's another opulent and stunning show, elegantly costumed, carefully produced and packed with box-office vitamins, with Mr. James Durante (get that billing) breaking up the joint with his rowdy humor.

Typical of Copa openings these days, there wasn't a table available. But this time Proser could handle the crowds, for the same evening saw the opening of the Copa Bar, a swank cocktail lounge upstairs this basement boîte, with the same type of decor as the main room. The overflow waited their turn in this drinkery, where entertainment is offered by Anne Francine, Wilma Cox, Dorothy Knox, Don Di Flavio, Sylvia St. Clair, Lou Lang Trio, Yola, Los Andriani and the Kris Kay Trio. This space was formerly occupied by the Harlequin Restaurant.

Durante provides a swell topper. He was on about 45 minutes, throwing hats at his tympanist, biting off the trade-wise Durantisms, pounding the piano and doing his familiar ditties for devastating effect. His old sparring partner, Eddie Jackson, is on for a spot of strutting and singing. In all, it's the same old Jimmy despite the extremely formal billing he gets here.

Another coin attracter are Rays and Naldi, one of the top terp teams in the ballroom field. Their dancing has an ethereal quality, the femme at times just seems to float around the floor. Their waltz and bolero got top returns.

Proser some time hence will be able to point with pride at the fact that he gave Karen Cooper her first New York date. The gal is a singer with real possibilities, having a rich, warm pair of pipes, excellent delivery and fine stage presence. Sole fault, no doubt corrected by now, is a tendency to get too loud.

NIGHT CLUB REVIEWS

But other than that she's a first-rate chirper and certain to land in the dough before too long.

Another charming item on the bill is Mildred Law, a winsome and lithe tapster, who received warm mitts for her stint. Michael Mann and Nancy Knott give further class to the production with tasty ballet work, and the Los Andriani pair, twanging at an odd-shaped mandolin and guitar, lend color with Latin airs.

The line numbers, as always, are in grade-A taste, effect of which is heightened by the literate tunes written by Bob Wright and Chet Forrest. These song scripters have been promoted to producers here and their first show, to put it mildly, is a standout. *Joe Cohen.*

Monte Carlo, Miami Beach, Florida

Talent policy: Dance band and floorshow at 8:30 and 11. Management: Ike Levy, owner; Wallace McCory, manager and producer. Prices from \$2.

This is the first of the new spots to open for the winter season here and crowds who attended the premiere Wednesday (8) were impressed by its smart atmosphere.

The first show, featuring Dacita's ork, clicked from the start. This attractive femme also handled the emcee job for the opening, but this is understood to be a temporary affair. Jack Beller's powerful baritone drew a big hand.

Sopranos, as a rule in these parts, rarely go over with nightery customers, but Cyril Rodney is an exception to the rule. This little lady is good to look at and has a polished voice that comes out easily and smoothly. A hit.

Habers and Dale handle the dance part of the bill cleverly and reap plenty applause.

Sid Franklin handles the ivories in the small lounge of the main room.

Last season this was Ira's Supper Club. Before that Ruby Foo was housed here. Now the transformation is so complete the new Monte Carlo is a winner and a star spot in the night life of this Southern resort. *L. T. Bertiner.*

Tony Pastor's Uptown, New York

Talent policy: Pop and rumba bands; floorshows at 8:30 and 11:30 p.m., and 2:15 a.m. Management: Joe Cataldo, operator; Al Singer, manager; Eddie Carr, greeter; Sidney Asher, publicity. Prices: \$2.50-\$3.50 minimums, liquor only.

Joining the trend toward "chain" niteries, Tony Pastor's Uptown opened December 17 as the big Broadway brother of the Greenwich Village Tony Pastor spot. Situated on the site of the former 2 O'Clock Club and Larry's Roof, this place is an out-and-out West Side tourist haven, complete with perfume sellers, flower sellers, photo takers and bad seating arrangements. Food is costly. Decor is garish; p.-a. system is very poor.

Opening bill started almost four hours late. Jimmy Costello emcees in okay style and takes a specialty turn with a set of mild gags, imitations and so-so planistics, to a good hand. Lee Rogers, singer, drew biggest hand of the evening with performances of *I've Had That Feeling Before, Night and Day* and an *Oklahoma* medley. These, delivered despite a noisy mike, won the customers and turned a debacle into a small triumph. Rogers is personable and has good pipes, altho he suffers from the Sinatra influence.

Jeanne Blanche, late of *Artists and Models*, is a better looking gal than she is a dancer at this stage, but drew a big mitt and two encores with her combination acro-tap terping. Marcella Hendricks, tall and blonde warbler, sang *Fine and Dandy* and *They'll Never Believe Me*, and encored with *Speak Low* to warm applause. She has a small but sweet voice and leaves a good impression. Yvonne and LaMarr are an acceptable ballroom team doing standard night club stuff. Their lifts, especially, drew good hands. They returned for two encores of the same.

The Guy Martin line of six lookers proves to be one of the backbones of the show. The gals wear handsome costumes and deliver their ensemble terps in clean style.

Ving Merlin furnishes straight dance music with what sounds like a pick-up band, while Denora and her boys provide rumba stuff. Gal is adroit with maracas, and delivers Spanish vocals often and well. Customers took plenty of advantage of music. House nearly capacity at opening. *Paul Ross.*

Brown Derby, Chicago

Talent policy: Shows at 9:30, 11:30, 2 and 4; dance band; intermission unit. Management: Sam Rinella, operator. Prices: No cover or minimum.

Late spot in the Loop doing a big business, attracting, in particular, out-of-town trade. One reason for this popularity is the grade of shows offered here. Comedy is the forte, and Rinella doesn't spare his dollars to get expensive acts to fill that demand.

New feature is Harry Ross and the Rels Brothers, comedy song trio who score with special numbers, most of them adapted to the melodies of pop tunes. The boys are of the old school and know how to put across the satirical material, which is clever. Ross is the central comedy figure, and the Rels boys wisely work around him for the good of the act.

Tommy Raft is of the dead-pan school, appearing in skits and eccentric dances. Sol Feola, singer, doubles as his straight-man. Smacking of the burly school, Raft's style is okay for this type of room.

Andy Rice Jr. is the new emcee who knocks himself out with gags and dances. He punches out, and in most cases scores his point. Marilyn Myles is a sexy looking singer who puts across a song in neat style. Phyllis Claire holds the customers' attention with her rhythm tapping and happy-go-lucky personality.

In all, the show is concocted to make for an informal, entertaining comedy revue. The Debs, line of girls, frame the bill in attractively costumed routines. Frank Pichel's band continues to furnish show and dance music. *Sam Honigberg.*

Copacabana, Philadelphia

Talent policy: Continuous entertainment from 7 to 2. Management: Harry A. Linn, proprietor; Marty Sherman, manager; Jimmy Tyson, booker. Prices: Drinks from 75 cents; no minimum, no cover.

A comfortable cross between a lavish supper club and a swank cocktail lounge, this newest of Latin American spots combines the best features of both. As a rule nitery impresarios in this ballwick pinch their pennies when calling in an interior decorator to create an atmosphere for after-dark rituals, with the result that Philadelphia could boast of no real atmosphere rooms. But Harry A. Linn, in setting up this Copacabana, cast all such tradition aside and called in Paul Berner, long associated with the flicker factories, told the designer to "shoot the works." That he did with the result that the Copacabana, devoid of anything else, makes a feast for the optics.

Room is such setting is the very epitome of intimacy. And apart from the watering post for standee quaffers, seats only 80 persons and is geared to expensive tastes.

In keeping with the south-of-the-border character of the room, entertainment emphasizes the Latin trend. Design is for listening pleasure, since there are no quarters for dancing. The instrumental *Kul-Kul* Trio, comprising George Guillont, piano; Alberto Franco on bass and the trumpeting of Norberto Ruiz, provide the melodic appeal with added Spanish favor in this exciting singing of Rosana Jimenez, who holds fast to the war tradition in manner and song. For musical contrast and mood changes, emphasizing the standard and semi-classic selections, are the harp melodies of Evans Brown, who is just as handy in dishing out the accordion harmonies.

Marty Sherman, former manager of the Famous Door in New York, is handling the same chore here. Entertainment skedded for the dinner and supper sessions, with the doors opening as well for luncheon and afternoon tea and cocktails. *Maurie Orodener.*

Monte Carlo, New York

Talent policy: Society bands and featured vocalists. Management: Dick Flanagan. Operators: Webb & Knapp, and William Zeckendorf; Ross Associates, publicity. Prices: \$4 minimum weekdays, \$5 week-ends.

Always one of the plushier night spots, the Monte Carlo reopened December 15 with a bigger floor area and a new decor but with nothing more in the way of entertainment than continuous dance music, occasional vocals, and good food—unless, of course, the patronage can be counted as entertainment, which may be the case at the Monte Carlo, where the stiff minimum will keep out all but the elect.

Fefe, who originally launched this spot, has nothing to do with it now. Webb and Knapp, real-estaters, are running it, with William Zeckendorf, firm's v.-p., in charge. The greeter is Dick Flanagan.

A corner property, once occupied by a florist, has been incorporated into the quarters, providing a floor big enough for 200, and seats for 400 as against the former 150. There is a new 75-foot bar. What was once the Monte Carlo Beach was not in use at the opening, but this segment will be redecorated prior to Christmas and will be adapted to dining-room purposes.

The new decor, by Franklin Hughes, tends toward opulence, in contrast with the former scheme which depended on boldness for its effects. Hughes's idea was to use a big crown as the dominant and repeated motif on blue, black and pink walls and on the pink canopies overhead.

Literally continuous music is furnished by two bands which shuffle each other off the stand without missing a note. Dick Gasparre's society music bunch (10) deliver listenable pop and show tunes, with the customers taking plenty of advantage of the dancing opportunities. Elayne Hume, tall and blond vocalist, takes an occasional chorus which she delivers in okay style. Ralph Rotgers's rumba ork (8) alternates and also draws the patrons. Marga, a singer who looks like Dolores Del Rio, shakes the maracas and on the vocals proves she has a nifty style and pipes. *P. R.*

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Baker Hotel, Mural Room, Dallas

Talent policy: Show and dance band; floorshows at 1:15, 8:15 and 11:15. Management: J. Fenton Baker, hotel manager; M. La Rooy, room manager; H. H. Hudson, publicity. Prices: Dinners from \$2; admissions \$1 week-days and \$1.50 Saturday and holidays.

Show here lacks speed and excitement, but nevertheless provides good entertainment. Ray Benson and his danceable band carry on with continued success. Here since September, Benson has been booked for another three month's stint.

This smart nitery maintains its usual quality entertainment, as Benson's seven-piece band, with a litting, easy style that emphasizes rhythm, is well suited to this intimate room. Ork plays plenty of sweet tunes with enough swing, Latin tunes and waltzes to provide variety. Sol Blank and Lew Lewis are the vocalists. Both have pleasing voices and both know how to sell a tune.

Talent shortage or plenty of business with a brief show has cut the room's entertainment to one act. Virginia Hayes, pianist, altho billed as a boogie-woogie expert, does all right with pop tunes and heavies as well. Her act opens with a b.-w. number that winds up with strains of *Piano Concerto*. Pipes also show up nicely with *Either Too Young or Too Old*. Changing tempos she sells a *Hungarian Rhapsody*. The brief but well received act finishes with a smartly done medley from *Oklahoma!* Blz capacity at every show.

Frank W. Wood.

Valley Lodge, North Hollywood, Calif.

Talent policy: Dance and floorshows at 9:30 and 12 p.m. Management: Think-a-Drink Hoffman and Bill Miller, owners-managers; Maury Foladare, publicity. Prices: Dinner, \$2.50 up; drinks, 50 cents up.

This spot has run the gamut of ownership lately. Formerly Grace Hayes Lodge, it was later Grassel's Lodge and now Valley Lodge, operated by Charles "Think-a-Drink" Hoffman, mixologist, and Bill Miller, head of Luna Park in Coney Island. Both are still maintaining their other interests.

Altho Hoffman and Miller are floundering around a bit to get talent that will make Hollywoodians use their A cards to get to the spot, their initial show is on the top side in entertainment value. Business so far has been good.

Paul Parks and His Playmates, a quintet of good musicians, provide the show and dance rhythms. Emseeling is by Danny Rogers, who doesn't let the show lag during its 40 minutes' duration. Highlight was his pantomime of some sepians in a fast poker game. Rogers' material is good and he puts it over well even if he has to dance, jig, mug or do anything else within his entertaining power.

Maria Del Raye, formerly of Antonio and Maria, is here with her guitar to take care of the piping of Spanish-flavored tunes. A looker, Miss Del Raye sells with authentic treatment of Latin numbers. On show caught, her former partner, Antonio, helped out on a double arrangement of *Begin the Beguine* and *Chiu Chiu* to good results.

Rose Murphy, a name in these parts, gives the swing addicts a nice dish of planology. *I Can't Give You Anything But Love, Baby* and *Some Summer Day* were treated instrumentally, but her vocal of *Time On My Hands* singing won applause. Had to beg off.

Bruce opened on the show caught with his magic line. Much of material, such as the joining of metal rings, freeing the wooden block tied in the rope and razor blade swallowing, are run of the mill. However, presentation is okay, being heightened by a steady banter with a comedy tinge.

Rogers ties the show up nicely with his pantomime and impressions. He even brought his five-year-old daughter, who offered a bit of Shakespeare with a modern gag touch. At that tender age, she's not afraid of audiences or lights. Hams a bit but knows what it's all about.

Sam Abbott.

Hotel Netherland Plaza, The Patio, Cincinnati

Talent policy: Show and dance band; floorshows at 7:15 and 11:30 (extra show at 1 a.m. Saturdays); no Sundays. Management: Max Schulman, hotel manager; Oscar Kline, room manager; Amy V. Pace, publicity. Booker: Arthur Frew, CAC. Prices: Dinners from 90 cents; drinks from 25 cents.

Business continues topnotch at this popular-priced, Spanish-styled downstairs chamber located in the town's tallest building and at its busiest corner. Current layout, average for this spot, packs a fair measure of entertainment. Opening December 6 for a week with options, the three turns were handed an extension to carry them thru New Year's Day. In the meantime, the hoofing emcee, Marvin Boone, received his greetings from FDR and reported for induction last Thursday 16). His spot has been filled by a girl singer, whose name could not be learned at this writing.

Marvin Boone, working energetically, has a good assortment of tricks to put an audience in the mood for a show. Gets off some slick taps, uncorks some palatable comedy material and has a hat bit to *Pistol Packin' Mama*, in which he draws upon three servicemen from the audience as aids, that is a surefire laugh-getter. It missed fire on this look-in, however, when the boys stubbornly refused to cooperate. Boone bowed off to good mitting.

Bob and Norma Taynton are just another ballroom pair. Their routines are elementary, featuring the usual lifts, spins and twirls, and they registered mildly with this crowd. Miss Taynton's attractive gown brought favorable comment from the fem customers.

Topping the bill is Otis Manning, dapper little magic guy with a sense of humor and a knack for holding attention. He offers nothing sensational in the conjuring line, but what he does he does extremely well, wrapping each item with bright patter. Does the torn and restored newspaper Clippo, the six-card trick, a rope nifty with an original slant, and a neat cigarette routine. For an encore, he brings up two fems from the audience to act as suckers for the cups and sponges, a good finisher. Skipped off to the warmest hand of the evening.

Johnny Bowman's ork crew (Bob Taylor, piano; George "Fuzzy" Ballard, sax; Eddie Davis, drums; Red Wadl, fiddle; Fats Prady, bass fiddle, and Johnny Bowman, fiddle) plays acceptable show music and registered well with the dancers. Instrumentation is ideal for this low-ceilinged room.

Bill Sachs.

FOLLOW-UP NIGHT CLUB REVIEW

ICELAND, NEW YORK.—Mike Larsen has strengthened this revue with some replacements. Mark Huling's Sharkey the Seal is the big noise here, while Carlos and Chita, ballroomers; Bill Russell, baritone emcee, and Kaaren Gibson's songs offer stanch support.

Sharkey is as effective here as in a vaude house. The fishburner has plenty of tricks to amuse the customers, including musical renditions on the bells and even a line of impressions. The crowd liked his juggling and instructions on how to take a morning shower as well. Went over handily.

Carlos and Chita are a well-groomed duo whose forte are overhead spins. They did a pair of fox-trots and a samba. Altho routines can be pointed up for better effect, they nevertheless got along nicely here.

Kaaren Gibson, is a pleasant looking femme whose selections, culled mainly from light opera and ballads, are easy to take.

Bill Russell, whose major fault is the protracted intros, compensates with his chirping. He, too, goes into light opera, but this family trade emporium can take an infinite number of these numbers. Got over nicely.

The Lucky Girls (7) are a well-trained line that can give with acro as well as with orthodox formations. Showing up best was their Russian and congo numbers. Margo and Doty and Kay step out from the mob to give out with pleasing contortion displays.

Senia Gamsa and Jack Mandel book, while Emmett Coniff handles the press. Ted Eddy and Angelo's mariamba band provide the music.

J. C.

MAGIC

By BILL SACHS

LADY ETHEL AND DR. JESTER, mentalists, left New York last week on an offshore jaunt for USO. . . . OTIS MANNING, who opened at the Netherland Plaza's Patio, Cincinnati, December 6, for a week with options, is being held thru New Year's Day. . . . THE GREAT BALLANTINE (Carl Sharpe) is reported cutting a dandy figure with his screwball magic in Harry Howard's *Pin-Up Girls* revue, currently playing major Midwestern houses. . . . JACK GWYNNE opened Friday (17) at the National, Louisville, with the Benny Meroff unit. PFC. C. THOMAS MAGRUM writes under date of December 9: "Now in the California-Arizona maneuvers area, with lots of cold weather and rain. Val Voltaine was in a recent USO unit that showed for us. I played at the USO club in San Bernardino, Calif., December 10, and am slated for a Christmas show at the USO in Needles, Calif., December 24. Pvt. Ed McKinna, formerly with Birch the Magician and the Jean and Joe magic turn, is now assisting me. He is young, neat and makes a swell appearance." . . . HERMES AND MARLENE, magic, mental and dance turn, closed a two-weeker Saturday (18) at the Zepp Night Club, Akron. After a week in Buffalo they depart for Montreal where they begin an extended stay New Year's Eve, booked by Fred Norman, Montreal booker. Hermes has in mind an Oriental unit for presentation in niteries soon. . . . GEORGE SCHULTE, Chicago's American Legion legerdemainist, who as a member of the navy entertained servicemen in training camps in World War I, is continuing his entertainment activities in the present conflict. He's currently showing for Uncle Sam's fighters in the Los Angeles area, with headquarters at the Angelus Hotel there. . . . WACHOB AND COMPANY, now residents of Cincinnati, were chief entertainers at the annual Christmas party at John Snyder's magic theater and workshop in Norwood, O., when the W. W. Durbin Ring No. 71 of the IBM played host to the Queen City Mystics, Assembly No. 11, of the SAM recently. . . . LESTER LAKE (MARVELO) will continue for Coca-Cola in Cincinnati schools after the first of the year to reach those kiddies who might have missed his performances at the Coca-Cola Christmas show which has been on the last four weeks at Masonic Temple, Cincy. . . . TED WARD, now Pvt. Theodore C. Ward, Co. M, 2d Ord. Trng. Reg., Aberdeen Proving Grounds, Md., scribbles under date of December 13: "Haven't put the bag of tricks away

as yet, but I'm sure getting a thrill entertaining the boys as one of them. I'm part of the Ordnance School here but help out with the camp shows at our service club. Quite surprised at the amount of talent we have, and it sure makes us feel at home to cut up a few at least once a week."



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being at Loew's State, New York, again with all my old friends—Marvin Schenck, Al Rosen, Jesse Kaye; Louie, the doorman; Nick and the rest of that grand stage crew . . . not to forget Ruby Zwerling and his swlegant band. I also wish to thank my friends in show business for making the first edition of my new book of poems, "DAY UNTO DAY," a sell out.

(Signed) **NICK KENNY**

VAUDEVILLE REVIEWS

State, New York

(Reviewed Thursday Evening, Dec. 16)

Bill this week is spotty, ranging from mediocre to smash. Credit for the save belongs to Harry Savoy, who pulls it up in the stretch, and James Barton, who drives it in for a sock finish.

Amy Arnell, former thrush with Tommy Tucker's ork, makes her debut as a solo vaude performer (having also opened the same night at La Martinique as a single). Gal has the looks and voice to be a solo act, but proves to be short on material and delivery style. She sings *Ladies Who Sing With the Band*, *Too Young or Too Old* and *Put Your Arms Around Me, Honey*. These tunes are all in the same tempo, which does not help her, and she adorns them all with the same styling and hand-body tricks—out of the band vocalist school—and thus weakens the impression she makes. Fewholders gave her a good hand.

Nick Kenny, back after a long absence, is billed as emcee. His presence contributes little to the proceedings, for he shuffles on and off and mumbles tired intros, but he brings on the usual quota of names dragged into providing commercial entertainment on a cuffo basis. When caught, Sgt. Barney Ross, Joann Brooks and the Deep River Boys worked for Kenny to a good reception. Kenny takes a "specialty" turn by reading from his latest book of "poems." He kills himself with his wit, but hardly the customers.

Trixie opens the bill with her juggling act which rates a good hand. She is followed by the Radio Ramblers, a trio combining okay imitations (Winchell, Colonna, Barrymore, et al.) with generally funny hijinx. Team gets good applause, and on a demanded encore goes thru a nifty version of *Sonny Boy*, which merits a big mitt from the crowd.

Harry Savoy earns second honors with a routine of very funny gags. As he himself remarked, when caught, he kept "winging 'em over," and the crowd loved it and ladled out applause to suit. Savoy, however, stayed on too long. His turn sagged a bit toward the end.

James Barton, one of the few performers who can be called an "artist" closed the show with his remarkable acting, singing and dancing. From start to finish he had the crowd in his hand and put it thru everything from fascinated silence to sustained applause. Somebody should record Barton's art as Chaplin's has been recorded.

House was nearly full when caught. *Swingtime Johnny* was the picture. Paul Ross.

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 17)

Five-act bill concocted for the pre-Christmas week, which will do as well as can be expected during the traditionally bad showbiz session. Only box-office spark is the colored headliner, Dorothy Donegan, who has built up a name locally with her boogie-woogie piano work. She holds down the closing spot and does a much improved stagershow job (this is a return date). She looks smart and punches out swing and boogie-woogie renditions of standards and classics with commercial brilliance.

Two of the remaining four acts show growing pains and will develop into better turns in time. They are Russ Miller and Arlene, novelty turn, and Coley Worth and Marcia, next-to-closing comedy act. Both share the same fault: They try to do too many things, which is bad for the act. They should concentrate on their best, and develop it. Miller's best includes the tricks with the dogs. Worth's best are impressions, verbal and terpsichorean. As is, Miller attempts everything in the book and has Arlene split the act with a slow control contortion number. Worth engages in a lot of old talk, and he, too, gives his femme partner the spotlight for one dance number (rhythm, this time).

Rich and Gibson, boy and girl tap and xylophone team, give the bill a fine start with a peppy dance routine and lively playing. Kids do a most creditable job.

Anita O'Day, on third, is the former jive band singer doing a single. She still dresses as a band singer and doesn't know the tricks of an act. The kids in the house went for her *Let Me Off Uptown*, *Shoo-Shoo Baby* and *Alone Blue Gown* in a big way, and when applauded back, she didn't know how to get off. Needs coaching and a more expensive-looking outfit.

On screen, revival of Columbia's *The Awful Truth*. Biz off second show opening day. Sam Honigberg.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 17)

For week before Christmas, traditionally a light one, the house has eschewed big name band or acts and is offering three standard vaude turns and the new radio singing find, Danny O'Neill. Just a good, average bill that should satisfy the holiday crowds. Fair attendance opening day.

The Graysons, man and woman, open with a neat acrobatic routine featuring handstands, pull-ups and a bit of clever adagio work nicely done.

Nan Rae and Mrs. Waterfall garner laughs, as usual, with their clever comedy, which has changed little with the years but still goes over big. "Mrs. Waterfall's" *Alexander's Ragtime Band* and *A-Tisket, A-Tasket* and her dance at the finale panic the customers.

Cleverest of all the seal acts is Mark Huling's Sharkey, the seal which performs all of the usual seal tricks and a few extra. Besides the usual balancing feats, Sharkey imitates a lion's roar, an

airplane flight, Tojo and a speech by Hitler, and winds up by playing *Where the River Shannon Flows* on a musical bell board. Huling handles the seal superbly and the performance earns well-merited applause.

Danny O'Neill, who has been getting a big build-up on the radio, is making his first theater appearance. He's a handsome kid who handles himself well and has a very good tenor voice that lends itself nicely to his pop ballad singing. O'Neill's smooth, easy style and unaffected manner set well with the audience, and they roundly applauded his singing of *I Couldn't Sleep a Wink Last Night*; *Oh, What a Beautiful Morning*; *People Will Say We're in Love* and *Paper Doll*.

Picture is *Northern Pursuit*, with Errol Flynn. Nat Green

Music Hall, New York

(Reviewed Thursday Evening, Dec. 16)

Current program reaches the seasonal high, with the annual presentation of the *Nativity* on stage, coupled with *Madame Curie*. The house, like others in the stem area, is suffering the pre-holiday doldrums, but nevertheless should be pulling its former hefty grosses with this layout.

The production is again topnotch, the staff using the great stage imaginatively with excellently contrived numbers, tops of which is the opening Christmas theme. This is still one of the most magnificent items in the MH repertoire. It's a solemn, reverent and finely executed work filled with fine touches of pageantry. Soprano part is well taken by Selma Kaye, and the baritone of George Young and the choral work of the ensemble are impressively presented.

Rest of the bill provides good balance, being in an extremely light and puckish vein. A strobelited production number built around the ration book pleases, as luminous food items prance about for novel effects. Adriana and Charly follow with their ace trampoline comedy act to reap fine hands, while other outside act, Al Loyal's Dogs, gets the audience approval with clever set of tricks.

The "gala performance" section of the bill gets audience gasps as the band pit moves out of its accustomed spot and to a high perch toward the rear of the stage. Pit space then lifted again bringing up the ballet corps in a sprightly entertaining routine.

The Rockettes, with their usual precision, doled out an applause-getting number. Joe Cohen.

National, Richmond

(Reviewed Monday Afternoon, Dec. 13)

Bob Gentry, held over as emcee, works in a style more adaptable to the intimacy of a club floor but gets most of his material over to his audience. His antics with a baby doll are particularly amusing.

The layout, billed as *Ship, Ship Ahoy*, has three excellent production numbers by the Hal Sands Dancers. They're aided and abetted in one of their turns by a femme billed as Francita in a Tahitian dance embellished by the use of glowing lais. Credit is due Line Captain Dorothy Canova, who has maintained an excellent set of routines during the nine weeks that the girls have formed a stock chorus here.

The Vallets, Ted and Flo, do an interesting baton-twirling act, with the climax coming with the duo handling six batons at one time. Act was caught at disadvantage here, due to late arrival of baggage. However, if the kids can do as well with jumbled props, they're probably a wov under decent conditions.

The Briants are the real hit of the bill. They're billed as comedy contortionists, but their act defies description. Their gelatinous falls and twists keep the customers in an uproar.

Top billing went to Edythe Wray, who recently won a radio title, "Queen of the South's Air-Waves." Youngster puts everything into her work and when caught did seven numbers. She's at her best with her swing and boogie-woogie arrangements, but also gets over the more conventional ditties. Her gestures seemed a bit forced, but experience should rid her of that fault.

Three-quarter house. Picture, *Heading for God's Country*. Ban Eddington.

TOMMY WALSH, medically discharged from the army December 9, resumed with his trapeze act at Fay's Theater, Providence, Friday (17). Booked thru Abe Feinberg, New York.

Review of Unit

"Hobby Lobby"

(Reviewed at the Orpheum Theater, Los Angeles, Wednesday Afternoon, Dec. 15)

Dave Ellman, originator of the *Hobby Lobby* radio show, has corralled people with hobbies to entertain. Hobbies presented here are not as interesting as the people on his air show. Ellman is limited in his selection. Show, generally, isn't too strong, but there are good spots. Opening show drew a good crowd. Roy Rogers, in *Man From Music Mountain* the pic. *Lobby* runs eight days, with Bob Chester and ork coming in Christmas Eve.

Al Lyons's orchestra opens with a bit of *You'll Never Know* and follows it with a neat arrangement of *Johnny Zero*, with an interlude of the *Army Air Corps Song*. Lyons introduces Ellman, and it's *Hobby Lobby* from that point on for 85 minutes.

Rene Melva tees off with a xylophone solo of *I Got Rhythm*, with Ellman explaining she has an unusual hobby. Stagehands bring out a gadget hidden by a cloth screen, with Miss Melva knocking out a tune before lowering the screen to display an assortment of whisky bottles dangling on strings. Her second whisky-bottle rendition is *People Will Say We're in Love*. She gets a fine tone on the bottles.

Francis Abella took honors with his talking bird, John Tio. One-syllable words are a starter, with two's and three's following. Bird responds to questioning, does vocal imitations, and even whistles in a *Little Spanish Town*.

Happy Wilcox scored high with his clean clefting while swinging from his crutches. Has good rhythm, and the tapping is professional. Glen Camp offered his band-playing dogs. Pianocane runs thru 88 notes of *Home, Sweet Home*, on a specially constructed instrument, while the other dog beats on a bass drum at the opportune time. Camp has mike fright, and his canines turn in a much better performance than their master.

Ken Whitmer emcees in Ellman's absence and also has the closing spot on the show. He brings on Florette and Boyette, with Miss Florette running the gamut of naming articles quickly pointed out in the audience. Boyette does elementary magic, turning an egg omelette in a flaming casserole into a pigeon.

The hobbies of Condon and Sawyer were never indicated. They clown, with one doing above-average comedy. Knock-about featured thruout. Much of the routine is corny, but it gets a good hand. Fred Ketch, with Jerry, his vent. doll, does too long a turn. Bolled down and speeded up, the act would have sock. Ketch is a good manipulator. Elroy Peace, colored boy of 12, has a hobby of singing like Cab Calloway and dancing like Bill Robinson. His vocalizing of *Knock Me a Kiss* is not Calloway caliber, but his dancing with clean tapping and the spot somersaults and splits fills the bill.

Show winds up with good flash, with Whitmer, garbed as a professor, comedy-ing the turn with breakaway and miniature violins. Takes over instrumental soloing on tram, licorice stick, fiddle and trumpet. Crowd yelled for more, with Whitmer hitting high notes on *Carnival of Venice* a la Harry James. Sam Abbott.

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NOTE

MEL HALL

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Leaving for Hollywood Dec. 24 to appear in picture titled "Sensations of '44." Just closed 16 weeks fairs, Barnes & Carruthers unit. 7 weeks as feature Polack Bros.' Circus. Resigned for season '44.

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Ops Nix "Bring Own Booze" Idea; Shortages, Man-Power, Give Owners Early Hangover

NEW YORK, Dec. 18.—The New Year's Eve headache this year will come before the big event instead of the morning after for the cafe operators in town.

Liquor shortages, price ceilings, man-power shortages and the food problems are piling up on the harassed op, with the primary problem being the dwindling liquor supply. To overcome this many club owners had been considering advertising the fact that customers could bring their own, with corkage charges being added to the bill.

However, the major cafes turned down the suggestion as they feel that they must necessarily make a killing this night to overcome the slump that usually comes afterwards. During the ensuing rest period they hope enough schnapps will be on the market to replenish their stocks.

Major cafe impresarios feel that it would be foolish to voluntarily give up a huge chunk of coin that evening even tho it does mean considerable spirits conservation. Maximum corkage charge, they feel, could be either \$1 or \$2 a head which is considerably under the amount than could be brought in by the usual method of doing business.

Smaller nitery ops are still pondering set-up sales, but their big headache is man-power. Most of the big spots have been doing capacity business and so are fully manned. However, the smaller in-

stitutions and hotels which open additional rooms for the holiday will be faced with a terrific problem of getting sufficient help and talent. They hope to be able to fill the gaps by the time of the end of the year with waiters and musicians now in war work who can be enticed to go back to their former calling for that evening.

Prices this year are comparable to those of last New Year's Eve. Ops are wary of offending the OPA since tariffs are too easily checked.

Washington

Van Nuys Liquor Probe Under Way

WASHINGTON, Dec. 18.—The probe of the liquor industry by Senator Van Nuys is designed to reveal where the nation's supply of hooch is cached—gets under way this week with a group of federal and State liquor officials scheduled to testify.

Van Nuys has issued statements declaring that his committee was going to determine all facts behind the current liquor shortage and bring to light all details that may show what suddenly happened to thousands of gallons of the stuff that disappeared from dealers' shelves and warehouses.

The sudden drying up of liquor stocks has caused considerable concern to operators of niteries and cocktail lounges who, in many areas, are finding it almost impossible to get enough liquor to stay in business. There are reports that a number of night clubs face rationing of customers to one or two drinks. The impact of this on nitery business will be brutal.

Philadelphia

OPA Limits Hike to 10% Over Last Year

PHILADELPHIA, Dec. 18.—Skyscraper prices for New Year's Eve were knocked for a loop by the Office of Price Administration. After most midtown clubs and hotels announced holiday tariffs, the OPA divisional office took up the cudgels for celebrants and warned the ops not to let prices go thru the ceiling. It warned dispensers of fun that prices for that night cannot be raised without approval by OPA.

No place may charge more than the 1942 prices unless an increase can be justified by more or better entertainment, food and liquor. In any case, the increase must not be more than 10 per cent.

Cover charges, unless the long-established policy of an after-dark spot, was viewed as violation of price ceilings by the regional office of the OPA here. As a result, the \$1 on weekdays and \$1.50 on Saturdays and holidays extra tariff tacked on by the Hotel Philadelphian for its Philadelphia Room, goes off today (18). Hotel room opened three weeks ago, and with the addition of a floor-show, revived the cover-charge policy as a means of restricting patronage and conserving the depleted liquor supplies. Success of the cover-charge policy caused other ops to harbor similar plans. However, OPA clamped down and the Hotel Philadelphian was ordered to take off the levy.

Reservations already indicate that the 1944 send-off will be big. An all-time high for a minimum check in a local night spot has been set up at the Garden Terrace of the Benjamin Franklin Hotel. Last year's bill was \$10 a head and this year it will cost a minimum of \$25 per couple, including tax, tip and a bottle of champagne.

Ritz-Carlton Hotel will ask \$7.50 a head for the New Year's Eve supper, with liquor extra. In view of shortages, drinks will be restricted to cocktails. Bellevue-Stratford Hotel is asking a straight \$4 cover charge.

Jack Lynch's Walton Roof will find the

Black Market Foreshadows Curtains for Cleve. Bar

WASHINGTON, Dec. 18.—The problem facing cafe and cocktail lounge operators over the growing liquor shortage was highlighted here this week when a Cleveland hotel owner declared he may be forced to close his bar because he cannot buy liquor except thru the black market.

The hotel man, Samuel Horowitz, of the Cleveland-Allerton, appeared December 17 as a witness before the Senate Judiciary subcommittee investigating the liquor situation. Horowitz charged that "an understanding apparently exists in Washington" that no effort will be made to smash the black market until enough evidence is piled up to guarantee indictments.

ringsiders toasting the new year in for a \$6.84 cover charge, 48 cents more than last year. Across the river in Camden, Weber's Hofbrau, giant roadhouse, will provide merriment at \$5 a head, including dinner, against \$4.50 last year.

While virtually all the clubs include dinner or platter, noisemakers and favors, because of priorities, will be scarce.

Portland

State Distilleries To Ease Shortages

PORTLAND, Ore., Dec. 18.—Nitery operators, growing haggard looking as Oregon's rationed liquor supply diminishes, are smiling again over the prospects of 500,000 cases of high-grade Kentucky bourbon being brought to State-operated stores thru an unprecedented State deal.

The Oregon liquor control commission, in co-operation with the Washington State board, is concluding arrangements for purchase of two Kentucky distilleries and will share 1,000,000 cases of whisky.

The proposal first met OPA opposition because the liquor price was above ceilings, but a \$1,000,000 reduction in the purchase price won OPA sanctions. The State will bottle the liquor which will sell for around \$3.50 a quart in operated stores.

Detroit

More Orks Less Acts To Be Used NY Eve

DETROIT, Dec. 18.—Prospects for New Year's Eve here indicate a heavy demand for bands, but a considerable slacking off in acts for private parties. Booking for the one night has usually meant that the acts stood a chance of losing a whole week's engagement and helped in itself to boost prices sky high for the occasion.

There is plenty of money ready to flow

for talent for the eve here, but it appears that it is going to go to the bands. Ork rates are up considerably and more economical party sponsors are deciding they might as well put it on the line for more music and less show, as last-minute bookings do not result in first-line acts.

Agents are anticipating having no difficulty furnishing bands for the one-nighter since there are plenty of musicians here working in war plants who will be available. Act situation is much less favorable because of the talent shortage and the relatively smaller percentage employed in war plants.

Another factor that makes a difference this year is the impossibility of transporting acts from one spot to another. In the past agents have chartered a bus and taken a whole show from one club to another so that three or four dates could be covered in an evening. In this way most clients could be satisfied and the acts would get enough for the several shows to compensate for laying off the week to have the big night open.

Johnny King Joins GAC; CRA Gets Bobby Moran

NEW YORK, Dec. 18.—Johnny King, now with the Al Borde office here, shifts to the General Amusement Corporation cafe department starting December 27. Borde has not yet named a replacement.

Other agency shift is that of Bobby Moran, indie center, who went with Consolidated Radio Artists to aid Hattie Althoff, CRA act head. Moran will take care of the night club end, replacing Vi Barrett, who goes back to cocktail groups.

Bowman's Upped Cafe Take

BOSTON, Dec. 18.—Patricia Bowman, ballerina, opened at the Copley-Plaza here for a four-week run December 16. She is drawing \$700 weekly for the stint. The booking represents her first hotel date in four years. Previous salary for cafe work never topped \$600.

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Combos Cashing In on Disk Dates; Name Ork Shortage Forces Use of Lounge Units

NEW YORK, Dec. 18.—Now that most of the electrical transcription outfits are operating in full swing after having made their peace with James C. Petrillo, president of the American Federation of Musicians, cocktail outfits are beginning to knock off some of the important dough to be made thru e. t. dates.

Booking of lounge units for waxes is seen as a break in long-standing prejudices against recording small combos. Disk firms have always preferred full-size orks for the majority of their dates, altho occasionally they have pressed tunes by small name outfits. However, unavailability of many major orks and name combos have forced the waxers to go in for greater use of semi-name small outfits.

The protracted AFM ban against waxings has by now outmoded the accumulation made prior to the Petrillo ukase and the diskers are using all available types of music to replenish their libraries.

However, bookers believe that the current use of cocktail units during the emergency period will pave the way for regular use of them even when more orks are available. They believe that many spots will lend themselves to combo waxings.

Transcriptioners are not only taking the straight combos but are also experimenting with small corn outfits. Tommy Cullen is set to do a series of dates for World Transcriptions.

Both talent and bookers are particu-

larly anxious to get in on the wax revival because of prestige and dough. They regard wax dates as a criterion of musical perfection and any combo with a long history of recordings can be sold at a higher price. Again the money to be made at e. t. sittings is nothing to be sneered at. Prevailing rates call for \$18 for each 15-minute recording period and \$36 for the leader. These rates include a 45-minute rehearsal.

So far Bobby Martin, Skeets Tolbert and Cullen have affixed their names to disk contracts, but bookers are submitting practically every outfit that has played together for some time and are hopeful of closing more engagements shortly.

Harry Reser Opens With Lounge Group

NEW YORK, Dec. 18.—Harry Reser, former full ork leader, has pared down to cocktail proportions and opened with a quartet at the Enduro, Brooklyn, for an indefinite stay.

Reser at one time was the mainstay of the Cluquet Club program and prior to that was with Paul Whiteman's ork.

Spatola Plans New Spot

PHILADELPHIA, Dec. 18. — Freddy Spatola, operator of Flanders Grille, central-city musical bar, will branch out with a second musical lounge after the start of the new year. Has purchased the High Lake Tavern at Orange, N. J.

Reviews

Wilson John Fisher

(Reviewed at the Bismarck Inn, Chicago)

Talented pianist whose work displays not only experience but extensive training. Fine for the better cocktail spots and restaurants, such as the Bismarck Inn, where a fine technique at the keyboard is appreciated.

Fisher plays both the piano and solovox, and plays both equally as well. The solovox is a fine instrument to listen to when handled correctly, and Fisher is the man to fill that assignment.

Set caught included standards, pops and semi classics, all well balanced. Resembling Paul Whiteman on a diet, Fisher makes a nice, distinguished appearance.

Sam Honigberg.

Sinclair Mills

(Reviewed at the Preview Lounge,

Mills is a veteran colored pianist in this area who is thoroly experienced in cocktail work. He has a winning personality, reflected not only in his physical mannerisms but in his style of playing. Keeps punching out in each set and thereby attracts attention even from a noisy mob. And, too, he mixes up the tunes often enough to hit the patron with his favorite before long.

For the late hours he becomes specialist on the boogie-woogie subject and pounds out that tempo to the delight of the imbibers. His appearance is neat and there is a constant smile on the face.

S. H.



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Dempsey-Amron Up Budget for New Spot

NEW YORK, Dec. 18.—Heavier coin policy set by Jack Dempsey and Dave Amron on taking over the operation of the Great Northern Hotel here is borne out by booking of the Three Majors into its lounge. Act opened December 16 after a few weeks in Newark and Philly vaude houses following their 10-week run at the Riobamba.

The Dempsey-Amron big talent budget has paid off dividends at Dempsey's Broadway Room.

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OFF THE CUFF

EAST:

PALM BEACH TROUBADORS, trio, opened at Queens Terrace, Queens, L. I., December 2 for four weeks. . . . BOBBY SANDS' small band into the Horseshoe Bar, Sunnyside, L. I., December 10 for 12 weeks. . . . LOUANNA RUDD, singer-pianist, oened at Copacabana, Philly, December 14 for indefinite stay. . . . ELEANOR SHERRY and Her Swing Hearts (trio) opened at the Hotel Syracuse, Syracuse, December 21 for four weeks. . . . BUBBLES BECKER ork now in 32d week at Van Cleve Hotel, Dayton, O. . . . AL TRACE corn ork will stay at Hotel Dixie, New York, until the end of January, completing a year in this spot. . . . TONY VALENTINE trio opens at the Alpine Music Bar, Philly, January 3 for a four-week stand. . . . MOUSIE POWELL and his corn band stays on at the Aquarium, New York, until January 10.

THE LITTLE FOUR opened at Jai-Lai, Columbus, O., December 13 for a reported \$450 weekly. . . . DON SEAT, pared down to a trio, into the Music Bar, Schenectady, N. Y., December 20. . . . FESS WILLIAMS quartet staying at Burke's, Chester, Pa., until after January 1. . . . BENSON AND FORBES opened at Latin Quarter, Boston, December 13. . . . BATSON AND LEE opened at Ovalon, Wilkes-Barre, Pa., December 13, then go to Hotel Lafayette, Portland, Me., January 3. . . . DOT AND DASH

opened at Columbia Hotel, Portland, Me., December 14. . . . SNUB MOSLEY has been 4-F'ed.

PICCADILLY PIPERS, at Lou's Chancellor Bar, Philadelphia, get back pianist Clem Moorman via a medical navy discharge. . . . EDDIE FARLEY first-timing it in Philadelphia at the Mid-Way Bar, alternating with the Don Sands Trio.

JAY ARNOLD first in for the re-opening of Newburg Inn near Allentown, Pa. . . . LEBEAUX and His Lads into the new Horseshoe Bar at the Ranch-O Hotel, Belvidere, N. J. . . . FRANCINE DAY, of the Penny and Francine team at Shubert Grille, Philadelphia, becomes vocalist for Joe Frassetto's orchestra in that city. . . . FRANK STERLING'S unit for the re-opening of Dailey's Bar, Atlantic City.

MITZI JOYCE, accordionist, added to the line-up at The Cove, Philadelphia. . . . ANN RUBERT, piano-vocals, back at Tahiti Bar, Philadelphia. . . . MARGIE HYAMS with The Serenaders new at Chateau Renault, Atlantic City. . . . KING JOHNSON making his first Philadelphia appearance at the Hotel Philadelphia with the Milt Herth Trio going to the Sheraton Hotel, New York. . . . RITA JOYCE and The Men of Music headline the first anniversary show at Philadelphia's Melody Inn. . . . TEDDY HOWELLS'S unit gets the call at Keystone Trail Inn, Allentown, Pa. . . . JOHNNY PALONE and His Music Blend-ers at Red Fox Tavern, South Merchant-

ville, N. J. . . . TINY KAYE'S piano at Wilson's Musical Lounge, Philadelphia. . . . BETTY KING holding over at Philadelphia's Majestic Hotel, with the Four Gingersnaps alternating. . . . PARADISE ISLANDERS at Green Pine Inn, Allentown, Pa. . . . MAY JOY, Philadelphia nitery singer, teams with pianist Phil Wood for the musical bar circuits.

ESTELLE WERNER adds a musical bar adjunct to her Werner's Cafe, Wildwood, N. J. Musical fare, virtually a novelty for the off-season months, includes Lillian Cressman at the piano and Stanley and His Accordion.

MIDWEST:

JEANNIE LEITT and Nena Felts, piano-vocal duo, are on their 25th week in the Omar Room spot of the Hotel Continental, Kansas City, Mo. . . . VIC COLIN COMBO, featuring Ray Burke on the clarinet, has completed 10 weeks at Hotel Continental Penguin Room, Kansas City, Mo.

WEST COAST:

VICTOR VINCENT to the Clover Club, Hollywood, for limited engagement following successful run at Hotel Santa Rita, Tucson, Ariz. . . . BUD Glenn and ork replace Paul Parks and His Playmates at Valley Lodge, North Hollywood, Calif. . . . THE FOUR SPACES to close the Riviera Room, Villa Riviera, Long Beach, Calif., after New Year's. . . . KEN BERRY signed as pianist-singer at The Haig, Los Angeles. . . . LOUMEL MORGAN TRIO heads East after January 1.

DICK ROCKE winding up more than six months at the Army and Navy Club, Long Beach, Calif. . . . THREE CHEERS held over at the Circle, Hollywood. This puts them in the spot until February. . . . MAURICE ROCCO opened at the Clover Club, Hollywood, December 16 for a limited engagement. He's on the Coast for picture work. . . . JOE SULLIVAN heading East soon with a small combo. . . . KING COLE TRIO held over at Herb Rose's 331 Club, Los Angeles. New deal keeps them there until April 10. Cole Trio doubling into the Last Word, new club. . . . AL MONAZI again gets a holdover at Cafe LaMaze in National City, Calif. . . . BROWN SISTERS AND DAVE held over at George's in Glendale, Calif., along with "Poison" Gardner.

FROM ALL OVER:

CARL WHYTE, pianist, has opened a run at the Hotel Martin Lounge, Sioux City, Ia. . . . JOHNNY MACK, organ-piano, to the Officers' Club of the Alex Johnson Hotel, Rapid City, S. D. . . . MARVELLE MYLER has started a run at the Romany Room, Washington.

Hotel Alamac Opens Lounge

NEW YORK, Dec. 18.—Hotel Alamac, conservative upper Broadway hostelry, is joining the cocktail lounge parade. Velva Nalley, pianist, goes in there as the initial attraction December 21.

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

A
Aarons & Broderick (Riverside) Milwaukee 24-30, t.
Amazing Mr. Ballantine (Riverside) Milwaukee 24-30, t.
Amazing Mr. Ballantine (National) Louisville 13-18, t; (Riverside) Milwaukee 24-30, t.
Arnell, Amy (La Martinique) NYC, nc.
Arnell, Amy (State) NYC, t.
Art, Duke (Pierre) NYC, nc.

B
Ballew, Julie (Show Box) Seattle, nc.
Baker, Zig & Viv (Neil House) Columbus, O., h.
Banks, Warren (Rockhead's Paradise) Montreal, until Feb. 11, nc.
Barrys, The (Chez Parree) Chi, nc.
Barton, Eileen (La Conga) NYC, nc.
Barton, James (State) NYC, t.
Barton & Brady (Tower) Kansas City, t; (Colosimo's) Chi 24-Jan. 7, nc.
Bates, Lulu (Ootjens) Brooklyn, nc.
Bates, Peg Leg (Riverside) Milwaukee, t.
Bays, Gene (Riobamba) NYC, nc.
Belmore, Barbara (Ball) Phila, nc.
Berry Bros. (Strand) NYC, t.
Blackstone (Tower) Kansas City 24-30, t.
Blackstone, Nan (Olmsted) Washington, h.
Blanche & Elliott (French Casino) New Orleans, nc.

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Boone, Marvin (Patio) Cincinnati, nc.
Boran, Arthur (Shea's Hipp) Buffalo, t.
Bowers, Cookie (Earle) Phila, t.
Briggs, Bunny (Stanley) Pittsburgh, t.
Buckley, Dick (Palace) Columbus, O., t.
Burton's Birds (Masonic Temple) Cincinnati 4-24.

C
Cappy Barra Boys (Latin Quarter) Chi, cl.
Cardini (Latin Quarter) NYC, nc.
Carey Twins (Belmont Plaza) NYC, nc.
Carey Twins (Belmont Plaza) NYC, h.
Carlisle, Charlie (Bowery) Detroit, nc.
Carr Bros. (Beverly Hills) Newport, Ky., cc.
Carroll, Earl, Vanities (Central) Passaic, N. J., t.
Caston, Bobbe (Three Sixes) Detroit, until Jan. 24, nc.
Charlo & Dupree (Latin Quarter) NYC, nc.
Chords, The (El Rancho) Las Vegas, Nev., 15-28, h.
Clark, Lillian (Casbah) NYC, nc.
Clayton & Phillips (Riverside) Milwaukee, t.
Como, Perry (Palace) Columbus, O., t.
Cooper, Karen (Copacabana) NYC, nc.

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TUNE-DEX
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TRADE SERVICE FEATURE
ACTS-UNITS-ATTRACTIONS
ROUTES (For Orchestra Routes, See Music Department)

Explanation of Symbols: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; cl-cocktail lounge; h-hotel; nc-night club; p-amusement park; ro-roadhouse; re-restaurant; t-theater.

Cooper, Una (Latin Quarter) NYC, nc.
Corday & Trien (Versailles) NYC, nc.
Cortez, Florez (Te Peel Coral Gables, Fla., nc.
Cox, Wolma (Copacabana) NYC, nc.
Cristiani Family (Latin Quarter) NYC, nc.
Curran, Vince (Club 18) NYC, nc.

D
Dawn Bros. (Glenn Rendezvous) Newport, Ky., nc.
De Croff, Ann (Astor) Montreal, nc.
Del-Fino (Elton) Waterbury, Conn., h.
Dennis & Sayers (Ray Ott) Niagara Falls, N. Y., nc.
Desmond, Dot & Buddy (Cocoanut Grove) Buffalo, nc.
De Vries, Enny (La Vie Parisienne) NYC, nc.
Dixon, Gaye (Club 18) NYC, nc.
Dickey, Annamary (Waldorf-Astoria) NYC, h.
Dolphin, Chester (Earle) Washington, t.
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.
D'Rey, Phil (Cafe of Tomorrow) Chi, nc.
Drayson, Danny (Orpheum) Omaha, t.
Duncan Sisters (Polks Bergere) NYC, nc.
Dyer-Bennett, Richard (Village Vanguard) NYC, nc.

E
Earls, Four (Iceland) NYC, nc.
Edwards, Cliff (Albee) Cincinnati, t.
Edwards Bros. (Capitol) Washington, t.
Elliott, Leonard (Paris Qui Chante) NYC, nc.

F
Fay & Gordon (Pierre) NYC, h.
Fields, Benny (Greenwich Village Inn) NYC, nc.
Fiske, Dwight (Versailles) NYC, nc.
Fitzgerald, Lillian (Club 18) NYC, nc.
Floretta & Boyette (Orpheum) Los Angeles 20-28, t; (Warfield) San Francisco 29-Jan. 4, t.
Fontaine, Diana (51 Club) NYC, nc.
Frank & Lee (Hollywood) Kalamazoo, Mich., nc; (Edgewood) St. Joseph, Mo., 27-Jan. 8, nc.
Fredericks, Chester (Albee) Cincinnati, t.
Frisko, Joe (Club 18) NYC, nc.

G
Galente & Leonarda (Chase) St. Louis, h.
Gary Trio (Chancellor Bar) Phila, cl.
Gayne & Frances (Baker) Dallas, h.
Gibson, Karen (Iceland) NYC, nc.
Gibson, Kaaren (Iceland) NYC, nc.
Gilbert, Gloria (Palace) Columbus, O., t.
Gingersnaps (Chin's) Cleveland, cl.

Girardo, Alex (Trove) NYC, nc.
Gleason, Jackie (La Conga) NYC, nc.
Glover & LaMae (Mayflower) Akron, h.
Gould, Caryl (Riobamba) NYC, nc.
Guisey, Sheila (Stardust Inn) Washington, nc.
Graysons (Chicago) Chi, t.
Gwynne, Jack (National) Louisville, t.

H
Harden, Dan (Park Plaza) St. Louis, h.
Hartmans (Waldorf-Astoria) NYC, h.
Hartnells, The (Blackhawk) Chi, re.
Hawthorne, Irene (Versailles) NYC, nc.
Hembry, Jack (Wivel) NYC, nc.
Herbert, Jack (Riviera) St. Louis, nc.
Hone, Glen-a (Jimmy Kelly's) NYC, nc.
Howard, Willie (Strand) NYC, t.
Hume, Elayne (Essex House) NYC, nc.
Huston, Josephine (Capitol) Washington, t.
Hutton, Marlon (Paramount) NYC, t.

I
Imaginators (Chicago) Chi, t.

J
Jaxon, Great (Roxy) Cleveland 20-23, t; (Embassy) Rochester, N. Y., 24-26, t.
Jules & Webb (Mayflower) Akron, O., h.

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K
Karson, Maria, Musicales (Plains) Cheyenne, Wyo., h.
Kemmys, The (Earle) Washington, t.
Kenny, Nick (State) NYC, t.
Khn Loo Sisters (Albee) Cincinnati 24-30, t.
King, Carol (Earle) Washington, t.
King, Pat (Beverly Hills) Newport, Ky., cc.
Knox, Dorothy (Copacabana) NYC, nc.
Kramer, Stan (Kentucky) Louisville 13-23, h.
Kurtis Marionettes (Blackhawk) Chi, re.

L
Lang, Lou, Trio (Copacabana) NYC, nc.
Law, Mildred (Copacabana) NYC, nc.
LaZellas, Aerial (Wade) Dallas, until Jan. 2, t.
Lee, Bob (Wivel) NYC, re.
LeRoy, Harry (Trove) NYC, nc.
Lewis, Joe (Chez Parree) Chi, nc.
Ling, Ming, & Hoo Shee (Palace) Cleveland, t.
Lowe, Hite & Stanley (Stanley) Pittsburgh, t.
Lucille & Howard (USO Show) Oahu, Honolulu, T. H.
Lu-Cella (Versailles) NYC, nc.
Lucienne & Ashour (Capitol) Washington, t.
Lynn, Herbie (Edgewood) St. Joseph, Mo., nc.
Lynn, Ginya (Belmont Plaza) NYC, h.
Lyon, Ladd (Capitol) NYC, t.

M
McLean, Ross (Rogers' Corner) NYC, cl.
Mughandis, Two (Rockhead's Paradise) Montreal, until Jan. 11, nc.
Manning, Otis (Patio) Cincinnati, nc.
Mathews, Steve & Dorothy (Takodah Golf Club) Fond du Lac, Wis., 13-25.
Maurice, Bob (Paris Qui Chante) NYC, nc.
Maurice & Andrea (Roosevelt) Jacksonville, Fla., 20-Jan. 2, h.
Meroff, Bennie (National) Louisville, t.
Merry Mues (Albee) Cincinnati, t.
Miles, Jackie (Capitol) NYC, t.
Mills Bros. (RKO-Boston) Boston, t.
Mills, Buster (Snow St. Cafe) Providence, nc.
Minevitch, Borrah, Harmonica Rascals (Albee) Cincinnati, t.
Montoya, Rita (Greenwich Village Inn) NYC, nc.
Moore, Dela (Orpheum) Omaha, t.
Morris, Doug (Garden) Boston 25-Jan. 12.
Murray, Jan (Paramount) NYC, t.

N
Nash, Marie (Pierre) NYC, nc.
N. Ginner (Snow St. Cafe) Providence, nc.
Nelson Sisters (Albee) Cincinnati, t.
Nicholas, Harold (Palace) Cleveland, t.

Nichols, Les (Palace) Buffalo 24-30, t.
Nov-Elites (Brown Derby) Washington, cl.

O
O'Neil, Danny (Chicago) Chi, t.
Ovettes, Great (Scruggs Dept. Store) St. Louis until Dec. 24.

P
Page, Buddy (Central) Passaic, N. J., t.
Paige & Jewett (Olympia) Miami, t.
Parrish, Adele (Latin Quarter) NYC, nc.
Princess Chio (McVan's) Buffalo, nc.
Princess & Willie Hawaiians (Riviera) Columbus, O., 20-Jan. 1, nc.

R
Radio Ramblers (State) NYC, t.
Rae, Ginger & Fifi (Jimmie's) Miami, nc.
Rand, Kathy (Beverly Hills) Newport, Ky., cc.
Rapps & Tapps (Madrid) Louisville, nc.
Raye & Naldi (Copacabana) NYC, nc.
Reat, Felti & Lester (Dude Ranch) Norfolk, Va., 20-Jan. 1, nc.
Red & Curley (Paramount) NYC, t.
Reeves, Cy (Capitol) Washington, t.
Remos, Paul (Strand) NYC, t.
Ritter, Eileen (Earle) Washington, t.
Robbins, June (Armando's) NYC, nc.
Robertos, The (Copley Plaza) Boston, h.
Rocco, Maurice (Zanzibar) NYC, nc.
Rogers, Lee (Pastor's Uptown) NYC, nc.
Rose Marie (Chez Parree) Chi, nc.
Rose Marie (La Martinique) NYC, nc.
Rosini, Paul (385 Club) Chi, nc.
Rosita & Dino (Greenwich Village Inn) NYC, nc.
Ross Reise Bros. (Brown Derby) Chi, nc.

S
St. Claire (Copacabana) NYC, nc.
Savoy, Harry (State) NYC, t.
Saxon, Bea (Pastor's Uptown) NYC, nc.
Semol, Primrose (Hi-Way Casino) Fall River, Mass., nc.
Sharkey the Seal (Chicago) Chi, t.
Sharkey the Seal (Iceland) NYC, nc.
Shields, Annette (Beverly Hills) Newport, Ky., cc.
Silver, Cyclones (Idle Hour) Charleston, S. C., nc.
Sinatra, Frank (Earle) Phila, t.
Skating Vanities (Music Hall) Cincinnati 25-Jan. 1.
Slater, Jane (Chez Parree) Chi, nc.
Smart, Doris (Zombie) Detroit, until Jan. 17, nc.
South, Eddie (Lindsay's Sky Bar) Cleveland, cl.
Stanley, Neal, & Marti (Beverly Hills) Newport, Ky., cc.
Starr, Louise (Belmont Plaza) NYC, h.
Steele, Johnnie & Sandra (St. Regis) NYC, h.
Stone & Lee (Chez Parree) Chi, nc.
Stewart, Phyllis (Cafe Society Uptown) NYC, nc.
Summer, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.

T
Taynton, Norma (Patio) Cincinnati, nc.
Therrien, Henri (Latin Quarter) NYC, nc.
Thompson, Ken (Elton) Waterbury, Conn., h.
Thorpe, Jessie (Glenn Rendezvous) Newport, Ky., nc.
Tova, Tanya (Glenn Rendezvous) Newport, Ky., nc.
Tracey & Baker (51 Club) NYC, nc.
Trixie (State) NYC, t.
Truth or Consequences (Golden Gate) San Francisco, t.
Tudell, Julio & Jean (Bismarck) Chi, h.
(See ROUTES on page 73)

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LEGITIMATE

Communications to 1564 Broadway, New York 19, N. Y.

City Center a New N. Y. Idea Material In Reality But First-Try "Susan and God" Harks Back

By BOB FRANCIS

NEW YORK, Dec. 18.—Just why Rachel Crothers's *Susan and God* was chosen to open the drama sessions at New York's City Center of Music and Drama (formerly the old Mecca Temple) Monday (13) is a question which can be answered best by Mayor Fiorello H. LaGuardia, president; Gerald F. Warburg, vice-president; Almerindo Portofino, treasurer, and Mrs. Arthur M. Reis, secretary. Perhaps it was because Miss Crothers is an outstanding American playwright or because Gertrude Lawrence, at present engaged in town with her Sunday night broadcasts, could be prevailed upon to head a week's revival of the 1937 comedy success.

At any rate the initial pitch of the City Center was distinctly Anglo-American in flavor, with the Stars and Stripes at one side of the stage and the Union Jack on the other, and the orchestra following-up the *Star-Spangled Banner* with *God Save the King*. Mayor LaGuardia welcomed the citizenry to their own new music and drama temple and assured them it was here to stay. Dame May Whitty brought greetings and congratulations from the London stage, and Noel Coward was skedded to bring more but was kept away by flu.

Somehow or other after all that fanfare the play seemed something of a let-down. It was not that *Susan* has suffered anything thru being on the shelf these last six years. Rachel Crothers's feather-brain who catches Buchmanism and the Oxford Movement is about the same gal she was back at the Plymouth. But in these days *Susan* and her pals are all too beastly rich and comfortable to be convincing. Sending out caviar sandwiches to kids on the tennis court is hard to take when you're thinking about ration points. The grass is growing high around the estates of Long Island's smart set, and if any British nobility are visiting Newport they're likely in uniform around the navy yard. With a war on, *Susan's* problems with her God and her ego seem pretty inconsequential.

Nor did Gertrude Lawrence's personal revival of the manneristic *Susan* add mellowness to 1937 memories of the comedy. Perhaps in the belief that a house as big as the City Center requires laying on with a broad brush, the usually stage-canny Miss Lawrence gave the part a bounce and a swing that at moments came close to the ridiculous. She accomplished more extraordinary contortions with a sash in one scene than a Houdini. Conrad Nagel, while somewhat bogged down here and there by these zestful capers, managed sound support as the husband who lishes. The same can be said for Jean Sampson who played the not-so-bright daughter, the part originated by Nancy Kelly.

Douglas Gilmore and Eleanor Audley were the only other members of the original cast beside Gertrude Lawrence. They, as well as Jeannette Chinley, Earl McDonald, Francis Compton, Doris Day and William Weber, accounted for themselves decorously, and aside from p.-a. system trouble, turned in uniformly satisfactory performances.

P.-A. System Needs Attention

That p.-a. system is something the mayor and the rest of the City Center committee will have to do something about. At present the hidden stage mikes are apt to give out with remarkable sound effects—putting an actor's voice somewhere between a piping treble and the boom of a man in a cistern. However, the difficulties should be nothing that a good sound engineer can't correct. Jo Mielziner's original sets were fitted efficiently to the City Center's big stage, and Robert Burton's direction adequately followed the pattern laid down by Rachel Crothers for the original version. John Golden auspiced the initial drama presentation of the Center's repertoire.

All in all the city's new home of music and drama has got off to an auspicious start. While the old Mecca Temple isn't up to the grandiose plans originally conceived for the project, it is a comfortable and practical beginning for community-

sponsored entertainment. A capacity of 2,800 can permit offering the best of music and the theater within the pocket-book reach of Mr. and Mrs. Average Public. (Top for *Susan* was \$1.65.) It goes further than this by providing a potential outlet for the presentation of original works by young American composers and the development of new American acting talent. The latter, of course, is for the future, as and until the City Center has established itself successfully with its current repertory policy.

Next week (starting December 20) the City Center features *The Patriots*, Sidney Kingsley's prize winner of last season. The GIO-sponsored *Marching With Johnny* takes the stage on Wednesday (29) for an engagement limited to eight weeks—which is optimistic. February (20) skeds a week of longhair opera by the New York City Center Opera Company, to be followed by a six-week run of the Cheryl Crawford version of *Porgy and Bess*. After that comes a spring session of the ballet. Recital, symphony and pop concert dates, yet to be announced, are also on the Center's schedule for off nights and matinees.

Balto "Blossom" 14G; "Storm" 8G

BALTIMORE, Dec. 18.—After two dark weeks local legit resumed Monday (13), and despite freezing weather and gripe epidemic sweeping the city box offices held up.

Ford's, for week ended today (18), grossed an excellent \$14,000 with revival of *Blossom Time*, with Barbara Scully in leading role. Press notices very favorable.

Maryland, with premiere of *Storm Operation*, featuring Myron McCormick, Gertrude Musgrove and Bramwell Fletcher, grossed a nice \$8,000. Reviews generally favorable, but suggestions for some trimming. With necessary adjustments, figures to go over.

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Alternate Carmen Walks Out-- Miffed at 2d Carmen and Rose; Line Girl Matthews Gets Break

NEW YORK, Dec. 18.—Backstage flare-up over publicity breaks, salary and billing at the Broadway Theater last week led today to Muriel Rahn, alternate name role singer with Muriel Smith in Billy Rose's hit, *Carmen Jones*, bowing out of the cast.

First hint of the upset came after opening night when crix raves appeared about Miss Smith, who sang the role first night, and contained only mentions of her alternate as such. Subsequent national magazine plugs for Miss Smith, who rose in a month from a \$15-a-week unknown to a Broadway singing star of a hit show, miffed her alternate mightily and led to charges of "publicity discrimination" against Rose. To ease her injured feelings, Miss Rahn, a pro singer who appeared last season on Broadway with the Lunts in *The Pirate*, demanded a raise which she claimed Rose had promised her if the show clicked. The hike was refused and the mag break was explained to her as being a natural flack Cinderella story.

Miss Rahn gave notice and left the cast today (18) but not before she had circularized the dailies with her charges

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Ill. Socko But Only Top-Shelf Plays Wanted

CHICAGO, Dec. 18.—Roadshow business is booming in the Midwest. One and two-nighters are playing to capacity wherever a first-rate show is presented. Ethel Barrymore in *The Corn Is Green* drew 3,000 (December 8) at the Orpheum, Springfield, Ill. Decatur, Ill., was sold out two weeks in advance and more than \$900 in mail orders was returned. Danville, Ill. (December 10), and two performances at Peoria, Ill. (December 11), were sold out.

The towns thruout Illinois are clamoring for good legit and are patronizing the few that are on the road. With plenty of money to spend, they are asking for the best. Popular-priced units with no names are finding the pickings slim. Several Chicago-produced pop-price shows have found a cool reception in down-State towns.

of unfair dealing and discrimination against Rose.

Rose denied any upped pay-check promise, stating that all in the company, principals and others, have standard Equity contracts which make no promises in the event of the show becoming a hit. He engaged doubles for the three principal roles because he believed a total of eight performances a week was too heavy for one person to carry in each role. The *Carmen Jones* part was split equally between chirpers Smith and Rahn, with the latter taking Monday and Thursday nights and Wednesday and Saturday matinees, and the former the other nights. The two matinee dates, Miss Rahn contended, worked to her disadvantage, while her alternate played all evening dates.

Both *Carmen Jones* singers get \$250 a week, and other principals, all of whom are unknown on Broadway, between \$150-\$250. The chorus gets the Equity minimum and all others over the minimum. With a weekly nut of almost \$15,000, Rose has to get \$21,000 to break even. First week's receipts grossed \$41,000, giving him a net profit after all de-

Out-of-Town Opening

MARYLAND, BALTIMORE

(Opened Monday, December 13, 1943)

STORM OPERATION

A play by Maxwell Anderson. Staged by Rusty Lane. Settings by Howard Bay. Lighting by Moe Hack. Presented by the Playwrights' Company.

F. Sgt. Peter Moldau... Myron McCormick
Abe Joseph Dorn
Winkle Alan Schneider
Simcon Cy Howard
Mart John O'Malley
Dougie Michael Ames
Lieut. Thomasina Grey.....
..... Gertrude Musgrove
Lieut. Kathryn Byrne.... Dorothea Freed
Mabroukha Sara Anderson
Captain Sutton Bramwell Fletcher
Lieut. Dammartin Walter Kohler
Bread Seller Maurice Donner

In *Storm Operation* Maxwell Anderson puts into words and action his observations and personal contacts with the troops in North Africa. He depicts how a company of American troops during the short campaign came out veteran soldiers; how they and women in that combat area helped drive the Germans and Italians across the Mediterranean, and how the men and women in that theater of war behaved and the predicaments in which they found themselves.

To demonstrate that the American army is made up of the everyday man of this country, of the military run of the mill, Anderson adroitly has a sergeant in charge and the commissioned men away on various duties. This is in contrast to the representation of British aristocracy as depicted by Captain Sutton, British liaison officer, a battle-scarred warrior.

The American non-com, First Sgt. Peter Moldau, is in command, giving orders even to the English captain. However, when things become too unpleasant Sergeant Moldau turns over his command to the English captain. Aim here is to delineate the traits which characterize hard-working and hard-fighting American soldiers as contrasted with that of the polished, aristocratic British officer.

A good portion is given over to the clash of wills between the American non-com and the English captain. Fuel is added by rivalry for the favors of an Australian army nurse, morally unstable. A highlight is the scene which describes the killing of pretty little Mabroukha, an Arab girl bought by an American soldier for 300 francs. Another is the affair between nurse Lieutenant Grey and Sergeant Moldau, culminating in a none-too-churchlike marriage. Nurse Grey, however, has had other affairs before her marriage.

Myron McCormick, playing a lead as First Sergeant Moldau, gives an excellent account of himself, especially when viewed in the light of only several days of rehearsal. Bramwell Fletcher, as the English Captain of aristocratic lineage, likewise gives a superb performance. Gertrude Musgrove does well in the unsympathetic role of the nurse.

Play needs considerable trimming before it will be ripe for better sailing. It has the qualities that are designed to make it one of the best plays to come out of this war.

The Playwrights' Company deserves a lot of credit for its presentation of *Storm Operation*, and especially for expert selection of cast. J. F. I.

"Porgy" 6 1/2 G, Ft. Worth, 1

FORT WORTH, Dec. 18.—Three thousand people measured a sellout at Will Rogers' Memorial Auditorium Saturday night (11) for a one-show stand of Interstate Theater's presentation of the Heyward-Gershwin *Porgy and Bess*. Seats ranged from \$1.75 to \$3.30. Gross was estimated at \$6,500. *The Fort Worth Star-Telegram* raved: "Superbly staged, sung, directed, acted and played."

ductions of around \$11,500. With the cost of the show before the Broadway opening running to approximately \$200,000, it looks like a 20-week stretch before Rose breaks even, even at weekly grosses equaling opening week.

Two members of the cast, Inez Matthews (who replaced Miss Smith on a broadcast last Sunday) and June Hawkins were tried out for Miss Rahn's part, with Miss Matthews selected.

Equity May Give Senior Rating and Waive Dues For Uniformed Members

NEW YORK, Dec. 18.—A recommendation was made to the Council of Actors' Equity at the quarterly meeting held Friday (17) at the Hotel Astor, that members of Equity in the armed forces be automatically given senior rating and one year's dues free after the war.

Recommendation will be forwarded to the Council for action, but chances are that it will be turned down, since Equity has 800 members in service and 350 Chorus Equity members in uniform and waiving a year's dues for 1,150 members would make quite a dent thru Equity's funds.

Another recommendation was to support the Lucas-Green bill to give soldiers voting rights in the coming Presidential election.

The meeting also gave a unanimous vote of thanks and confidence to the Council.

Twelvetrees USO Unit Trouping in Bermuda

HAMILTON, Bermuda, Dec. 11.—A USO-Camp Shows' unit headed by Helen Twelvetrees arrived in Bermuda recently and will tour service installations for several weeks. Troupe includes Pat Moran, comic and Hollywood stunt man; George Church, dancer recently in *Oklahoma!*, Terry and Ralph Rio, comics, and Marilyn Hale, tap dancer.

Unit has signed with USO for a two-month stretch and will be returned to New York before being routed to other offshore points.

Thieves Wing Away With Moss Hart Valuables (10G)

NEW YORK, Dec. 18.—Sneak thieves who used celluloid slivers to spring the locks broke into Moss Hart's snazzy duplex apartment Wednesday night (15) and stole priceless mementos and jewelry, valued at \$10,000 by Hart.

Among the pilfered mementos were a pair of cufflinks of the late Alexander Woolcott; an expensive cigarette case, the gift of Zeppo Marx; a string of hearts once belonging to Gertrude Lawrence; a pair of cufflinks, the gift of Beatrice Kaufman, and a golden tray presented to Hart by the cast of *Lady in the Dark*. In addition, many golden trinkets collected by Hart during the era when he crashed Broadway with a string of hits were snatched by the footpads.

The adjoining apartment, home of Count Vincent Orsich, Austrian-born dude and society figure around town, was also stripped of jewelry, clothing and, worst of all, 10 quarts of good Scotch. Value of the haul, \$6,000, according to the Count.

PROGRAM REVIEWS

(Continued from page 31)

This is comedy pitched to lay 'em in the aisles when it's delivered with Latin accents. It does—fast asleep. Airing still needs an expert script doctor who can either mold what little there is here into something passable or else the whole business should be forgotten.

Supposed comedy is pegged around Cugat and entourage coming east and they're all being extra friendly to plugger Bill Pennell so as to borrow his

Hart Unsphinxes Coward

NEW YORK, Dec. 18.—Noel Coward broke his self-made rule of no personal appearances during his three-week vacation when he went backstage one night this week to brief the uniformed cast of Moss Hart's air corps show, *Winged Victory*.

Coward, who came as Hart's guest to see the show, had no intention of being other than one of the audience until Hart asked him to say a few words to the boys.

"After all," Moss said, "you're the Moss Hart of England!"

That broke Coward's back. Coward went backstage and praised the show to the skies.

BROADWAY SHOWLOG

Performances Thru December 18

Dramas

	Opened	Perfs.
Angel Street.....	Dec. 5, '41	853
(Golden)		
Another Love Story...	Oct. 12	80
(Fulton)		
Arsenic and Old Lace...	Jan. 10, '41	2,084
(Hudson)		
Doughgirls, The.....	Dec. 30, '42	416
(Lyceum)		
Harriet.....	Mar. 3	134
(Miller's)		
Innocent Voyage, The...	Nov. 15	41
(Belasco)		
Janie.....	Sept. 10, '42	639
(Mansfield)		
Kiss and Tell.....	Mar. 17	328
(Biltmore)		
Life With Father.....	Nov. 8, '39	1,845
(Empire)		
Lovers and Friends...	Nov. 29	24
(Plymouth)		
Othello.....	Oct. 19	72
(Shubert)		
Outrageous Fortune...	Nov. 3	54
(48th St.)		
Pillar To Post.....	Dec. 10	11
(Playhouse)		
Three's a Family.....	May 5	265
(Longacre)		
Tomorrow the World...	Apr. 14	292
(Barrymore)		
Two Mrs. Carrolls, The...	Aug. 3	163
(Booth)		
Victory Belles (Resump- tion).....	Oct. 26	59
(Ambassador)		
Voice of the Turtle, The...	Dec. 8	13
(Morosco)		
Winged Victory.....	Nov. 20	34
(44th Street)		

Musicals

Carmen Jones.....	Dec. 2	20
(Broadway)		
Connecticut Yankee, A...	Nov. 17	38
(Beck)		
Early To Bed.....	June 17	219
(Broadhurst)		
Oklahoma!.....	Mar. 31	311
(St. James)		
One Touch of Venus...	Oct. 7	87
(Imperial)		
Something for the Boys...	Jan. 7	403
(Alvin)		
What's Up?.....	Nov. 11	45
(National)		
Ziegfeld Follies, The...	Apr. 1	404
(Winter Garden)		
(Revivals)		
Merry Widow, The...	Aug. 4	152
(Majestic)		
Rosalinda.....	Oct. 28, '42	395
(46th Street)		
Susan and God.....	Dec. 13	8*
(City Center)		
*Limited to 8		

luggage for their belongings. That's all you need to know to realize what a prattfall this part of the program does.

Musically, it's typical Cugat fare, with several Latin oldies, one new one, *Rhumba, Rhumba*, and a trio of American pops. Lina Romay, Don Rodney and the chorus handle these fair. The ork swings easily into the Latin groove as usual.

Plugs this time are stressing the age of Dubonnet, with the regular weekly recipe in its customary spot after the song of the week. Pennell does a job with pedestrian copy. *Frank Gill.*

"Let Freedom Ring"

Reviewed Sunday, 4:30-5 p.m. Style—Dramatic. Sponsor—National Small Business Men's Association. Agency—Schwimmer & Scott. Station—WOR (New York) and Mutual.

As pure entertainment this program, woven around stories of Abe Lincoln, is first rate. With a crisp, clean script and all-round good performances, especially from McKay Morris as Lincoln, the show is a natural for Lincolniana fans. It builds steadily thru telescoped dramatic sketches to what is to be the mainstay of the airing—the plug by Dewitt Emery, NSBMA proxy, pitched to continuing private enterprise. The plug on the initial show, with a snide jab or two at the New Deal, did a nose-dive and could just as well have been discarded. Emery devoted most of it to explaining how his father, a Union Army soldier, once met Lincoln and closed with a pithy plea to write to his organization for further details of its efforts to preserve constitutional government, the rights of man and private enterprise. It just didn't jell.

The Lincoln sketches were presented in the form of stories told by Abe to his

son Tad in the White House just before he left for Ford's Theater and his assassination. The stories, each of which were well handled, both as to writing and performance, appeared as fade-ins from Lincoln's conversation. The kidnaping scare story, which closed the drama portion of this airing, was especially effective.

There is a noticeable absence of heavy commercial plugging here, which is all right, but if the climax message from the sponsor is to mean anything, it will have to be something more meaty and more direct than this opener reveals.

F. G.

PHILCO WEB VIDEO

(Continued from page 24)

link in a television network with WNBT, New York, the originating station. Altho the present television audience is highly restricted today, an indication of things to come are called to the public's attention this week. Hailed as another milestone in the field of television, Philco linked with WNBT on Monday (13) for the showing of the newsreels of the historic conferences at Cairo and Teheran.

2,500 Experimental Lookers

In making the newsreels, rushed by special plane to America thru the cooperation of the U. S. Army Air Corps, available for home viewing only a few hours after their official release, it marked a scoop for television over the motion pictures. Philco estimates that its television audience in this area is 2,500 persons, an experimental audience. Yet the newsreel scoop is an indication of what the public may expect after the war from television.

For a number of years Philco's television research engineers have been concerned primarily in advancing the technique of chain television operation, the local company having been doing television research since 1928. In recent years, WPTZ, in line with the chain researches, has been rebroadcasting the television programs of WNBT in New York. At first it was thought necessary to set up a relay transmitter midway at Trenton, N. J. However, Philco's new tele transmitter, set up recently at Wyndmoor, Pa., has been able to pick up the WNBT scanned lines direct, feeding them thru its own transmitter for the local area. Instead of relay stations every 45 miles or so, as figured for a television chain several years ago, the television signal strength can now be picked up at a distance of 100 miles or more, making the possibilities of a wide network more practical than ever.

Newspaper Ads Sell "Scoop"

Import of the Cairo-Teheran newsreel scoop scored by chain television was seen here in the placement of large display advertisements in the newspapers calling attention to the "history-making" character of the broadcast. Emphasis was on the fact that the newsreel showing, like all other broadcasts to be made available after the war, is "a thrilling experience in your home." Promise is made that the public, with a television set, will be able to witness world events "as they occur" and in the comfort "of your living room." Emphasis on "home" and "living room" angle sidesteps any head-long grips with the motion picture industry in view of all the widespread publicity having been given in the past to enlarged television screens for theaters.

At present Philco confines all its regular television broadcasts to the showing of motion pictures. Philco's WPTZ is without regular studio facilities, the entire Philco plant being entirely converted to war work. However, it is known that Philco will set up elaborate studios after the war in the center of the city. It's now shopping around for a suitable site.

UTWAC

(Continued from page 15)

office now totals 750 per month. As each turn represents an average of five persons (an entire orchestra is included as a turn), this means 3,750 performers a month, or 45,000 a year, are contributing their services to help win the war. And this total is by no means static, as we are continuously expanding our program and the number of acts used increases each month. The over-all figure since UTWAC was organized in April, 1942, is estimated as a little over 12,000 turns.

We are currently winding up the National War Fund campaign. UTWAC was well represented on the fund's entertainment industry committee. One of the stirring highlights of that drive was Ben Hecht's magnificent pageant, "Tribute to

The Billboard

The World's Foremost Amusement Weekly

Founded in 1894 by W. H. Donaldson
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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

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

ASSOCIATE EDITORS: Lou Frankel, Robert Francis, Frank P. Gill, Elliot Grennard.

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. CHEstrut 0443.

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

Philadelphia — 7222 Lampport 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.



Gallantry." presented at Madison Square Garden and to the men and women canvassers of the NWP. Already we are girding our loins for the Fourth War Loan Drive, scheduled to get under way in mid-January. That is the way it has been from the beginning. One campaign smooths the gears and gathers momentum for the next. Bond drive, NWP, bonds, Red Cross, etc., each paving the way for its successor. The wheels of UTWAC grind like a perpetual motion machine.

The Third War Loan Drive this past fall is probably the best example to date of show business's total mobilization for war activities. There is no way of estimating how many billions of dollars' worth of bonds were sold directly and indirectly by the people of the entertainment industry. Three billion is a conservative figure for direct sales made by the stars of radio, stage and screen. All-day bond vigils on the radio, newspaper-radio tie-ups, gala War Bond evenings in the night clubs, department store appearances, direct selling at Treasury Department booths thruout the city kept UTWAC's offices humming on an almost 24-hour schedule during the 21-day drive. But one of its biggest jobs was setting the various special event shows at the Treasury's Bond Tent in Victory Square. United Nations Night, Press Night, Army Air Forces Night, British Airmen's Night, Polish Night were just a few of the special features.

UTWAC is in business—and an ever-expanding business — because the men and women of show business are the most generous and most democratic in the world. They give willingly and inexhaustingly to whatever cause requires their services, be it a Negro servicemen's canteen in Harlem, a fund drive for Jewish war refugees, a Catholic bond rally, Polish, Chinese, Russian, British, Czechoslovak relief. There is no color or creed line in the entertainment world. The men and women of showdom have an individual and peculiar talent to contribute to the war effort that no other American workers have. They have themselves assumed that responsibility of giving freely of their stock in trade to the limit of their ability. UTWAC's job is not only to direct that vast reserve of performing genius into proper channels, but to protect it against any exploitation whatsoever.

Showbusiness at War

(Continued)

John Steinbeck

(Continued from page 19)

she is pretty and young and earnest.

A girl accordion player comes next. She asks for suggestions. There is to be group singing and the requests are for old songs, "Harvest Moon," "Home on the Range," "When Irish Eyes Are Smiling." The men bellow the words in all pitches. There is no war song for this war. Nothing has come along yet. The show continues—a pantomimist who acts out the physical examination of an inductee and does it so accurately that his audience howls. A magician in traditional tail coat manipulates colored silks.

In all the acts the illusion does not "come off." The audience helps all it can because it wants the show to be good. And out of the little acts, which are not quite convincing, and the big audience which wants literally to be convinced, something whole and good comes, so that when it is over there has been a show.

"Booked Solid"

(Continued from page 4)

Henry," etc., is already overseas. Others will be sent soon. Individual actors and actresses from the Broadway stage will also go—to be "based" in given overseas areas to stage soldier-participation shows which will include many of the old farces and such melodramas as "The Drunkard."

Two sports units are already overseas, and as prominent figures from every branch of the sports world become available to us, they too will go. They will entertain the servicemen informally with skits and talks about sports and will perhaps participate in and help stage sports events planned by the troops themselves.

A decidedly increased overseas concert program is now complete and will include units of well-known concert artists, both instrumentalists and vocalists. Jascha Heifetz, now in Panama, is the first of the great instrumental artists to go overseas specifically to entertain the American forces. We are now conferring with the War Department and lining up a program to stimulate mass singing among the servicemen.

Provisions for special overseas hospital units, several of which have already left the country, are complete. They will include two girls, a singer and an accordionist, who will be able to give ward entertainment.

We are now laying plans for Camp Shows' entertainers to accompany the invasion forces when the invasion takes place.

USO-Camp Shows is two years old. As executive vice-president since its inception, I have seen it grow from a handful of entertainers who camp-showed across this country on trucks converted into show busses, to include the whole entertainment world. In two years these performers have entertained a total audience figure of 30,000,000 men in this country and many more overseas. To these men and women for their tremendous accomplishment I give my sincerest appreciation. To the volunteers and to those who have worked at salaries which represent a real and tangible contribution in money as well as effort—to all the performers who have tramped "in the military" without the physical training the servicemen get to accustom them to their tasks, too much credit cannot be given.

Ernie Pyle

(Continued from page 19)

The pictures have recently been exhibited, with 1,500 persons a day visiting the show. The army got a committee of professional judges and gave a \$50 War Bond for first prize and \$25 bonds for second and third. Then all thru the show they furnished ballots for soldiers and sailors in the audience to vote their choices for prizes.

The most interesting thing to me about the show was that the first three chosen by the judges weren't even in the running on the servicemen's list. The judges weighed intellectually, while the soldiers chose on the basis of I-don't-know-anything-about-art-but-I-know-what-I-like.

First in the soldiering balloting was the startling head of an old Arab; second was a picture of a young mother with a baby on her lap, both looking very American and homelike; third were two nudes on a beach; fourth was a head of Christ.

My favorite picture was a sketch of President Roosevelt which looked no more like him than I do. I think the guy who drew it ought to be given \$25 for trying.

A Talent Trough

(Continued from page 15)

thorities on the international situation, have made frequent platform appearances, giving the nation the benefit of their knowledge of the war situation.

Among them are Robert Bellaire, who was United Press correspondent at Tokyo and who was held prisoner by the Japs after Pearl Harbor; Emil Ludwig, German-born author whose international reputation is second to none; Mai Mai Sze, daughter of a former Chinese ambassador to the United States, recognized as one of the greatest representatives of China in the United States; Martin Agronsky, Dr. S. Chandra-Sekhar, William W. Chaplin, Nola Luxford, Lisa Sergio, Alex Dreier, Helen Hiatt, Dr. Max Jordan, Dr. Michail M. Dorizas, Agnes Smedley, Frank Buck, Frank Gervasi and John B. Hughes. Their informative discussions have proved invaluable in keeping Americans awake to their responsibility, and the government has drawn frequently on them for orientation talks before men and women in the services.

Under the leadership of another prominent NCAC star, Stella Unger, the national radio program of the American Women's Voluntary Services has been prepared, a project designed for the extension of voluntary work of women thruout the nation.

Established on December 1, 1941, after the purchase of the talent management business of the Artists' Bureau of the National Broadcasting Company, NCAC looks forward to even greater success during the next year—success to NCAC's artists in all their endeavors—success to the great war effort of the entertainment world and others on the home front, and by the continuance of this effort, success in the United Nations' campaign for World Democracy.

To all of us, "Victory Is a Command Performance."

Screenom's Skills

(Continued from page 10)

unparalleled person appeal into result-yielding solicitation on behalf of the Treasury Department.

Beyond the spectacular role which has been played by actors in bond-selling, all actors—the famous and the less well known—have accepted their responsibility as citizens by buying bonds themselves. Many of them have pledged specific allocations from each pay check; others make outright purchases.

Screen Actors' Guild has participated actively in drives within the industry for War Bond purchases, drives which have to date totaled \$40,000,000. In addition to the purchase of its individual members, Screen Actors' Guild, as an organization, has purchased \$200,000 in Treasury Bonds.

Quentin Reynolds

(Continued from page 19)

when they heard the ball players were coming over.

I'll tell you how much entertainment means to the boys. I was along on the landing at Salerno. The first night out there was a movie show. The ack-ack men watched from their guns, the cannoneers were at their posts, the sound devices were manned and at the first inkling of danger the picture would have been yanked. Remember we were on our way to invade the Italian mainland, and the people in charge thought it important to give the soldiers and sailors a show.

The same thing holds good as the infantry advances. The first thing they do after taking a spot is prepare shelter, then up comes a traveling library which has books, magazines, including "Esquire" and a radio. The only radio up front during the fighting is Signal Corps stuff. But once things are stabilized the G. I.'s get, as I said, books, magazines and radios.

So far as I'm concerned, one thing we must never sell short is the entertainment business in this war.

Legit Goes Overseas

(Continued from page 8)

in occupied territory.

And if, because of the limitations of space, we cannot send whole companies to play for our men, we will send the nucleus of such companies to each area and fill out the gaps from members of the armed forces qualified for that work.

If these statements of our aims and intentions for the future are general, that is because we do not as yet know just what we will be asked to do or be permitted to do. Whatever it is, the members of Actors' Equity Association and Chorus Equity Association will do it. And in the performance of it the officers and council can depend upon the complete and wholehearted support of their entire memberships.

Eye-Witness Films Of Realistic Nature Advocated by Hoyt

Palmer Hoyt, OWI domestic chief, had the following to say in a recent talk to Southern Newspaper Publishers Association in Hot Springs: "I repeat what I said before, that I think newsreel coverage is one of the keys to the log jams that block realistic war coverage. If the newsreel boys get their actual battle scenes, you may rest assured that the newspapers and the motion pictures will get their stories, their stills and their film."

Hoyt placed the OWI squarely on record as in favor of the starkest, frankest newsreel coverage possible, saying: "It is generally conceded that the highest home front morale exists in Russia. If you have seen Russian motion pictures of the war as they are shown to the Russian people you will remember that they take the war as it comes. The dead are part of the battle and the maimed and wounded civilians tortured by the Nazis are shown, too, as well as the punishment given the Nazis for rape, loot and murder. Getting news from the front, in words or on celluloid, means showing men killed and wounded, and few such pictures have actually been shown here so far."

"We will run pictures of the dead in this war. Make no mistake about that. They will either run currently as part of the greatest story in history—as news—or they will run years hence in picture books

and on picture pages, just as they did after the last war.

"It is not the purpose of the OWI to propagandize the American public either for or against war because war furnishes its own indictment. But the only way we can keep ourselves free from the propaganda charge is to run the whole story of the war in its proper perspective, day in and day out.

"With the facilities this country has, it can produce a play-by-play story of the war, with pictures, that will make each of us an eye-witness. The fact that it isn't being done is a responsibility, first of OWI, second of the military services, and third of the newspapers, motion pictures and radio."—(Naved News.)

Britannica Buys Film Library

CHICAGO, Dec. 18—The entrance of the University of Chicago, owner of Encyclopaedia Britannica, Inc., into the field of educational motion pictures became known with the announcement that the Britannica had purchased Erpi Classroom Films, Inc., from the Western Electric Company.

A new operating concern known as Encyclopaedia Britannica Films, Inc., has been formed to absorb the Erpi library, said to be one of the largest repositories of instructional films in this country. The Erpi collection is reported to consist of more than 200 subjects in 16 fields of knowledge.

The University's relationship to Britannica Films will be confined to making its educational resources and staff available to the motion picture company, it was said. William Benton, vice-president of the university and board chairman of both the Britannica and Erpi companies, predicted "a tremendous expansion" in the use of educational films as classroom aids after the war.

E. E. Schumaker, president and chief executive officer of Erpi, has been added to the board of Encyclopaedia Britannica, Inc.

CUTTING IT SHORT

By THE ROADSHOWMAN

"THE WAR AND FILMS" is a monthly bulletin issued on United Nations film work. It is published by the United Nations Information Office, 610 Fifth Avenue, New York 20, N. Y. It contains much interesting information. Write for it.

OWI in the OWI Film News Letter says: "Do you know of 16mm sound projectors not being used for war work? If so, could you get their owners to volunteer them for war work or sell them to others who will? If not needed locally, write us and we will pass on the information and the war, the home front, war of Motion Pictures, OWI, Washington.

BRANDON FILMS has found a way to give the best showings of war information pictures. They have worked out a set of 12 units of three subjects running not more than 40 minutes. Units cover individually such subjects as transportation and the war, the home front, war production, our allies, our enemies, etc.

NEW AND RECENT RELEASES

(Running Times Are Approximate)

WHEN WORK IS DONE, released by OWI. A film based on the problem of juvenile delinquency. Running time, 9 minutes.

SUGGESTION BOX, released by OWI. This film is primarily for war plant workers. Shows how production in many plants has been greatly increased by ideas submitted by workers. Running time, 10 minutes.

DAY OF BATTLE, released by OWI. A picture based on actual combat. (Because of limited number of prints, this film will be booked only to those whose reports show a maximum effective distribution among adults.) Running time, 10 minutes.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Even Shakespeare Had His Toby

By E. L. PAUL

One of the major developments of the tent-show period has been the phenomenal growth and seemingly endless popularity of so-called Toby comedy. In spite of what the high-brows may say about it, there is a solid, basic reason for it which has its foundation deep in human nature. Those who sneer at it, or raise a supercilious eyebrow, do so out of a complete lack of understanding as to just what makes the thing click.

William Shakespeare was not one of these! He wrote a Toby part into practically every play he ever produced. Launcelot Gobbo in *The Merchant of Venice*, for example, is a typical Toby. Of course, they were not known by that name then. In Shakespeare's day Toby was called "The Fool," and the Master Dramatist of Avon paid a lot of attention to them, and to the way they were played. Witness Hamlet's Advice to the Players: "Let those who play 'The Fool' speak no more than is set down for them." In other words, "stick to your lines!"

Apparently the comedians of that day were no different than now about ad libbing. And it seems to have gotten under William's hide, just as it irritates many stage directors today. If Shakespeare were alive today, he would no doubt have a word or two to say about those comics who put on a wig that looks as though it had been chopped bodily out of a grass mat and then dyed red, and a make-up which makes the actor look like a replica of King Kong with a laughing jag. Even at that they make their audience laugh. And that, I take it, is what a comedian is there for.

One is forced to admit that some Toby parts are pretty sour, being nothing but a bunch of stale vaudeville gags having nothing to do with the theme of the play nor the development of the plot. But to condemn them en masse because of this fact would be like condemning the whole

dramatic theater because some of the plays are sour and many of them flops. The fact remains that Toby comedy has had an important place in dramatic literature from the days of the ancient Greeks, who no doubt had a word for it. And the reason, as I have stated, has its roots deep in human nature. It stems from mankind's instinctive sympathy for the underdog. It lies in the liking we all have for the cocky kid who finally makes all his extravagant boasts come true. It comes from the satisfaction we all feel when the town boob, the boy everybody laughed at and took for a fool, wins out over all obstacles, and comes back for a visit to the old hometown a few years later in his own private car.

Psychologists will tell us that it is a subconscious recognition of the fact that Toby's struggles and buffetings and disappointments are reflections of our own. And the pleasure we feel when he wins out is a compensation. Be that as it may, we will always have him with us in the drama, because he always has been in it. And without knowing it, we all take off our subconscious hat to him. As to the burlesque manner in which some comedians play him, well—that's all right, too. It will be a long time before human nature becomes so refined and artistic that a normal human being won't let out a belly laugh when he sees some pompous and egotistical individual slip on a banana peel and do a pratt-fall.

Rep Ripples

DICK SHANKLAND has the lead in the new show at the Great Northern Theater, Chicago. Harry Minturn is directing, and Vince Dennis, another well-known repster, is also in the cast. . . . MACK JOHNSON and Carl Park, past season with the L. Verne Slout Players in Michigan, are doing night club work in Chicago. . . . JOHN CAYLOR is clerking at the Regis Hotel, Omaha. . . . OSCAR V. HOWLAND is sojourning in Kansas City, Mo. . . . GEORGE O'BRIEN is working Ohio niteries, while Luckie O'Brien kicks chorus in Columbus, O. . . . CLYDE JENKINS is in war work in Kansas City, Mo. . . . EMILE T. CONLEY, who put in the summer with the Slout show in Michigan, is still toting the dinner pail to that Battle Creek (Mich.) war plant. . . . FOSTER GRAY, veteran repster, is playing the religious offering, *The King Still Reigns*, under auspices in Florida. Gray plays the lead, employing local talent for the other characters. He has promoted amateur theatricals in Georgia and Florida for many years. . . . C. H. BIRD, who had a novelty show in Texas the past summer, is playing schools in the area around Denton, that State, with a one-man attraction. . . . E. M. ELWELL is playing schools in Northern Maine. . . . BLACKFACE RED HARRIS is at his home in Black Creek, N. C., until after Christmas. He postals that on his recent engagement at City Auditorium, Savannah, Ga., for the Lions' Club he had as visitors Henry Quinn, vet rep comic and dancer, and Frank Appie, now out of the business. . . . R. E. (DOC) ROBERTSON, veteran general agent who in later years owned and managed several small carnivals and tent shows, is now general manager of a chain of picture houses in Baltimore. His last canvas venture was the Original Cotton Blossom Minstrels, which he folded in 1941 to retire from the road. Robertson recently enjoyed a visit from R. E. Stevens. . . . JOHN WILLIS WALTERS has been transferred from the 83d Division to 675 M.P.E.C. 1661, Service Unit, Fort Custer, Mich., and made his debut at the latter spot with a stay in the hospital with flu. . . . HABEKORN AND DENTON, well known in rep and minstrelsy, are working niteries in and around Pittsburgh. . . . BOB DEMOREST, veteran repster, is now in his 16th month in Beulahville, N. C., with his under-canvas picture show. He plans to build a permanent pix house there when materials become available.

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The Final Curtain

ANGELONI—Mrs. Teresa, December 10 in Alexander Blain Hospital, Detroit, following a long illness. She was the mother of Peter Angeloni, musical director of WJR, Detroit. Survived by three other children. Interment in Mount Olivet Cemetery there.

BARRETO—Pedro, 59, stage and screen actor, at his home in Madrid, Spain. He made several stage appearances in this country and in Cuba prior to the war.

BEEGLE—May, 56, concert manager, at her home in Pittsburgh, December 8 after an illness of more than a year. She started in the concert field as secretary to William Mossman, manager of the old Pittsburgh Orchestra and later founded the Pittsburgh Orchestra Association. She brought many great artists to that city in the last 21 years. Survived by her brother, Thomas P. Beegle, who will continue to supervise the concerts.

BELCHER—Charles M., 71, film actor in the silent days, at his home in Hollywood December 10. He appeared with Rudolph Valentino in *Blood and Sand* and also played in *Ben Hur*, *Fools in the Dark* and *King of Kings*. Interment in Hollywood Park Cemetery December 13.

BRYANT—Alicia (Peggy), 32, chorus girl and specialty dancer, in Polyclinic Hospital, New York, November 30 after a long illness. Survived by her husband, Speigle (Buddy) Bryant, emcee. Interment in Greenwood Cemetery, Brooklyn.

BUNNELL—Fred G., 64, former publicity director for Ocean County, New Jersey, resort district, December 9, following a long illness in Paul Kimball Hospital, Lakewood, N. J. His widow, Alice N., survives. Services December 12 in Toms River, N. J. Interment in Riverside Cemetery there.

BURTON—Thomas, 69, retired actor, at his home in New York December 16. He made his first stage appearance with Fanny Davenport and later was in the cast of *The Chaperons* and a member of the Alice Neilsen Opera Company. He appeared in Henry W. Savage's *Peggy From Paris* in New York and as far back as 1922 was with The Bostonians in *Robin Hood* and one of the early productions of *The Merry Widow*. He also acted under the management of Richard Herndon in *The Potters* at the Booth Theater; *Americana* and *The Whirlpool*. He retired in 1933. Services were held under the auspices of the Actors' Fund of America at Walter B. Cooke's Funeral Parlor, New York December 17, with interment in the Fund plot in Kensico Cemetery, Westchester. Survived by his widow and a son.

GRAVEN—Mrs. Helene, 83, actress and widow of the actor, Walter Craven, in the McKinney Nursing Home, Yonkers, N. Y., December 13. Born in London, her first stage appearance was at the Savoy Theater there with D'Oyly Carte. In 1887, she came to New York and played at the old Lyceum Theater with E. H. Sothern in *Lord Chumley*, later becoming a member of the L. R. Stockwell Company, San Francisco, at the same time that Maude Adams was with them. She also appeared with Blanche Bates, supported the late Eugenie Blair and toured in *Zaza*. In 1929, she entered the Actors' Fund Home, Englewood, N. J.

Fats Waller

Fats Waller, 39-year-old Negro composer, orchestra leader and vaude and night club entertainer, died of a heart attack in his berth aboard a train in Union Station, Kansas City, Mo., December 15.

He started to play the organ when he was 10 years old and had been working professionally for the past 25 years. He wrote the songs *Foot's Too Big* and *Ain't Misbehavin'*, and the music for *Early to Bed*, current New York hit.

Waller first gained national fame while playing over WLW, Cincinnati, in 1932. He later became a sustaining artist for the Columbia Broadcasting System. In 1938 and 1939 he toured Great Britain and Scandinavia.

Fats Waller was known privately as Thomas Wright Waller. His home was at St. Albans, Long Island, N. Y.

His survivors include his widow, Anita, and three sons, Thomas Jr., in the army at Coffeyville, Kan., and Maurice and Ronald. Services in New York.

Services were held under the auspices of the Actors' Fund of America at Walter B. Cooke's Funeral Parlor, New York, December 15. Survived by a daughter.

DAVIS—Alan, 42, film actor, in Veterans' Hospital, West Los Angeles December 11. Survived by his widow, Peggy Shannon, film actress.

DIAZ—Rafaelo, 58, tenor, at his home in New York December 12 of the effects of a cerebral hemorrhage. He had been with the Metropolitan Opera Company for 18 years until 1936 where he was best known for his performance in *Le Coq d'Or*. He later toured with the Scott Opera Company and a touring organization composed largely of Metropolitan artists who gave Deems Taylor's *The King's Henchman* exclusively. Surviving are his mother and a sister.

EDWARDS—Al, 70, veteran vaudeville performer, in New York December 10. He was in vaudeville for more than half a century appearing in acts known as the Four Emperors, Edwards and Weston, and Edwards, Webb and Esmeralda. In 1938, he became vice-president of the National Variety Artists and from 1939-'42 was on the board of directors. Services were held December 13 at the Riverside Memorial Chapel, New York with Harry Jackson, chaplain of the NVA, and Louis Handin, NVA president, officiating. Burial was in Kensico Cemetery.

ELDRIDGE—E. David, 75, manager of the Hudson Theater, New York, and uncle of Lee and J. J. Shubert, owners of the Shubert Theater Corporation, in French Hospital, New York December 15. He was resident manager of the Shubert Theater in New Haven until two years ago. Survived by his widow.

FITZGIBBON—William J., 69, singer, in Detroit December 8, following a long illness. Survived by his widow and one daughter. Interment in Mount Olivet Cemetery there.

HARRER—William, 53, business agent of the International Alliance of Theatrical Stage Employees, Local No. 8, Philadelphia, for 15 years, at his home in Ardmore Park, Pa., December 10. A stage employe for 40 years, he also served as international vice-president from 1923 to 1933. Survived by his widow, Elizabeth; two daughters and a son. Services December 16 in Philadelphia. Interment private.

HEALEY—George Cooper, 50, character actor, at Veterans' Hospital, Sawtelle, Calif., December 9 following an illness of three years. Known on the stage and screen as George Cooper, he began his acting career with the Newark Stock Company, later joining the Blaney Stock Company and the Fiske O'Hara Company. He entered motion pictures in 1908 with Vitagraph, later playing in *Suzanna* with Mack Sennett. Among his last pictures were *Golden Boy*, *Too Many Husbands*, *Prarie Schooners*, *The Face Behind the Mask* and *Meet Boston Blackie*. Services at Sawtelle December 13. Survived by his widow, Edwina; two sons, George and John, both in the navy, and two daughters, Edwina and Mrs. Robert Salmon, Santa Monica, Calif.

HOLLAND—William (Showboy), 47, comedian, December 8 at the Philadelphia General Hospital following a brief illness. Survived by his widow, Delores, and a son. Services and interment December 13 in Philadelphia.

HOLLENBECK—William B., 63, former opera singer with Savage's English Grand Opera Company and recently employed at the Victory Theater, Sioux City, Ia. He suffered a heart attack there December 13. Survived by his mother, Mrs. Avis E. Hollenbeck; two brothers, Mystic Dr. Hollenbeck and Bernard, and a sis-

ter, Marie, of Rhinelander, Wis. Services and interment in Minneapolis.

HUHN—Mrs. Margaret McConnell, wife of Bruno Huhn, composer and choral conductor, in the New York Hospital, New York, December 14. Survived by two brothers and four sisters besides her husband.

In loving memory
of our dear friend

JOHNNY J. JONES
E. LAWRENCE PHILLIPS AND
JOHNNY J. JONES EXPOSITION

LANOLE—Ed, of the Ed-Helen LaNole act, at his home at Southbury, Conn., recently. The act, which had been in circus, vaudeville, parks and fairs, retired in 1936 after its last appearance at the N. Y. Hippodrome. Survived by his widow, Helen.

In Memory

of our beloved husband, father and
brother

JOHNNY J. JONES
who passed away December 25, 1930.
"Gone but not forgotten."

HODY JONES,

LT. JOHNNY J. JONES JR., SISTER SUE

LIGHT—Mrs. Sarah, 71, mother of Norman Light, manager of the Imperial Theater, New York and sister of the late E. David Eldridge, manager of the Hudson Theater, who died shortly after her death, in Lenox Hill Hospital, New York December 15. Survived also by another son, Herman.

LOHR—Herman, 72, composer, at his home in Turnbridge Wells, Kent, England, December 5. He composed *Where My Caravan Has Rested* and *Little Gray Home in the West*.

McGUIRK—Charles J., 54, film scenarist, at his home in Reno, Nev., December 4. He was a magazine and newspaper writer before entering the movie field. Survived by his widow, Mrs. Mary McGuirk; three daughters, Mrs. Mary O'Connor, Glendale, Calif., and Mrs. Kenneth Frogley and Mrs. Dick Willard, New York; a son, Terry, with the marines at San Diego, and a brother, James.

NESBITT—Annette (Annette Marshall), 70, a featured stock company player in the 1890s, at Burke Memorial Hospital, Lawrence, Mass., December 10. She had appeared in Belasco productions in San Francisco before the turn of the century and often boasted of playing roles from Little Eva to Cleopatra.

MAPES—Victor, 73, former producer, dramatic critic and playwright, at Cannes, France, September 27, according to a report by the State Department, Washington. He was stage manager of Daniel Frohman's Lyceum Theater in New York, drama critic of *The New York World*, under the name of Sidney Sharp; general stage director of Daly's Theater in New York, manager of the Globe Theater in Boston and director of the New Theater, Chicago.

He was co-author, with the late Win-

chell Smith, of the comedy, *The Room-erang*, one of the hits of 1915. With the same collaborator he also wrote No. 6 *Washington Square* and *The Henrietta*. With William Collier he wrote *The Hot-tentot*, a farce in which Mr. Collier starred in 1920.

Other plays by Mapes are *La Comtesse de Lisne*, in French, produced at the Theater Mondain, Paris, 1895; *A Flower of Yeddo* and *The Tory's Guest*, both shown at the Empire Theater, New York; *Don Caesar's Return*, *Captain Barrington*, *The Undercurrent*, *The Curious Conduct of Judge Le Garde*, *The Lasso*, *The Kangaroo* and *The Lame Duck*. He was the author of a novel, *The Gilded Way*.

While living in New York, he was a member of the University and the Strollers clubs and of The Players, The Lambs and Psi Upsilon. He leaves a widow, Anna Louise Hooke Mapes, formerly of Washington, and now living in Cannes, France.

OLDHAN—Henry, 72, former outdoor showman at his home in Abilene, Kan., recently. At one time he was co-owner of the National Amusement Company and associated with the late Louis Landis and Laurie Isler, who had winter quarters at Chapman, Kan. Survived by two sisters, Belle, Hutchinson, Kan., and Cynthia, Bowling Green, Mo., and two brothers, Charley and Otto, of California.

RITTER—Phillip P., 77, former vaudeville song-dance man, known professionally as Bill Williams, King of Whistlers, in Good Samaritan Hospital, Cincinnati, December 17. Survived by two sisters, Mrs. John Hennel, Cincinnati, and Mrs. Paul Breeden, Covington, Ky. Services in the Bolton Funeral Home and interment in Spring Grove Cemetery, Cincinnati.

SHEA—Jeremiah, 72, Canadian theatrical executive, following a lengthy illness, in Toronto, December 13. He started theaters bearing his name in Toronto, and was formerly associated with his brother, Michael, in Buffalo vaudeville houses.

WOOLF—Edgar Allan, 62, playwright and motion picture scenarist, at his home in Hollywood December 9. Upon graduation from Columbia University he joined the Murray Hill Stock Company, later acting in the companies of Sarah Colwell LeMoine and Mrs. Pat Campbell. Then he turned to writing plays, including *Mamselle Champagne* and *House of the Vampire*, and vaudeville playlets. He became known as one of the most prolific and successful writers of vaudeville playlets, and provided works for Lionel Atwell, Pat Rooney, Mae Murray, Lily Langtry and Vera Gordon, among others. He collaborated with George Sylvester Viereck in writing two one-act plays which were produced in Germany. About 10 years ago he went to Hollywood and became a scenarist for Metro-Goldwyn-Mayer. Among his scenarios was *The Wizard of Oz*. Survived by a brother, S. J. Woolf, New York.

P. J. Mundy

Percy James Mundy, 79, who had been a pioneer carnival owner and operator, died in a hospital in Jacksonville, Fla., December 11 after a long period of ill health. He had been retired from show business many years, but his name, in connection with that of the late Frank Gaskill, as operators of the Gaskill-Mundy Shows in 1902, marked an epoch in outdoor showdom, as they are generally credited with having been the first to form a major traveling carnival of the present-day type. After the World's Columbian Exposition in Chicago in 1893 he, like some other showmen who had been there, operated midway shows and he also had a trained wild animal show.

Born in Exeter, Devonshire, England, February 24, 1865, he came to the States in 1885 and established a home in Rochester, N. Y. He had lived in Jacksonville many years, was long active as a developer of the South Side section and formerly had an estate, Hollywood Park, there. Survived by his widow and several nieces and nephews.

Funeral was December 13 in the family home, the Rev. Alan R. Chalmers, rector of All Saints' Episcopal Church, officiating, with interment in Oaklawn Cemetery.

On This, the Tenth Anniversary of His Death,
We Remember That Great Personality and
Great Showman

LARRY BOYD

Whose Departure on Christmas Day, 1933, Was
Mourned by Everyone in Outdoor Show Business.

LEW DUFOR

MAX LINDERMAN

BILL BLOCH

WE NOTE AT PCSA EVENT

Long Dodson Trek Winner

Returns from Texas Valley to quarters in Beaumont to prep for March opening

BEAUMONT, Tex., Dec. 18.—Dodson's World's Fair Shows closed a highly successful season and one of the longest in their history at Harlingen, Tex., December 12, and returned to winter quarters on East Texas State Fairgrounds here, reported H. M. Kilpatrick. Work started immediately to ready the equipment for a 1944 tour to begin in March.

Owner-Manager M. G. Dodson said he was well satisfied with receipts for the season, which will, when the books have been closed, show a very substantial increase over 1942. Show opened in Tyler, Tex., early in April and toured in Texas, Arkansas, Tennessee, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Colorado and Kansas.

High spots of the season were Evansville, Ind.; Minneapolis Aquatennial; Colorado State Fair, Pueblo, and Beaumont Victory Fair here. Little time was lost due to weather conditions and all railroad runs were made in record time, considering shortage of help and other wartime conditions. Longest jump of the season was from Sioux City, Ia., 784 miles, and the shortest was from Kenosha to Racine, Wis., 10 miles. Manager Dodson purchased two new rides that were delivered in Waco, Tex., a Moon Rocket and a Tilt-a-Whirl.

Show was cut down in Beaumont to 15 cars for tour of the Rio Grande Valley. This was successful, due to the fact that the people of the valley had not had a recent chance to see a show of this size. Hugo Zacchini, human cannon ball, (See Dodson Barns Winner on page 54)

Showbiz at War

IN THE FORE PART of this issue appears a section devoted to SHOW BUSINESS AT WAR, with articles by leaders in the industry and other writers setting forth the effective accomplishments of personalities and personnel in the onslaught for victory.

RAS Owners Take Inventory; Wagner Confers

ST. LOUIS, Dec. 18.—Carl J. Sedlmayr and Elmer and Curtis Velare, owners of the Royal American Shows, have been here for the past 10 days taking inventory of the property. That part of the equipment which was purchased from the Velares by Al Wagner has been moved across the river to East St. Louis, where the Cavalcade of Amusements, the new railroad show which Wagner will take (See Inventory of RAS on page 54)

Colony Visits Hot Springs

HOT SPRINGS, Dec. 18.—Members of the outdoor show colony gathered at the Arlington Hotel here last week included Mr. and Mrs. Max Linderman, Phil Isser and Mr. and Mrs. Jack Gilbert, World of Mirth Shows; E. Lawrence Phillips, Morris Lipsky and Ralph Lockett, Johnny J. Jones Exposition; Mr. and Mrs. J. C. Weer, J. C. Weer Shows; Mr. and Mrs. James E. Strates, Ernie Delebate, Louis Strates, James E. Strates Shows, and Mr. and Mrs. Ben Weiss, Clemens F. Schmitz, Fitzie Brown, Moe Eberstein and Mr. and Mrs. Ben Lewis.

Diners Tilt Capacity at Charity Banquet-Ball; Los as Site for Proposed Global Expo Is Urged

Challenge to showfolk is seen in plans for projected after-the-war exhibition of new products and ideas—boosters and service officers guests of honor

LOS ANGELES, Dec. 18.—Members of the Pacific Coast Showmen's Association marked another milestone in the club's social life here Tuesday night when more than 300 attended the 22d annual Charity Banquet and Ball in the Gold Room of the Biltmore Hotel. It was the first event of its kind in two years. Not only did the affair serve as a get-together for PCSAers and members of the Ladies' Auxiliary, but it was the "kick-off dinner" for the proposed Los Angeles World's Fair after the war. With Joe Glacy as chairman of the banquet and ball committee, the seat sale was limited to 300, with the quota being filled a week before the event.

With The Ladies At PCSA

By VIRGINIA KLINE

LOS ANGELES, Dec. 18.—After missing the train for Los Angeles, losing my reservation, getting on another train to take chances of sitting up all the way, being lucky enough to get a berth, being five and a half hours late, finding that I had checked the wrong things in the wrong bag and getting to the banquet and ball at the Biltmore December 14 with no minutes to spare, I was flustered. However, there was nothing so wrong that a few cocktails could not straighten out, so I went ahead and had the good time (See Ladies at PCSA Ball on page 54)

There were over 300 present, a few more having secured tickets when it was seen that a table could be edged in here and there. Under Glacy's guidance an entertaining floorshow was presented and there was music for dancing by Monroe Jockers and his motion picture studio band. There were few addresses and they were brief, adding smoothness to the staging. Eddie Bartell was emcee.

Banner for "Showcase"

A world's-fair-in-Los-Angeles note was injected into the gathering by a large banner reading: "PCSA Endorses a Los Angeles World's Fair." Frank Peterson, of the Los Angeles County World's Fair body, assured the diners that two years after the war this city would be host to "the greatest fair the world has ever seen." He was followed by William H. Evans, chairman of the World's Fair Commission. He said that the proposed world's fair was a challenge to show people of this section and he urged (See WF Note at PCSA Ball on page 54)



26th ANNUAL Installation of Officers Ladies' Auxiliary, Showmen's League of America Nov 30 1943 Hotel Sherman Chicago Ill

VIEW OF THE LARGELY ATTENDED 26TH ANNUAL installation dinner for new officers of the Ladies' Auxiliary, Showmen's League of America, given in the Hotel Sherman, Chicago, November 30, during the annual meetings of the IAFE, NAAPPB, AREA, ACA and SLA.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

RED Christmas!

MAE JAE ARNOLD, building a new Sahara Rose Show for next season, is wintering at home in Union City, Tenn.

MAXIE AND BILL BROTHERS, operators of the B & B Amusement Company, have their rides stored in Baltimore after a successful season.

WALTER GREB, formerly chef on John Robinson, Hagenbeck-Wallace and Cole Bros.' circuses, is in Whitehorse, Alaska.

K. G. BARKOOT and his brother, B. C. Barkoot, were the subjects of a sketch in George W. Stark's *Town Talk* column in *The Detroit News* December 13.

AFTER being Santa Claus to my help all summer, I am dodging the issue this yuletide. —J. Gate, co-owner Gate & Banner Shows.

MR. AND MRS. GEORGE J. GILL, wintering in Albuquerque, N. M., plan to be back on the road with their concessions in 1944.

WINTERING in York, Pa., after closing with the Bright Lights Exposition Shows in Elton, W. Va., Esther Lester in-

HOWARD INGRAM pens that the Art Lewis Shows missed Johnny Grant, now in the army. Johnny, formerly with Jimmie Lynch's Thrill Show, was recently on the Philip Morris program with Ginny Simms.

REMEMBER those depression Christmases when managers, tho slightly bent, did their best to give the men in quarters a big day?

MR. AND MRS. I. J. CLARK and daughter, Marcel, who were off the road last season, are operating photo machines in Texas, Arkansas and Oklahoma, and they also purchased a home in Oklahoma City.

TEX CHAMBERS, who had concessions on the World of Today Shows the past season, arrived in Aransas Pass, Tex., with Joe Panther and joined the group of carnivals who are enjoying the fishing there.

ROBERT NORTH, publicity director of the Mighty Sheesley Midway, who is at the Mayo clinic, Rochester, Minn., for a dental operation expects to be there several weeks before returning to his home in Lynchburg, Va.

FRANKIE SHAFER, Pacific Coast showman, reports that he is building three show fronts for the '44 season with the American United Shows for the Follies of 1944, Strange People and Curiosities and Funhouse and Magic Circle.

WHEN the war is over some cookhouse operators will refer to the present time as "Those good old days when we didn't have to serve butter."



PVT. MARIE LOTER, mother of George Dixon Loter, S1/c, who is on active duty and was last reported in the South Pacific, is with a WAC Detachment at the Army Air Base, Salinas, Calif. Their knife-throwing act has been with Anderson-Strader Shows, Great Lakes Exposition, Texas Exposition, Santa Fe Exposition, Buckeye State Shows, Fuzzell Shows, West Coast Amusement Company, Orange Bros.' Circus, Russell Bros.' Circus, Barney Bros.' Circus, Howe Bros.' Circus and Toll Bros.' Circus and others.

forms about plans to rejoin the show next season with a personal unit.

MR. AND MRS. WHITE DIXON, John R. Ward Shows, returned to Aransas Pass, Tex., after a visit to Camp Van Dorn, Mississippi, where their son, Billy, is with the 718th Field Artillery.

IRISH JACK LYNCH, vet talker, has been in Miami over a year, the first time he has been off the road since he joined out in 1892, and he expects to do some trouping in '44.

"PRESS AGENTS were a dime a dozen last summer," remarked a manager, "but there was a helluva shortage of stomach sticks."

J. H. WOELFLE, reports that he and Patty Horton, ball game agents, are wintering at Bradenton Beach, Fla., after a successful season with the King Reid Shows.

RICHARD DAVIS, who completed a successful season with the Rubin & Cherry Exposition, is in Ward 1-E, Veterans' Hospital, Downey, Ill., receiving eye treatments.

SUCCESS is reported by Prof. Willie J. Bernard, South Liberty, Me., who has been exhibiting his two-headed calf in vacant store locations in and around Boston.



MRS. MINNIE FISHER, chaplain and mother of the Ladies' Auxiliary, Pacific Coast Showmen's Association, who participated in the Memorial Day services of the club in Evergreen Cemetery, Los Angeles, December 12, offering prayer and reading from the Twenty-third Psalm and other verses of the Bible.

DAVID AND BILLY LOGSDON write from New Orleans, where they are wintering, that they have finished a semester at Jeffie Jean Ward's Dance Studio in Baton Rouge, La., after majoring in foreign dances.

H. B. SHIVE, who was discharged from the diagnostic center of Edward J. Hines Hospital, Chicago, reported that he was en route to Miami to take the management of one of the Wometco chain of theaters for the winter.

JARREAU BROS.' Miniature Circus was presented on City Hall Square, Alexandria, La., for benefit of *The Daily Town Talk* Doll and Toy Fund under direction of Ben Prather. Hunter Jarreau, manager of the newspaper, is well known among circus folk.

AMONG showfolk in Atlanta at present are Sutton and Lee, Western act; Kinko, contortionist; Stanley Reed, legal adjuster; Doc Perry, promoter; Stutz and Bradley, concessionaires; J. McNeil, lunchstand operator, and B. P. Scott, carnival operator.

HUNTERS from the show colony in

Texarkana, Ark., reports Doc Powers, returned with a number of deer and a banquet was given in the Club Dallas there December 14. Among the successful nimrods were Paul Flanagan, Johnny Quinn, Bill Lazier and Jack Smith.

"I'll bet the working boys in quarters are happy when they sit down to a pot of beans or a mulligan stew after starving in restaurants all summer."

HARRY CURTIS pens from Newark, N. J., that Kay Doscher, who had the high diving and trapeze act on Harry's Greater Shows, left for Miami, where she will vacation. Dollie, of Madame Marie Barton's Girl Show, left for Orlando, Fla.

MRS. T. E. TREAT pens from Byron, Wash., that after closing a successful season with the McMahon Shows she has been touring California and the West Coast. She intends to go to Kansas to prepare for the coming season when she will be with the same show with her two concessions and as secretary and *The Billboard* agent.

MEL G. DODSON, owner of Dodson's World's Fair Shows, which closed in Harlingen, Tex., December 12, took his "winter show" to quarters at Beaumont, Tex. He will take a two-week fishing trip to Aransas Pass, Tex., where he expects to do a lot of fishing and he purchased a new outboard motor for the occasion. W. B. (Bill) Star, legal adjuster of the show, will be his fishing partner.

SPEEDY BABBS, who with his wife, Miss Alverna, made fairs and events in Ohio and Pennsylvania the past summer with their silodrome, was a recent visitor at the Cincinnati office of *The Billboard*, en route in his own plane from Youngstown, O., to Texas where he plans to work this winter. Mrs. Babbs will join him later. They plan to work their way north in the spring.

OPERATING concessions with Curtis J. Velare's ride unit, James H. Drew Jr., reports from St. Petersburg, Fla., that Andy Markham is manager, that concessionaires include Harry Irish, Richard (Dick) Crawford and Mr. and Mrs. James H. Drew Jr., and that business has been up to expectations. Recent visitors were John F. and Frank Enright and Blair and Al Hatch, of the F. E. Gooding Amusement Company, Columbus, O.

MERRY ROSE (JERRELL), former fat girl, who is working in Dearborn, Mich., in a war plant, reports having received news thru the government that her fiance, Capt. John Bevans, is missing in action in Africa. He was also in World War I. She writes that she is buying War Bonds, working 10 hours daily and losing weight fast but is in good health. She is soon to give her eighth pint of blood as a Red Cross donor.

IT was the night before Christmas when an electric company cut off the lights of an out-all-winter and out-of-money midway, which was considered a good joke by the entire troupe because they didn't have enough dough to buy a tree or electric lights for it.

DICK HILBURN, half boy, after finishing a successful season with Cash Miller's Side Show with the Endy-Prell Shows, is at his home in Bladenboro, N. C., where he is rehabilitating his house and adding a 300-foot picket fence around the yard. He reports that L. C. (Ted) Miller, Bantly Shows, which played in that territory, visited several times and that Mr. and Mrs. Herman Bantly stopped before departing to Charleston, S. C. He adds that he and Raymond Smith, also of Bladenboro, will be back with Cash Miller the coming season.

F. A. NORTON reports from winter quarters of Bright Lights Exposition

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Ray Sleek Reports
on Serial No. 22, 1909 Big Eli Wheel (just completing its 34th season): "I think this season's gross on the wheel is the biggest of any year it ever had. On July 4th the wheel ran from 8 A.M. until 4 the next morning. Even then the customers would not go home. We had no relief operator, so closed the wheel." You cannot buy a NEW BIG ELI now. Decide to add one of these money-making rides when more BIG ELI WHEELS are built.
ELI BRIDGE COMPANY
800 Cass Avenue, Jacksonville, Ill.

Shows, Buchanan, Va.: William Mespelt and daughters, who were with the show the last part of the season and are now running a restaurant in Mount Airy, N. C., visited, as did Jolly Joliet. Lou Heck, assistant manager, came in by train en route from New York and picked up his car for a trip to Florida. Manager John Geoma is expected in quarters for a few days after Christmas. Equipment has been built, including a marquee, two show fronts and several ticket booths. Three rides will be repainted and new light systems installed.

HENRY RUSSELL and Lou Bailey, who returned to Greenville, S. C., from the Chi meetings, report a successful season with their rides, shows and concessions with John Tinsley's City Rides, playing lots around Greenville. They have added five rides, and equipment is in winter quarters on the fairgrounds there. Provided labor can be secured, they plan to go on the road next season. A trip to Tampa has been planned. Movement of show personnel is: Phil Goodman, Philadelphia; Eddy Miller, St. Louis; James Rice, San Francisco; Freddy Colbert, Ocala, Fla.; Louis Norvell, Rochester, N. Y.; Mr. and Mrs. H. O. Wells, Oakland, Calif.; Charles Kenmore, Boston; Happy Rogers, Detroit; Morris and Patricia Charanne, Del Rio, Tex.; Bill Wayne, Jackson, Miss.; Willie Hall, New York; Ted Graves, Atlanta; Otto Gorman, York, Pa.; Ralph Jones, Akron; Freddy Parker, New York; Earl Cannon, Tulsa; Harry Demill, Kansas City, Mo.; George and Pat Donson, Chicago; A. B. Roper, Jacksonville, Fla.; Doss Goode, Nashville; Walt and Rose Miller, Brockton, Mass., and Tommy Zerweph, Cincinnati.

WINTER QUARTERS of the Alamo Exposition Shows have a crew on the job. Jerry, trained chimpanzee, has been amusing kiddies around quarters. Albert Wright, legal adjuster, is in California. Tony Kitterman is spending the holidays in Kansas City. Benny Hyman and Bobbie are expected home soon after vacationing in California. Joe Paluki and Babe left for Springfield, Mo., for a visit home. Tommy Tidwell and Jimmy Ellis, of Tidwell Shows, paid the club a visit while in town on business. Geraldine Wallace, daughter of Mrs. Jackie Dondlinger French, and L. J. Steele, third class petty officer of Kingsville Naval Air Station, who were married recently, were hosts to many friends at the showmen's club. Joe Rosen, with his unit of rides at Brazos and Laredo streets, reported good business. Van Hortiwitch, who spent several days in town en route home to spend the holidays, reported a good season with Dodson Shows. Mrs. Ted Custer and Mrs. Alma Bradley gave the youngsters at the trailer camp, where they are living, a birthday party in honor of Beatrice, daughter of Ted and May-Belle Custer.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. DON G. SEITZ, stationed at Fort Custer, Mich., is at present in the Station Hospital there.

PVT. EDDIE N. COE, former secretary of Lipsky & Paddock Concessions, now 34794409, Co. D, 53d Bn., is taking basic training at Camp Wolters, Texas.

CPL. JOSEPH (TOMMY) AVERY, with the Frank Buck Shows in 1939-'40 and with Dee Lang Shows as manager and operator of the Monkey Show prior to his induction, is at Fort Ord, Calif.

TECH. CORP. JULIUS GRIFFEL, Hq. Co., 2d Bn., 272d Infantry, APO 417, Camp Shelby, Miss., was formerly secretary-treasurer of the Bernardi Greater Shows and assistant secretary-treasurer of the World of Mirth Shows.

PVT. WILLIAM M. POWELL, formerly with the World of Mirth Shows, V-mails from overseas that the trip across was a bit on the crowded side. He also mentions that Capt. Myron Prager, former secretary of Roswell (N. M.) Fair was in charge of the mess hall, and Ken Blevins, formerly of the Cetlin & Wilson Shows, entertained with a black-face act.

BINGO employees of H. W. Jones now serving in the armed forces and the shows with which they were connected are as follows: O. J. Bach Shows, Howard Drayer, Robert Gillen; O. C. Buck Shows, Donald Anthony, Slim Cook, Frank Darazzi, Anthony Pulco, Luigi Piceli, Irving Zimmerman; Bantly Shows, Walter Bauman, Thomas Braun, Earl Musante, Emory Harper, Fluffo Jackson, Dick Moore; Ideal Exposition Shows, C. J. Ely, Rudy Jabuga, James Jernigan, E. Newcomer, John Szukics, Earl Arnold, Andy Weaver; Lawrence Greater Shows, Robert J. Brady, Alton Kistler, Ray J. Rellrig Jr., Puddles Radler; Art Lewis Shows, Carl Bennett, James Callas, Earl Dail, Ernest Gregory, William Johnson, Earl Wilmouth; Marks Shows, S. J. Egri, Ralph P. Flannigan, Joe Patterson, Daniel O'Connor, Edward Smith; Penn Premier Shows, Allen Miller, Charles Miller; Prell Shows, Freddie Blyth, John Pazzl, William Sendell; James E. Strates Shows, Willie Crouch, Edgar Hendersin, C. B. Jones, Frankie Laubo, Elmouthe Krause, Leo Neuman, Clyde Threatt, Bernard Vasco, Paul Wilt, Jimmie Yotas; Sea Breeze Park, New York, Jerry Lavine, Floyd Lavine, Harold Lavine, Richard Altman, Stanley Bloom, Harold Feldt; West World's Wonder Shows, Robert Blyth, Abe Gross, Victor Krollick, Ernest Scruggs; Zacchini Bros.' Shows, John Payak, Don Winkler.

Opening Week Good For Colon in Havana

HAVANA, Dec. 18.—Colon Shows had good biz at their opening week's stand in a new lot here with a 5-cent gate.

Rides are Merry-Go-Round, Tony Cardenas, foreman; Rodolfo Martinez, second man; Ferris Wheel, Claudio Arregui, foreman; Benny Calvez, second man; Tilt-a-Whirl, Allan Osuna, foreman; Rene Lazo, second man; Luis Hernan, third man. Loop-o-Plane, Denis, foreman; Ignacio Acosta, second man. Kiddie Autos, Jaime Prats, foreman; Kiddie Airplanes, Raul Martinez, foreman; ponies, Javier Parera.

The office-owned cookhouse is managed by Valdes, with Nora Valdes, cashier; Paco, chef; Bernardo Diaz, headwaiter; Ramirez, griddle; bingo, Gloria Casas; caramel apples, Lidia Alonso; popcorn, Laura Alonso; two ball games and balloon darts, Oscar Sanchez; bowling alley, Teodoro Oliva; cigarette gallery, Cesar Aragon; Penny Arcade, Rafael Comellas.

Rene Rodriguez is general manager; Alberto Denis, general agent; Medina, master mechanic; Benjamin Sardinas, electrician, and Antonio Moreno, ride superintendent.

Mario Perdomo is manager of the Ten-in-One Show; Tilita Gaso, annex; Cuervo Sisters, illusions; Navarrete, magic; Capitan Victory, free attraction.

Score of Midways Playing Mexico City

CHICAGO, Dec. 18.—Tom Hughes, West Coast showman who has been in Mexico for some time with Sam Houston, San Francisco showman, wrote from Queretaro that many carnivals are operating in and around Mexico City.

"Biggest celebration of all is tomorrow (12) at Guadalupe Shrine, Mexico City suburb," Hughes wrote. "Several tent theaters set up in front of the cathedral and hundreds of concessions, including at least 100 photo booths. Also a few blocks away is the Cardenas Bros.' shows. They have about 15 rides; all but three kid rides are big American-made rides, including Boomerang, Swooper, Over the Jumps, Eli Wheel, Fly-o-Plane, Loop-o-Plane, Heyday, Octopus, Caterpillar, Whip, training plane and others.

"Another show working near the Palace of Arts has 13 rides, mostly duplicates of American-made rides, even to a made-in-Mexico No. 16 Eli Wheel. It sure did fool me, as did most of the others. Name of this show is Attracciones Satelo. No money games. No gal shows in Mexico City. Cardenas Brothers told me that there are at least 20 carnivals now working in Mexico City. Theirs is the largest; Satelo next. Most of the shows are very small."

Short Schedule for Baker

SHERIDAN, Ind., Dec. 18.—Another short-jump schedule, mostly in Indiana, is planned for the '44 season by Manager Tom L. Baker, Baker's United Attractions, wintering here. Show played 25 spots last season with total mileage of less than 1,500 miles, he said. Some contracts have already been signed and the line-up may be augmented by one or two major rides for fairs and larger celebrations.

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 Tickets—Paddles—Laydowns
 Complete KENO Outfits
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 GAMES, STRIKERS, ETC.
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 Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE
 World's Most Popular Rides
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BUY WAR BONDS NOW BUY WAR STAMPS NOW
 AFTER THE WAR BUY A NEW
TILT-A-WHIRL
 In the meantime keep your old rides safe with the original builder's parts.
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POPCORN SUPPLIES
 Our new Fall Price List on Popcorn Supplies has been mailed to all of our customers. If you have not received your copy, write for it today. This year take advantage of GOLD MEDAL'S low prices, top quality and speedy service.
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Wants HARRY LEWISTON Wants
 Sideshow, Museum, Freak, Novelty Acts for all winter work, opening Columbus, Ohio, Dec. 26th; then Cleveland following. If at liberty or dissatisfied contact me at once. Hanka Kalfa, Doc Foster, Neilson, Grace McDaniels, Laurelio, Thelma Williams, Capt. Lewis, Christine Holly, Waldo, Shuster or any act of merit. Good Magician who can assist Lecturer, Ventriloquist. Rourke, Red Freind, can place you. Will pay cash for large Snakes. Will come for them in heated car. Want Man to take charge of equipment who can drive semi. Also two Workingmen. Also person to look after Pinheads. Top salaries. So, people, if you like freedom of actions, speech, etc., write, wire HARRY LEWISTON, 2711 Claremont Ave., Detroit, Mich., until Dec. 25th; then Southern Hotel, Columbus, Ohio.

TURNER BROS.' SHOWS
 8 Rides — 6 Shows — 30 Concessions
 Now Contracting for 1944 Season.
 Illinois, Missouri, Arkansas, Louisiana
 Fair Secretaries, Contact.
M. J. DRESSEN, General Agent.
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MRS. R. C. McCARTER
WANTS
 Ball Game Agents, male and female, for J. C. Weir Shows; have exclusive. Also Man to handle 4 Ball Games and Stock. Address: **MRS. R. C. McCARTER, General Delivery, Miami, Fla.,** until March 1st.

FOR SALE
 Light Plant, 41 K.V.A., 3 phase, A.C., Westinghouse generator. Operated by Caterpillar Diesel Motor. Factory built unit complete, compact and in perfect condition.
 Price \$2000 Cash.
H. L. ANFENGER
 BOX 854 VALDOSTA, GA.

Wanted Season 1944 **O. J. BACH SHOWS, INC.** Wanted Season 1944
 Octopus, Roll-o-Plane, Tilt-a-Whirl with own transportation. Capable people to operate Posing Show, Girl Show, Life Show. Will book Cookhouse, Arcade, Palmistry, Popcorn, Waffles, Apples, Photo, Scales, all legitimate Game Concessions. Want Sound Car, Free Act and Billposter. Address: **O. J. BACH, Box 222, Ormond, Fla.,** or **O. M. BECKER, 414 S. Main, Elmira, N. Y.**

GOLD MEDAL SHOWS
 NOW BOOKING FOR 1944 SEASON
 Address: **OSCAR BLOOM, Mgr.**
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BUILDING TO LET
 48'x80' without post. Suitable for ride or game. Also smaller space on Coney Island Boardwalk. Reasonable rent. Apply
WASHINGTON BATHS
 Coney Island, New York

3000 BINGO

No. 1 Cards, BEAVE WHITE, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$15.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 cards—Heavy, Green, Yellow, Red—Any lot of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.
 All Bings and Kenos are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
Large Numbers Board, 6 in. type, 4 ft. by 15 ft. in 3 collapsible sections, non-electrical \$75.00
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.
 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25
 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M.
Box of 25,000 Black Strip Card Markers . . . 1.00
 All above prices up transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Booking For Season of 1944

Will book any Flat Ride with own transportation. John Moore and J. J. Fredrick, contact. Concessions all open. Want Man and Wife for office-owned Cook House. John Galligan, contact on Bings. Shows, will book or finance any worth-while Shows. Help in all departments: Ride Men, top salary. Opening early April—Indiana, Ohio and Illinois. Have contracted for Free Attraction, Capt. Billy Sells Lion Act. Fair Secretaries and Committees. I will attend Indiana Fair Meet., Lincoln Hotel, Room No. 1015, Jan. 5-6. All replies:

W. R. GERREN
 PARIS, KY.

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Winterquarters Open January 3, 1944.
 Want all employees engaged to report not later than January 5.
SHOWS: Have opening for any worth-while and nutritious attractions.
CONCESSIONS: Will book Merchandise Concessions only. Diggers, Frozen Custard open. This show will open early in March and offer a 35-week season in territory consistent with the trend of the times. Defense areas, payroll towns and cities where there is population.
 All reply to
 P. O. BOX 310, North Little Rock, Ark.

Wild Life Exhibit Show

with or without a small uniformed Circus White Band. Prefer railroad show now in south. Address all mail to permanent winterquarters:
 P. O. BOX #494, Moultrie, Georgia

Come to **EL PASO** Come to
 WHERE SUMMER SPENDS THE WINTER.
 Want for all winter's work—Midgets, Fat People, outstanding Freak, Novelty Act and Troupe of Hawaiians with at least three Dancing Girls.
WORLD'S FAIR MUSEUM
 Wire or Write PETE KORTES or ROY B. JONES
 First National Bank Bldg. El Paso, Texas, till Jan. 1st.

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Club Activities

National Showmen's Assn.
 Palace Theater Building
 New York

Michigan Showmen's Assn.
 156 Temple Street
 Detroit

NEW YORK, Dec. 18.—Interesting letters received from our members in the service, especially those who are overseas, who have sent in many V-mail messages expressing their thanks for the gifts sent them by our veterans' committee, headed by Jack Lichter as chairman. Pvt. Bill Powell, now overseas, sends greetings to members. Others heard from: Pfc. Sam Brody, Pvt. Charles Chatfield, Pvt. Arthur McIntyre. On furlough and visiting the rooms: Pfc. Bill Moore, from Norristown, Pa.; Sgt. Justin Wagner, from Fort Benning, Ga., and Pvt. Joseph Amico, from Camp McCoy, Wis. President Art Lewis here for a short stay from Norfolk. Irving Polack, of Polack Bros.' Circus, paid a visit and was greeted by many of his friends. Among members who are now at Hot Springs are Mr. and Mrs. James E. Strates, Mr. and Mrs. Max Linderman, Mr. and Mrs. Ben Lewis, E. Lawrence Phillips, Phil Isser and Ralph Lockett. Brother Tom Fallon ill with pneumonia. Executive Secretary Walter K. Sibley recuperating from the same illness. Nathan House still at the Rahway Memorial Hospital, Rahway, N. J., but condition much improved.

Preparations are under way for annual New Year's Eve party, with many reservations already received. Be sure and get your ticket early as capacity is limited. Tickets are \$2.50 per. Miami-bound are President-Elect Oscar C. Buck, Mrs. Buck and D. D. Simmons. Brother Donnelly, of the Pacific Coast Showmen's Association, stopped in to say hello to all his old friends. Don't forget to attend the last meeting of the year, Wednesday, December 22.

Ladies' Auxiliary

Seventy-five members and officers of the Auxiliary tendered a testimonial dinner on the night of December 13 to retiring President Blanche M. Henderson in the Oxford Room of the Hotel Rosoff. Mrs. Bess Hamid delivered the invocation because of Chaplain Mildred Peterson's inability to speak, the result of a mild case of influenza. Past President Midge Cohen was toastmistress. Ethel Shapiro and Dolly Udowitz, chairmen of the ways and means and entertainment committees, respectively, were in charge of arrangements.

A corsage of orchids bearing a card, "Your Secret Pal," was presented to the honor guest and a box of roses was sent by the first president, Dorothy Packman, whose illness prevented her from attending. Dolly Udowitz later made the presentation of a gift from members, a beautiful large silver vase with an appropriate inscription. Congratulatory messages were read, among them being one from the National Showmen's Association, and short addresses were made by some of the guests.

Among members from out of town were Vera LaBrecque, Trenton; Ida Harris, Asbury Park; Evelyn Buck and Frances Barnett, Troy, N. Y. Among others in attendance were Mollie Rosenthal, Lena Rifkin, Ruth Kronish, Bee Cohen, Sophia Piemontel, Queenie Van Vleit, Vi Lawrence, Eleanor Rinaldi, Frances Simmons,
 (See NSA on page 72)

DETROIT, Dec. 18.—At the meeting December 13 118 were present. In addition to President Stahl and other fellow officers, the guest, Jack Pickering, visiting servicemen, Pvt. Al Kamm and John (Mike) Balog, and Chaplain Edward Ford were also on the rostrum, which has been set back into the wall and raised 12 inches from the floor, creating the effect of a theater stage.

Letters were read from Sgt. Harry Pas-kow, Sgt. George Harris, Pvt. Stanley Plas and Pvt. Seymour Berger. Servicemen's committee reported these donations: Ray Marsh Brydon, \$100; Harold (Dutch) Embach, \$30; Matthew Liflander, \$25; Charles Stapleton, \$25; Bill Bulleyment, \$10; Hassin Kohn, \$10; Sam Schneider, \$10; Jimmy Dugan, \$5; F. O. Poole, \$5. Writing 27 letters and enclosing a \$1 bill in each to soldier-showmen, Sam Gould took the lead in the "Write 'Em Often Club." Letters collected at the meeting, exclusive of Christmas cards, totaled \$5.

Highlight was the introduction of Jack Pickering, columnist of *The Detroit Times*, who spoke on workings of the city room of a metropolitan newspaper. Following his talk, a mock trial was held with Pickering as presiding judge. Publicity Chairman Ray Redman spoke on purposes of the Sunshine Club at Percy Jones Hospital, Fort Custer, Mich., sponsored by Pickering. The talk resulted in a floor collection of more than \$100.

Speaking for directors, Chairman Stahl announced the annual Christmas Eve Open House for members, their families and friends. As in past years, expense will be met by donations from members, Nat Golden being appointed by the chair to take charge of offerings. He later announced collections of \$180 from members present. Music will be furnished by Don Michele's Latin American Band, with "Smiling Mike" Smiley handling the vocals. Attending for the first time in nearly a year, Ed Carson, recently re-elected secretary of Michigan Music Operators' Association, has fully recovered from a long illness. Phil Fein, of the Binging circus, here to produce an opera for the Detroit Symphony Orchestra, visited the rooms. George Rayner and George Wasko, who returned from Miami, will stay here for the holidays.

Pacific Coast Showmen's Assn.
 623 1/2 South Grand Ave., at Wilshire
 Los Angeles

Ladies' Auxiliary

Memorial services December 12 at Evergreen Cemetery in good weather were largely attended. Due to illness in President Bullock's home, she was unable to attend. Mother Minnie Fisher gave an impressive talk and a choir sang. Past President Nell Ziv laid a wreath on the monument.

On December 13 the bazaar was held and Margaret Farmer, chairman, announced that over \$500 was taken in. Rummage sale brought nearly \$100. Ruth Korte brought in \$104 from the Craft Shows. Liberty bells, when opened, showed \$250 and, with the 85 new members, the club has had one of its most successful years.

Every chair was occupied at the meeting and many members were present for the first time. Fern Chaney introduced a new member, Alma McCallister. Rely Castle Berglon and Sis Dyer were present. Nina Rogers and Claudia Haney were reported ill. Bank night award went to Dolly Kay, and door prizes, donated by Bea Stein, Helen Anderson and Peggy Forstall, went to Fern Chaney, Gertrude Mathews and Jessie Loomis. Letters were read from Virginia Kline, Ida Chase, Dorene Dyke, Vivian Jacobs, Bobbe
 (See PCSA on page 72)

Heart of America Showmen's Club

Reid Hotel
 Kansas City

KANSAS CITY, Mo., Dec. 18.—It was Past Presidents' Night December 10 and brought out Past Presidents P. W. Deem, George Hawk, Lawrence Riley and L. C. (Curley) Reynolds. Meeting was called to order by President-Elect C. F. (Doc) Zeiger with the salute to the flag. W. Frank Delmaine acted for Secretary G. C. McGinnis, who is still on the sick list. Treasurer Harry Altshuler gave a detailed report on finances. President Zeiger turned the chair over to Past President Hawk, who conducted balloting on petitions and reading of communications.

Secretary read an interesting letter from Lloyd Anderson, stationed at Farragut, Idaho, and a letter from Past President Robert L. Lohmar expressing regret at not being able to be present. Ellis White, chairman of the entertainment committee, announced the special program of December 17, an hour and a half picture show followed by luncheon. Brother White then conducted a sale of tickets for the Banquet and Ball and Tacky Party to good results.

Chair was then turned over to Past President Riley and several members spoke. Past President Reynolds then took the chair, and Giff Roberts and Art Signor offered some valuable suggestions, and the secretary was instructed to send invitations to the HASC and the SLA to be present at the annual New Year's Ball.

W. Frank Delmaine was delegated to conduct the Memorial Day services December 26 in the clubrooms, to be followed by services at Memorial Hill Cemetery, Showmen's Rest, and at Forest Hills Cemetery for Orville Hennies and George Ross. Club will hold its Christmas party for poor children under sponsorship of Chester I. Levin, Midwest Mercantile Company, in the lobby of the Reid Hotel and at various orphanages. Gifts, candy and entertainment will be furnished to children attending.

An amendment to the constitution and by-laws received its first reading. Harry Duncan, G. C. McGinnis, Spike Wagner and Fred Tousley were reported on the sick list.

Giff Roberts stated that he had contracted for the Girl Shows on the Reynolds & Wells Shows to make his third season with the organization. Leo Levin, son of Mr. and Mrs. Chester I. Levin now in the armed forces, who has been home on furlough visiting his parents, left for San Diego, where he is stationed. Present were Sam Benjamin, P. W. Deem, Frank Bradbury, George Hawk, Clay J. Weber, E. A. Miller and his brother, Lieut. J. G. Miller, stationed at Topeka air base; Toney Martone, Sam Ansher, George Carpenter, Ivan Mikaelson, Chester I. Levin, Al C. Wilson, Moxie Hanley, Ellis White, L. K. Carter, C. F. (Doc) Zeiger, Roger
 (See HASC on page 72)

International Showmen's Association

Maryland Hotel
 St. Louis

ST. LOUIS, Dec. 18.—Sam Solomon was in the chair at the last meeting, with Francis L. Deane, secretary, and Leo Lang, treasurer, in their places at the head table with Morris Lipsky, second vice-president.

Nominating committee submitted the regular ticket for the coming year as follows: Morris Lipsky, president; Al Wagner, first vice-president; John K. Maher, second vice-president; Tom W. Allen, third vice-president; Euby Cobb, fourth vice-president; Leo Lang, treasurer; Francis L. Deane, secretary. Board of directors for the regular ticket are to be announced. A letter came from First Vice-President Noble C. Fairly asking that his name not be put on the regular ticket, as he had just completed a year as president of the Heart of America Showmen's Club.

Largest attendance of the season was registered. Secretary reported that paid-up membership is far in excess of that of any previous year. Committee on arrangements for the New Year's Eve Party and Dance reported everything in readiness. Lunch and refreshments were served after the business session.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 18.—The past year has, all in all, been very active for the association and, subject to such unpredictable conditions as the war may bring, indications are that prospects for next year will be particularly good for the industry and the association.

Indications are that Congress will briefly recess and reconvene shortly after the first of the year. A representative of the association will go to Washington after the beginning of the new year in behalf of public relations activities of the association, and it is reasonable to anticipate that there may be some definite information on next year's operations late in January.

Further contributions to the public relations fund are: Gooding Greater Shows, \$400; James E. Strates Shows, \$350; World of Mirth Shows, \$250; Hennies Bros.' Shows, \$250; Cetlin & Wilson Shows, \$150; Endy Bros.' Shows, \$125; O. C. Buck Shows, \$125; J. C. McCaffery, \$100; C. D. Scott Shows, \$75; J. F.

Sparks Shows, \$50; Phil Isser, \$50; Bright Light Exposition Shows, \$50; L. J. Heth Shows, \$50; Great Lakes Exposition Shows, \$50; William T. Collins Shows, \$25; Buckeye State Shows, \$20.

Information received indicates that the ODT plans to issue a new series of T coupons and that these will be available to truck operators shortly before January 1.

Latest information relative to the increase in admission taxes indicates that, notwithstanding tremendous opposition from all of the various amusement industries, including motion pictures, the Senate Finance Committee has voted to retain the 20 per cent rate.

Bureau of Internal Revenue has requested the membership to furnish each of their employees a record upon Form W-2, showing total wages paid during 1943 and the amount of income and Victory taxes withheld.

Office of Price Administration having eliminated rationing restrictions relative to recapping of tires for commercial vehicles, motorized shows are urged to take advantage of this change in regulations while the regulations permit such recapping. Office of War Information has furnished detailed information relative to employment of discharged veterans. Any member can secure full information by writing to the ACA office.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Troupers Turn Out for Doings Of Industrial Plants in Houston

HOUSTON, Dec. 18.—A celebration was sponsored here by the Howard Hughes Industries Employees' Club, representing 8,000 workers in the Hughes Tool Company, Gulf Brewery, Dixon gun plant and the Aircraft strut plant on the night of December 11.

Event was in the city's Coliseum and it was the first time such an affair had been booked there. Promotion was handled by Buck Hammond, Hughes exec. Majority of concessions were operated by

John Osterman and Harry Reynolds and others by Bob Hammond and L. A. Barker, who brought on their Ferris Wheel, Merry-Go-Round and Kiddie Ride. With Tobe McFarland handling the emcee chore, the event was as much a reunion of old-timers of the road as a Hughes workers' promotion. The lineup:

Ferris Wheel, Luther Miller, Mrs. Claude Chase; Merry-Go-Round, Slats Brown, Mrs. Harry B. Poole; Kiddie Ride, Claude Chase; bingo, Jimmie Madigan, Mrs. Bob Hammond; cigarette wheel, Doc Mitten; guess-your-weight, Al Riesner; candy floss, Milton Osterman; doll wheel, Roy White, Red Everetts; bumper, Jimmie Arnold, Roy Ebert; hit-and-miss, Mrs. Mitten; nail driving, Harry Vaughn; penny pitch, Stumpley Mahr; cookhouse, Mrs. Harry Reynolds, Mrs. Happy Dempsey; glass wheel, Al Young, Robert Montgomery; milk bottles, Mrs. Jimmie and Betty Jean Arnold; canes, Martin Roselle; bowling alley, Mr. and Mrs. Pete Brewer; novelties, Harry Calvert; huckleybuck, Mr. and Mrs. Ray Fairchild; bowling alley, Mr. and Mrs. Pete Brewer; cigarette shooting gallery, Mr. and Mrs. Johnny Ford; cat rack, Alex Dowling; cigarette hoop-la, Mrs. Thad Rodecker. City retained the drinks concession.

Toledo Ticket Sale By Union Is Heavy

TOLEDO, Dec. 18.—Indoor Circus under management of K. G. Barkoot and Edward L. Young for the Disabled Veterans' Post and Local No. 12, UAW-CIO, continues to draw heavily, reported Ralph W. Conley, secretary.

New acts include Maximo, slack wire; Chick Yale, table rock, and Jack Shaw, bicycle and acrobatic acts. Mae Lewis Circus unit heads the program with six acts and the Lamont clowns. Dolly Young, en route to Miami, planned to stop in Charleston, S. C., to visit Mr. and Mrs. Tom Terrill and Kay Weiss. Local CIO union reported over 10,000 tickets sold. A special program Sunday afternoon will be held for crippled children.

Conley said that he had signed to provide grandstand programs at Monroe County Fair; Woodsfield, O.; Owen County Fair, Spencer, Ind.; Morgan County Fair, McConnellsville, O., and the fairs in Middleport, Smyrna and Old Washington, O. The last named, canceled in 1943, will be held in 1944. Lamont clowns and Token, Wonder Dog, with Capt. Earl Milward, have been booked for a string of theaters, clubs and fairs.

Advertising in the Billboard since 1905

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Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS 2000 PER ROLL
 1 ROLL.....75c
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 TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 100,000 HAS BEEN REACHED.

THANKS TO ALL OF OUR FRIENDS EVERYWHERE

We are particularly grateful to our loyal employees who made our phenomenal 1943 success possible. Thanks a million to all of you and best wishes always.

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WORLD OF PLEASURE SHOWS

—WANT FOR 1944 SEASON—

SHOWS—Snake, Unborn, Glass House, Fat, Wax, Animal, Monkey, etc.
RIDES—Fly-o-Plane, Dipsy-Doodle, Flying Scooter; will book or buy same.
CONCESSIONS—String Game, Darts, Hoopla, Cork Gallery, Fishpond, Bowling Alley, Ball Games and other Stock Stores. Will sell exclusive Frozen Custard. **MANAGER-CALLER** for Office Bingo; exceptionally good proposition to right man. **FREE ACT**—Must be sensational; Cannon Act preferred. **RIDE HELP**—Foremen and Assistants for Merry-Go-Round, Twin Wheels, Tilt-a-Whirl, Rolloplane, Octopus, Spitfire, Silver Streak; top wages and bonuses to steady, reliable men. Also Workingmen in other departments. This show will open the latter part of April in one of Detroit's busiest defense suburbs and will play the cream of Michigan FIRST. Our Ride Units open early in March on Detroit lots. All address

JOHN QUINN, Mgr., 100 Davenport St., Detroit, Michigan.

EXCLUSIVE
BINGO
—OPEN—

WALLACE BROS.' SHOWS WANT

EXCLUSIVE
FROZEN CUSTARD
—OPEN—

TO BUY OCTOPUS, KIDDIE AUTO. Will pay cash. Must be in good mechanical condition. Or will book Octopus, Kiddie Auto for 1944 season, with or without transportation. Write, don't wire. Explain all details in first letter. Mr. Crane, Ell Brooks, Harry Zimerson, L. A. Hardin, K. O. Becker, Harry Lotridge, Bill Pink, write. Ride Foremen, write, but don't misrepresent. Girl Show open.

WALLACE BROS.' SHOWS, Winter Quarters, Box 1184, Jackson, Miss.

MUNROE BROS.' SIDE SHOW

JACK & PREACHER MUNROE WISH TO THANK ALL THOSE THAT WORKED WITH US LAST SEASON AND SEASONS PAST

WANT Freaks and Side Show Acts, contact us. 1943 was our best season in years. We are making preparations to surpass ourselves in 1944. To better yourself join MUNROE BROS. We have a reputation for being fair and giving our acts and personnel good treatment. Want to hear from Bob Huddleston, "Pony Boy"; Frank and Bobby Garry, mentalist; Billy Lodgson, juggler; Theresa Rackow, sword swallower; Jeannie and Chief, write. We open in January, playing Florida winter fairs. We are with GREAT LAKES EXPO., a good organization to be with. All those interested, write now or wire later.

FOR 1944
 W. J. MUNROE, Care of Great Lakes Expo., Panama City, Florida.

WANTED

Free Acts, Shows, Scales, Novelties, Cotton Candy, Popcorn, Pictures, etc., for Indoor Carnival County Armory, January 27th, 28th, 29th. Write

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SOUTHERN EMPIRE SHOWS

WANTS Mitt Camp, Stock Stores; Ellis Hughes, come on. Concessions, come on. Everybody working. Frank Nelson wants help. Agents for Skillo and Swinger. Grind Agents, come on. Good deal for small Cookhouse. Also Shows with transportation. Cuban Mack, Sahara Rose, wire. Need Wheel Man. Other Ride Help. Out all winter. Waldo, Ark., this week; then per route. Wire R. T. "FATS" BULLOCK.

PARTNER WANTED

For one of world's strangest attractions of oddities. Nothing ever before shown like this to American public, about 100 pieces. Best store show in America. If you have some cash and can give reference, a fifty-fifty proposition; you handle the money. Boozers, don't answer. Prefer man or woman in west who can see this show at once and knowa show business.

TATE'S CURIOSITY SHOP, Safford, Arizona.

LEWISTON WANTS

Foreman who can drive semi, look after equipment. Also want two Workingmen, Tattoo Artist, Ticket Sellers.

Write or Wire H. LEWISTON
 2711 Claremont Avenue Detroit, Mich.

CLYDE BROS. WANTS

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Black Hotel, Oklahoma City, Okla.

SECOND-HAND SHOW PROPERTY FOR SALE
 \$50.00 Genuine Chinese Ricksha. Rubber Tires.
 \$55.00 Flashy Band Uniforms, Coat, Pants and Cap, one color, all sizes.
 \$51.00 Folding Estey Organ. Hand played.
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 WE BUY Kiddie Rides, Evans Wheels, Concession Tents, Candy Floss Mchs., Skates, Parts. Pay cash.
 WEIL'S CURIOSITY SHOP
 12 Strawberry Street Philadelphia 6, Pa.

Sun Comes Out for Impressive Memorial Ceremonies of PCSA

LOS ANGELES, Dec. 18.—Annual memorial exercises of the Pacific Coast Showmen's Association were wedged in here last Sunday afternoon during the only three hours of sunshine in several days, giving the committee, headed by Ted LeFors for the fourth consecutive year, opportunity to present a brief but impressive ceremony honoring departed members. With about 200 present, the exercises gave special attention to the fact that a number of PCSA men are in the armed forces. Monument with the symbolic tiger mounted on top was partly draped with a service flag with the number 186, indicating PCSA's direct connection with fighting forces.

With Old Glory at half-mast, the ceremonies opened with the sounding of taps in the background by Roddy Hughes, member of the Boy Scouts and son of Jack Hughes, PCSA member. With the flag raised to full mast the exercises continued, Mother Minnie Fisher, of the Ladies' Auxiliary, offering prayer and reading from the Twenty-third Psalm and other verses of the Bible.

Showmen in Wars

B. Johnson Reemtsma was principal speaker. Known as "Daddy Long Legs" and "The Tall Philosopher" of radio, he spoke of showmen and their outstanding work in this and World War I, in which he served as a chaplain.

"Why honor showmen? They build no Boulder Dams or lasting memorials. Such reasoning comes from misconception. You

may not cure old diseases with new cures. You do more than that. You drive away disease before it appears in the human mind," he said in part. "The fact that the USO and other organizations are sending entertainment to men in camps indicates that the nation believes in show people as morale builders. Your contribution to the war effort is to be praised and in times like these it is with praise that your work is viewed. 'The show must go on' is a phrase of which all can be proud."

Taps By Veterans

LeFors spoke briefly, emphasizing the fact that it was fortunate for the PCSA and Auxiliary to have good weather for the exercises. Jack Hughes, known as "the Blind Philosopher," who spoke in the absence of H. A. (Pop) Ludwig, introduced fellow World War veterans Shields, Day, Barry and Suggs from the Veterans' Hospital, Sawtelle, Calif., who fired a salute in tribute to departed showmen.

Following the custom of placing wreaths at the base of the monument, Neil Ziv, acting in the absence of Edith Bullock, Auxiliary president, and Ed F. Walsh, PCSA proxy, officiated. Thruout the program a vocal quartet from Bresse Bros. and Gillette funeral parlors touchingly rendered *Blessed Be the Tie That Binds*, *Beautiful Isle of Somewhere* and *The End of a Perfect Day*. LeFors was congratulated for his efforts in conducting this and past Memorial Day exercises.

turn, working to *Aloha*. Banquet and ball started with a reception at 6:30 p.m., dinner being served at 7. After the floorshow there was dancing until 2.

Some Banquet Notes

Joe Glacy, while the others were enjoying their dinner and the floorshow, was always on the go. Eldon Frock, of Frock & Meyer Shows, viewed the floorshow from one of the doors. Virginia Kline, in town from the East, was making notes. Louis Leos beamed when his boss, Mike Krekos, took a bow. Mr. and Mrs. Baron Long, Mr. and Mrs. S. L. Cronin, Mr. and Mrs. John Miller, Mrs. Charles Peterson, Mrs. William Evans, and Jennie Ve and Sam Abbott, of *The Billboard*, at the same table. Harry Kaplan with Mrs. Kaplan at a table near the dance floor. He is owner of Southwestern Vending Machine Company. Frank Downie taking the opportunity to renew acquaintances.

Ross Davis at the entrance in his soup and fish. Harry Phillips, who kept a watch on the door, was up and going all during the dinner. Eddie Tait was stationed on the door. Mr. and Mrs. Ted Sloan up from Mission Beach. Babe Miller, looking swell again after a serious illness, in town for the event. Bill Hobday brought his mother. He served as advisory chairman. Fern Chaney, Frank Redmond, Sam Dolman and Ted Sloan at the bar for a get-together. Monroe and Lucille Elsemann telling that they had moved from the Doeman in Ocean Park. Mrs. Charles Nelson discussing current topics while hubby was on the rostrum. Clyde Gooding at the entrance to greet friends. Eddie Brown had the time of his life. Hort Campbell in from San Diego for the Monday night meeting and banquet and ball. Mrs. Charles Peterson telling that she is now in the hamburger business. Ted LeFors' mother attended.

LADIES AT PCSA BALL

(Continued from page 49)

that was provided, and just forgot the rest.

The seating is a little different at the Biltmore, as tables are long and narrow and hold twice as many persons as those at the Sherman. It's hard to see who is who but makes for more hospitality for the hosts and works out well when one gets used to it. Our table was one of the smaller ones near the orchestra and floorshow. Mrs. Vera Downie was our general hostess, getting all acquainted and seeing that everyone had all that was needed. She wore hibiscus red velvet with rhinestone ornaments. Her sister, Mrs. William Kennedy, wore black net with tiny white patterned wheels in rows around the top.

Guests of the Downies were Jean Price in patriot red and Mrs. Ethel Brandon in black, with sequined top. Mrs. Hattie Kaplan, also at the table with her hus-

band, wore black with a sweetheart rose corsage. At another small table near the orchestra was Auxiliary President Edith Bullock, who wore a form-fitting black net Chanel model, very décolleté, with soft double ruffles over the shoulders. Her sister, Marie Tait, wore a slim hipped black net, with bodice outlined in gold. Esther Carley wore shadow net, with long transparent sleeves and a perky black feather in her hair, which was dressed very high. Mrs. Baron Long, of the Biltmore, wore a flattering black costume, heavily sequined. Mrs. Sam Abbott, at the same table, wore a dramatic black velvet with a luscious orchid in her hair. Mrs. S. L. Cronin, another guest at the Long table, wore a lemon-colored draped model, with wood-violet slippers and accessories.

New President Greeted

Mrs. Ed Walsh, charming wife of the president of the Coast club, wore a Victorian faulle black gown, with gold head-dress and accessories. Mora Bagby, at the same table, wore a cactus-green gown with green velvet hair bows. At the Krekos table the new president of the Auxiliary, Edith Walpert, was feted and congratulated. She wore a devastating black short formal, solidly sequined. Margaret Farmer wore a short formal, too, with short lime-green bolero jackette and slim black skirt. Marie Jessup, at the same table, wore a demure black frock, with a new gold treatment around the shoulders. Mother Minnie Fisher wore black, with soft white folds of lace at the throat. Lucile King wore silver jeweled black, with white gardenias. Sis Dyer wore a short formal of the shirt-maker model in lipstick red. Mrs. Hort Campbell wore a beautiful white gown, with long silk fringe forming the skirt. Mrs. Leon Blondin wore black, with a tiny evening hat of feathers.

Peggy Stienberg wore a honey beige-colored lace gown, with a special corsage from her husband. Nancy Meyer wore a lacy after-five costume of net, with bodice of flowered silk. Lucile Dolman wore white, with white-headed trim and a beautiful orchid. Marlo Lefors wore black net, with drop shoulder neckline and full bouffant skirt. Mrs. Laura Lefors wore black slipper satin, with low back and gold straps over the shoulders. Mrs. Eddie Harris wore white, with a low neckline with tiny gold ornaments sprinkled thru the full tulle skirt. Madge Buckley wore a femme fatale black costume, with not only a corsage of orchids but another in her hair. Mrs. Myra Wright wore a dark red velvet costume with rose corsage, and Vivian Gordon a blue bodiced costume, with dark skirt and an eye-catching feather in her hair. Ethel Hanscom wore a melon-colored gown, with draped front and orchids in her hair. Mary Taylor wore glamorous flamingo-colored velvet with lacy feathery trim. Marie Morris wore midnight blue with a rich red rose corsage. Mrs. Kay Thuber wore Alice-blue brocade, with fitted bodice. Mrs. Frank Peters wore a molded velvet gown, with gold trim. Mrs. Gertrude Matthews wore black, pointed up with sequins.

Back After 10 Years

Jewel Hobday wore white, threaded with tiny gold stripes and a black evening skirt. Betty Corey wore red, with a narrow Chinese blue collar and cuff treatment. Rosemary Loomis wore a slim black model, with revers of black shining sequins. Mrs. Herb Usher wore black, with bright red sequins in a delicate pattern of flowers. Gladys Dill wore virgin white, with clear white sequin trim. Mrs. Rosina Hobday wore silver white lace, with tiny puffed sleeves. Mrs. Phylliss Collins wore black with an Isenberg necklace of gold leaves. Peggy Forstall wore pink taffeta in a little-girl model, heightened by a flippant bow in her hair. Betty Coe wore a Madame Chiang Kai-shek model, complete with side and loop fastening and high-collared neck. Mrs. Eddie Brown wore a smoke-grey chiffon, with deep sweetheart neckline. Betty Castle wore black, with a neckline treatment handled like a shawl of fine lace in soft folds. Fern Chaney Redmond wore black, with beautiful sprays of white sequins over sleeves and shoulders. Mrs. Ross Davis wore black, with gold collar and belt. Marge Kennedy wore black with a frontage of shirred insets of net. Mrs. Johnny Branson wore black, with lace bodice and sleeves and a beautiful orchid corsage. Babe Miller wore a short fire-cracker red frock, with buckles of silver and silver braid. Mrs. Emily Mettler wore cloud-blue, with gardenias. Mrs. Frank Ellis wore black, with white-fitted bodice top.

It had been 10 years since I had at-

tended a banquet in Los Angeles and many changes have taken place, and there were many faces new to me. Perhaps by next year I can get to know more of the ladies, as they are charming and hospitable and entertained me royally.

DODSON BARNES WINNER

(Continued from page 49)

proved a good draw. Visitors included Mr. and Mrs. Ben Davenport, Dalley Bros. Circus, in Brownsville. Snake Klug, Brownsville, was a nightly visitor. Members of the Dodson shows were guests of the Davenports in Mercedes, Tex., and in Harlingen J. George Loos, owner Greater United Shows, was a visitor.

Staff remains the same: M. G. Dodson, owner-manager; Carl Hanson, assistant manager and secretary; Mrs. Carl Hanson, assistant; Curtis L. Bockus, general agent; E. R. Bruer, special agent; George (Whitey) Golden, superintendent of concessions; Bill Starr, business manager; H. M. Kilpatrick, advertising car manager; H. McCaulley, superintendent of light plants; H. Gamble, lot superintendent.

Ray Cramer, Side Show manager, took out a store show to be shown as Oddities of 1944, which opened in Corsicana, Tex., December 17. He will again have the Side Show on the Dodson shows in 1944, Manager Dodson announced. He also said that a large part of the personnel had been re-engaged and would remain in Beaumont quarters for the early spring opening, for which the show will be enlarged.

INVENTORY OF RAS

(Continued from page 49)

out next spring, has secured spacious winter quarters.

Milton Morris, general manager, has been here with Wagner for the past two weeks, aiding him in getting equipment in quarters.

Ray Marsh Brydon, who closed his St. Louis unit of the Park Amusement Company, Inc., December 7 after three months of tremendous business here, opened to big business at 10th and Main Streets, Kansas City, Mo., December 11.

Mr. and Mrs. William Snapp and Mrs. Belle Wortham were among visitors to *The Billboard* office last Tuesday when they were en route from a visit to Ivan Snapp in Danville, Ill., to Joplin, Mo. On the way to Joplin they stopped in Waynesville, Mo., to visit Mr. and Mrs. Tom W. Allen. Mr. and Mrs. Jack Downs and W. J. Hogan, Snapp Shows, spent several days here this week, leaving for Pine Bluff, Ark., Wednesday, where they plan to spend the winter.

Sam Gluskin, general agent, was here this week. Mr. and Mrs. Sam Solomon, Rubin & Cherry Exposition, spent the past week here with relatives and friends. John McKee, owner McKee Shows, passed thru from the Iowa fair meeting, en route to winter quarters at Fisk, Mo. Bobbie Kline, general agent All-American Exposition, was here on Monday, en route to points south.

O. J. (Whitey) Weiss, concession manager of the Cavalcade of Amusements, flew here from Panama City, Fla., to confer with Al Wagner and Milt Morris for two days. Mr. and Mrs. Earl H. Bunting, Bunting Shows, were in the city on a visit. A. (Booby) Obadal, owner Victory Amusement Park, San Antonio, was among visitors to *The Billboard* Wednesday, en route from Chicago to his home.

Paul Van Pool, Joplin, Mo., and Tom W. Allen, Waynesville, Mo., were here Tuesday on business. Bobbie Mansfield spent several days here visiting his family, en route to the South and East. Harold Barlow, who has been in ill health for several months, recovered and is making plans at his winter quarters in East St. Louis to take out an enlarged show. Rex Howe returned after spending the past two months in New Orleans and other spots in the South. He is operating Penny Arcades here.

Charles Oliver, owner Mound City Shows, and Sam Fidler, owned Fidler United Shows, both wintering here, visited *The Billboard* during the past week. Mr. and Mrs. J. C. Weer passed thru en route from Chicago to Hot Springs, where they will sojourn about two weeks. Before leaving Chicago Weer purchased a Rocket ride from Charles Miller of that city. Joe Darpel, Bill Hames Shows, operating a museum in Fort Worth, passed thru en route from the East, where he went on a buying trip. He reported excellent business with the museum.

A. E. Selden, "The Stratosphere Man," was here several days purchasing some motor and other equipment and visiting many friends.

WF NOTE AT PCSA BALL

(Continued from page 49)

them to start working toward this goal, developing new things and ideas for a greater world's fair. Evans said the proposed event would be showcase for new industries which are unable to turn out new items at this time. Closing a brief talk, Evans said that people will want to laugh and smile again and that it was the PCSA's responsibility to help now to make the fair a big success.

Guests of honor included Peterson and Evans; Plous (Pop) Bishop, chief petty officer, U. S. Navy, and Maj. Charles I. Lutz, Western Defense Command, Southern District. They were seated at the speakers' table with PCSA officials, including Ed F. Walsh, president; Harry Taylor, first vice-president; Ted LeFors, second vice-president and president-elect; William Meyer, fourth vice-president; Eddie Tait, treasurer; Charles W. Nelson, secretary; William Sherwin, counselor; Dr. Ralph Smith, physician, and Chairman Glacy.

Many Bows Are Taken

Bows were taken by Edith Bullock, retiring president of the auxiliary; Edith Walper, incoming auxiliary president; Baron Long, showmen's friend and Hotel Biltmore owner; Sam Abbott, West Coast representative of *The Billboard*; John Miller, head of the PCSA finance committee; Theo Forstall, S. L. Cronin, Mike Krekos, past presidents; Everette W. (George) Coe, incoming vice-president and general agent of Arthur Bros.' Circus; Major Lutz; Earl Douglas, head of the Douglas Shows, and Plous (Pop) Bishop.

Against the extravagant Renaissance decorations of the Gold Room, Bartell quipped in good night club fashion and offered imitations of Kate Smith, Clark Gable, Rudy Vallee, Ronald Colman, Gabriel Heatter, Lionel Barrymore and President Roosevelt that provoked many laughs.

John Calvert emceed the fast-moving floorshow and his quips continued the hilarity started by Bartell. First on were the 12 Rankin Dancers, all lookers, and doing good precision work in short wardrobe of frontier days. Musical background was *A Touch of Texas*. Toni LaRue followed with a xylophone solo, giving out on *Comin' In on a Wing and a Prayer*, *Poet and Peasant* overture and *Whispering*. Miss LaRue, poured into a black evening gown, neatly finished off with round of tapping while beating out her own accompaniment.

Calvert, known more for his magic than as an emcee, pulled lighted cigarettes out of the air and tossed them into a bowl that his femme helper carried. Catherine Craig added a well-routined Spanish dance. The folks went solid for the comedy antics of Ames and Arno. Rankin Girls finished with a Hawaiian

Rinks and Skaters Ops Visit New Dreamland Arena

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Mid-States Pro School Draws; WPB Man Talks

DETROIT, Dec. 18.—The Professional School for the Middle States, sponsored by the RSROA in the Arena Gardens here recently, brought representatives from many distant States altho the affair was originally planned for near-by Detroit.

Attention at the intensive three-day meet was centered on instruction and special skating problems facing professionals in the various rinks. Instruction was in charge of Fred J. Bergin, Boston, chairman of the judges, tests and competition committee, and Betty Lytle, head pro at the New Dreamland Rink, Newark, N. J.

Of exceptional interest at the Detroit gatherings, was the simultaneous attendance of leading rink operators and professionals at the RSROA Board of Control open meeting. Edward Conover, WPB Washington representative, outlined plans to meet the needs for additional rink materials.

Pros Registered

Those in attendance at the RSROA Pro School were Richard Chambers, Skateland, Cleveland; Catherine and Howard L. Green, Clifton Roller Drome, Lakewood, O.; Claude Williamson, Danceand Roller Rink, Decatur, Ill.; Roy Dexheimer Jr., Moonlight Garden, Springfield, Ill.; Ralph Zickafoose, Lima Roller Rink, Lima, O.; Margaret Patterson, Rollerland, Indianapolis; Dorothy Steitz and M. M. Shattuck, Arena, St. Louis; Richard Sacke, Bedford Glens, Bedford, O.; Marjorie McLauchlen, Arena Gardens, Detroit; Jean Willis, Rainbow Rollerdrome, Memphis, Tenn.; Eleanor Willis, Rainbow Rollerdrome, Memphis, Tenn.; Jackie Bruner, Jerry Kihler and Frances Cruea, Triangle Rink, Dayton, O.; Fred H. Wickman, Arena, Chicago; Rose Martin, Mr.

and Mrs. C. Buckner, George A. Diolte and Elsbeth Muller, Arena Gardens, Detroit; Leo Ganz, Clifton Roller Drome, Lakewood, O.; Beverly Blum, Greystone Skateland, Columbus, O.; Mrs. Gardner, Lansing Rollerdrome, Lansing, Mich.; Miss V. Painter, Arena Gardens, Detroit; Mary Fonter, Mill Bridge Rink, Lyons, Ill.; Gertrude Adams, Skateland, Aurora, Ill.; Fay Marcovic, Skateland, Denver, Colo.; Tony Miller, Skateland, Chicago; Helen Holcherl, Roller Bowl, Chicago; Harry L. Schenk, Rollatorium, Joliet, Ill.; Jack E. Hollingsworth, Roller Bowl, Cleveland; Ranella Hills, Wells Rink, Detroit; Karl E. Dreyer, Bell's Rink, Fort Wayne, Ind.; Mr. and Mrs. Bud Green, Clifton Rollerdrome, Lakewood, O.; Jack Wests, Skateland, Dayton, O.; Roy A. Dexheimer Sr., Moonlight Gardens, Springfield, Ill.; Jack Boyer, Rollerland, Columbus; T. W. Gardner, Lansing Rollerdrome, Lansing, Mich., and George E. Anagnost, Skateland, Columbus, O.

Plan N. Y. Show For Infantile Paralysis Fund

NEWARK, N. J., Dec. 18.—The RSROA is arranging for an amateur roller skating show at Madison Square Garden, New York, for the benefit of the National Foundation of Infantile Paralysis. The huge amphitheater has been leased by the RSROA for February 16. All registered amateur skaters will be asked to participate and a real spectacle is expected. This is one of the undertakings of the RSROA to advance roller skating and to show the public what international style skating is all about and the improvements made in roller skating.

The show will be produced by the various professionals in the metropolitan area and the skaters will come from the rinks in which they are the professionals. Among the professionals who will participate in the casting of this show will be Betty Lytle, New Dreamland Arena, Newark, N. J.; Arthur Eglington and Jeannie Schneider, Wall-Cliffe Roller-drome, Belmont, Long Island, N. Y.; Mr. and Mrs. Roland Cloni, Park Circle Roller Rink, Brooklyn; Millie and Satchel Wilkins, Queens Roller Rink, Elmhurst, L. I., N. Y.; Barney Fluke, Empire and New Rochelle rinks, New Rochelle, N. Y.; June Steenbeek, Paterson Recreation Center Skating Rink, Paterson, N. J.; Millie Ferris and Terry Pulvermiller, Bay Ridge Roller Rink, Brooklyn; Charlie Womble, Gay Blades Roller Rink, New York, and others to be added to the list as the show is being cast.

There will be committees of operators appointed to handle the finances and business angle of the show.

There are 20,000 seats in Madison Square Garden and it is expected that this show will be a sellout.

Novel Wedding Reception

SALT LAKE CITY, Dev. 18.—A wedding reception on skates, packed Woolley's Roller Rink here recently, without benefit of press or radio ballyhoo. Fans packed the big rink by word-of-mouth advertising only.

The principals, married earlier in a church service, went all-out on the reception spread, serving punch, cake and sandwiches for all comers, and displaying the wedding presents. Manager G. R. Woolley provided a grand march for the skating newlyweds.

Opens at New Site

BATTLE CREEK, Mich., Dec. 18.—Skateland Roller Rink opening December 20 at 11 South Washington Avenue, Battle Creek, replaces the Recreation Roller Rink which was closed when the Percy Jones Army Hospital purchased the building. Robert L. Baker, owner of the new location, announced there is more floor space, new music, fluorescent lighting and a knotty-pine lobby snack bar.

PAUL GERRITS, roller-skating comedian, is featured in the revue at the new Rio Cabana, Chicago.

Ops Visit New Dreamland Arena

NEWARK, N. J., Dec. 18.—The New Dreamland Arena here has a weekly visiting list of many notable rink operators and performers. In the past week the rink has been visited by Fred Bergin, Boston; the Four Macks, of the skating act; Mr. and Mrs. George Gellinas, of the Del-Wood Rink, Glassboro, N. J.; Jim Gradwell, Jacksonville, Fla.; Chris Jeffries, Imperial Rink, Portland, Ore.; Lou Brecker, Gay Blades Roller Rink, New York City; Milton Hinchcliffe, Wall-Cliffe Roller Rink, Belmont, Long Island, N. Y.; Irving Jacobs, Mammoth Roller Gardens, Denver; Mr. and Mrs. J. Kelly, Chez Vous Rink, Upper Darby, Pa.; Carl Carlson, Bay Ridge Rink, Brooklyn; J. C. Hoffman, Albany, N. Y.; Al T. Williams, Parkersburg, W. Va.; Mr. and Mrs. Jim Hoare, Southern Rink, Philadelphia, and Mr. and Mrs. Billy Carpenter, Armory Rink, Scranton, Pa.

Visitors seem amazed at the construction and size of the New Dreamland Arena, and at its music, with the mystery console. The Hammond equipment with one organ playing five instruments at one time by remote control, gives the mystery console 167 various combinations.

Soundproofing and acoustics of the

building make the rink one of the quietest in the country. The construction of the floating rotunda floor has visitors spellbound.

"There is never a week when out-of-town operators do not visit this giant roller rink. Several ideas are being taken from this arena, and at the conclusion of the war we may look forward to a lot of rinks being built on the order of the New Dreamland Arena," Victor J. Brown, president, stated.

RALPH BUTLER, manager of the Halifax (N. S.) Arena, is recovering from a broken arm as the result of a highway mishap near Truro, N. S. E. F. Lordly, operator of the arena, was recently named honorary president of a new skating club organized in Halifax, with the arena as its base.

EARL VAN HORN, operator and manager of Mineola (N. Y.) Rink, is giving War Bonds as Christmas gifts instead of a party to the employees.

THE THREE FLAMES, following a long run at Frank Palumbo's Cabaret-Restaurant, Philadelphia, bring their skating thrill act to Neil Delghan's night club, Pennsauken, N. J., for the holiday weeks.

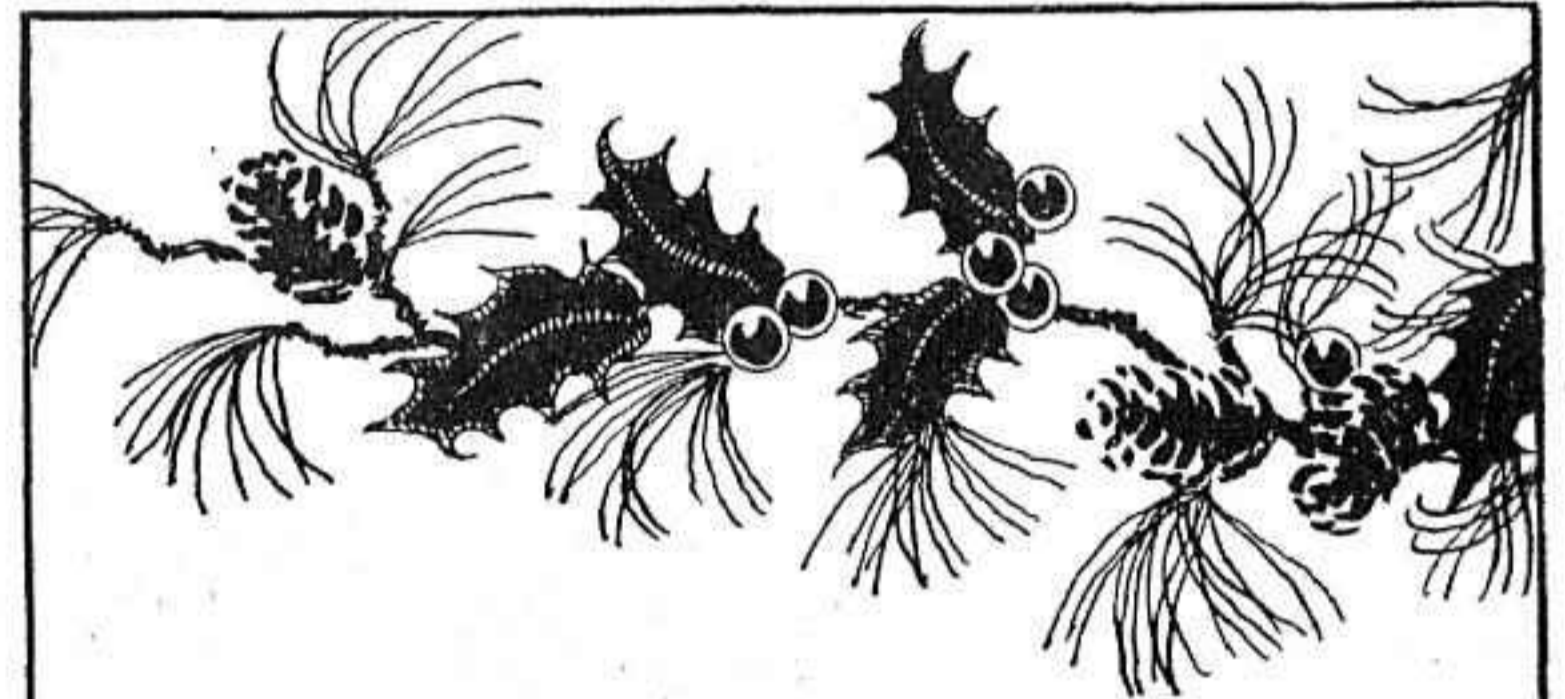
JOHNNY DOVE is presenting his acrobatic skating in the holiday revue at Weber's Hofbrau near Camden, N. J.

Christmas

Now Is the Time To Say a Prayer for Our Boys and Girls Who Are Fighting on All World Fronts for Our Freedom

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During the long months of 1943 you have brought happiness and wholesome recreation to Service Men, War Workers, Civilians from Coast to Coast.

On this December 25, 1943, as the Christmas Lights go on again, you can be glad that you had that opportunity — proud of the way you have carried on.

May this season bring to you, our people, the satisfaction of a job well done and a contribution to an American Way of Life and a spirit that will hasten Victory and secure the peace.

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Dolling Up in Barns

Ringling Red Comes Back in Color Scheme

Pullmans, coaches, flats, stocks and wagons getting going over in Sarasota

SARASOTA, Fla., Dec. 18.—Pullmans, stocks, coaches and flats with the Ringling show train will next spring leave with a new color scheme for the first time in over a decade, according to show officials. All Pullmans and coaches are to be Ringling red, trimmed in black and lettered in silver enamel. Stocks and flats will be orange-yellow trimmed and lettered in black. With exception of the two grandstand ticket wagons, which are traditionally white and blue, all wagons and trucks will be Ringling red scroiled and lettered in silver.

Dr. Robert P. Harris recently succeeded Dr. Joseph H. Bergin as show physician. He will join from Little Rock, his home.

Winter quarters played host to Lieut. Edward H. Douless and his troop of 60 servicemen with the Army Air Force "Contact Caravan" show when they recently played a one-night stand here. Douless, prior to entering the service, was manager and press representative with the AMC, handling opera singers Lily Pons, Nelson Eddy, Grace Moore and Lawrence Tibbett.

Arthur Konyat, Liberty horse trainer, arrived here to work over routines for the coming equestrian acts. He is assisted by his wife and daughter, Dorita.

Press department Christmas cards will this year take a unique turn in that they are featuring the recently donated St. Martha's church stained window dedicated to the circus. The card has a four-color reproduction of the window backgrounded with a six-pole top done in holly.

Cole Statistics

CINCINNATI, Dec. 18.—The following data pertaining to Cole Bros.' Circus was published in the 1943 route book:

Show opened in Louisville, April 21, and closed at Little Rock, mileage being 14,281; number of days on tour, 209; States visited, 23; cities played, 148; performances, 400; extra performances, two at Salt Lake City; one, Butte, Mont.; one, Great Falls, Mont.; one, Boise, Idaho; five, Los Angeles; one, Pasadena, Calif.—11 in all.

Only one performance was given at Kokomo, Ind.; Marion, Ind.; Dillon, Mont.; Burley, Idaho; Redding, Calif., and Glendale, Calif. Stands canceled were Fort Wayne, Ind.; Lima, O.; Wheeling, W. Va.; Pontiac, Mich.; Galveston, Tex. (one-day stands); Beaumont, Tex., and Alexandria, La. (two-day stands).

The show used 22 railroads; longest run, 617 miles, was from El Paso to San Antonio, Tex.; shortest run, five, from Pasadena to Alhambra, Calif.

Hill Elected President Of Canton Showman's Club

CANTON, O., Dec. 18.—Canton Showman's Club, Inc., December 5 in its clubrooms, 118 Walnut Avenue, S. E., elected Art Hill president for 1944 to succeed J. Paul Florey, who had served two years. Formerly of the Hill, Cherry and Hill act, he is still trouping. His brother, Harry, retired, is in California; Cherry is in Toronto.

Gerald (Boots) Tritch was elected vice-president; Victor Lanzer, second vice-president; Ruth Malloy, secretary; Loretta Weinmann, assistant; Leo (Doc) Portmann, treasurer; Bob Anderson, inner guard; Lucretia Shaub Leyser, chaplain; George W. Rinehart, chairman board of trustees; Edward Fornes, second-year term, trustee board. Jack Mulloy's three-year term as trustee does not expire until 1945.



CAPT. ANTHONY (L. B.) GREENHAW, former agent with circuses, was graduated this month from the ninth class of the Pacific Coast Transportation Corps Officers' Training School, Camp Stoneman, Calif., and received a diploma following graduation exercises. The one-month special officer-refresher course offers complete basic training and presentation of missions and functions of Army Supply.

Santos-Artigas Biz Is Good in Havana

HAVANA, Dec. 18.—Santos & Artigas Circus played here for three days instead of the customary two and did okay on the whole. Show was on the Vedado suburb. It opened December 2. Weather on first day was rather cool and biz was a little off, matinee attendance very light and better than a half house at night. Weather conditions were much better December 3 and 4 and business picked up. Matinee attendance December 3 was a two-thirds house and at night the top was almost filled; December 4 a three-quarter house in the afternoon and full house at night.

This year's show has an excellent straight circus program, running time about two hours. Equestrian Director H. Sardinias has it going smoothly and rapidly, and Victor Quesada's band is one of the best. Enrique Sias does an excellent job of announcing, and Rene Osuna, who handled press, landed solidly.

Program and staff were published when the show opened in Almendares, but the following were not included. Clown alley includes the pantomime artist, Pollidor; Frank Garcia, Jack Diehl, Horace White, Leonard Burke, Hildegart Smith and Magic Wolf Trio.

In Quesada's band are Jose Marin, Orlando Gomez, trumpets; Guillermo Ruiz, horn; Roberto Escalona, Vitallo Ruiz, clarinets; Maximo Kante, piccolo; Luis Caballero, baritone; Juanito Navarro, bass; Tomas Tome, calliope; Jorge Rivera, snare drum; Richard Medina, bass drum; Charles and Tony Cardenas, trombones.

Kelly-Miller Will Augment

More canvas and animals going to new 80-acre quarters near Hugo, Okla.

HUGO, Okla., Dec. 18.—Equipment of the Al G. Kelly & Miller Bros.' Circus is at its newly purchased quarters here, two miles from heart of town. There are some 80 acres, with large house, garage, barns, city water, lights and gas.

Overhauling and repainting will start after first of year. Show will have new canvas, also animals purchased in New York and San Antonio. Big top will be larger and there will be several more sections of seats.

Bob Stevens, concession department, is on duty for Uncle Sam, and Ione Stevens will carry on until he returns. Dorrie Miller is at Camp Beale, Calif. Gus Kanerva, Whitey Thorn, Mary Keys and Homer B. Phillips are with Clyde Bros.' Indoor Circus for the winter. Mary and Frank Dungan are wintering in Texas. John Grady, who spent past six weeks on advance of Dailey Bros.' Circus, is back in Hugo, and Tom King is also here. Isla Miller is visiting on the West Coast, and Glen Grady is in Wellington, Kan.

Refund No Go To Russell Show

SAN FRANCISCO, Dec. 18.—Board of supervisors voted five to four against refunding \$1,320 as excess license fee paid for the showing of Russell Bros.' Circus and Wild Animal Show which paid the fee under protest. Supervisors were told by one member that no other Coast city had granted a similar refund.

The refund was asked on grounds that show had been charged the permit fee of a circus when it actually was a wild animal show. Payment of the refund had been protested for weeks on grounds that the advertising of the show had been misleading. A previous report in which it was said that the Russell show was granted a refund proved erroneous.

Montgomery Police To Stage Indoor Show

MONTGOMERY, Ala., Dec. 18.—The police department will stage its first indoor circus at the City Auditorium week of January 17. Thomas Buchanan, legal adjuster of the Beatty-Wallace Circus the past season, is handling the date.

Inspector J. A. Alford, of the police, is chairman of the committee.

DON'T FORGET TO LOOK FOR YOUR NAME IN THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

CHRISTMAS: Cookhouse-strawhouse.

AHEAD of the Blossom Time company is Al Butler, of the Ringling show.

JIMMY RISON arrived in Cincinnati December 15 to handle the promotion of Polack Bros.' Circus in the Queen City.

THEY'LL be telling about big Christmas feeds next week.

DOC CANDLER, following his Lancaster, Pa., date, is playing theaters in Virginia.

WEST COAST clown, Joe Baker, is

now in Miami lining up for Christmas, his first time in Florida since 1920.

CLOWNING has become a year-round profession—with circuses in summer, stores during December and then indoor until spring.

SIGNED with the Kelly-Miller Side Show is George Chandler (Amazo, magician).

DR. S. PATTERSON, Mount Vernon, Mo., had Art Miller, Cole agent, as a recent guest. Miller was agent for Sells. (See Under the Marquee on opp. page)

Showbiz at War

IN THE FORE PART of this issue appears a section devoted to SHOW BUSINESS AT WAR, with articles by leaders in the industry and other writers setting forth the effective accomplishments of personalities and personnel in the onslaught for victory.

Historical Society Ups Roster to 110

FARMINGTON, Mich., Dec. 18.—Membership lists of the CHS now number 110 active members. Among the latest to become affiliated are the Princeton University Library, and Fred Pitzer, secretary of the Circus Saints and Sinners, and brother columnist.

CHS election is over and all positions for next two years will be held by the present officers, except vice-president, who will be Burt Wilson, prominent fun and collector of Chicago.

Member Harry Bowman, Jeannette, Pa., was recently entertained by CHS Del Brewer and family in Flint, Mich., and both cut it up with Bert Lamo, old-time showman also of that city.

Member Jean LeRoy, Detroit, is now in the army, somewhere in Missouri, and has sent home for his clown wardrobe and props, as he is taking part in camp shows.

Mr. and Mrs. Bob Green, CHS, Pontiac, Mich., entertained Del Brewer and family and Don Smith at a sort of farewell party before Bob's induction. These members have been close friends and have enjoyed many week-ends during the past several years. The Bob Green Circus Library and Collection has been purchased by the writer and will be added to his collection of Circusiana. Several of the books obtained are well over 100 years old.

CHS Treasurer Walter Pietschman is active in USO work in the Detroit area and devotes most of his Saturday nights to photographing visiting servicemen at the local canteen.

Member F. M. Farrell, Ithaca, N. Y., visited with James M. Cole at a special invitation performance to close the past season. All members who saw the Cole show, including the writer, speak well of the performance and appearance, and especially the courteous manner in which they were treated while on the lot.

The first circus band wagon to be used especially for parade purposes was with the Rowe's Pioneer Circus of California, about 1847. This was red and elaborately trimmed with gold carvings and natural color paintings of the winter-quarters city. The second circus to include such a band wagon is claimed to be one owned by Stowe, recently a resident of Niles, Mich., and this consisted of a huge serpent upon whose head sat the driver and whose tail carried the bass drum. Body of wagon was usually painted white. Reported by Don F. Smith.



LEE MARX, acrobat, now a gunner's mate somewhere in the Pacific. He's the son of Carl Marx, former circus clown who for the last seven years has been a feature of the College Inn at the Hotel Sherman, Chicago.



With the Circus Fans

By THE RINGMASTER

President
FRANK H. HARTLESS
2930 W. Lake St.
Chicago

Secretary
W. M. BUCKINGHAM
P. O. Box 4
Gales Ferry, Conn.

(Conducted by **WALTER HOHENADEL**, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

C. E. (Elephant) Davis, elephant biographer of Hartford, Conn., confined to his home since September, is improving slowly and is now able to get out for short walks. His address is 54 Clermont Street.

George H. Barlow III writes from Wilmington, Calif.: "Recently attended the opening of King's Olympic Circus at the old Selig Zoo, opposite Lincoln Park, Los Angeles. Acts used are some from Russell Bros.' Circus, which maintains quarters in the zoo park. Three circuses are wintering there, two new one-ring shows in the making and Russell.

Recent visitors to the office of CFA A. Morton Smith, Gainesville, Tex., were CFA's Technical Sgt. Francis L. Hohenadel, Rochelle, Ill., and Corp. Eugene Banks, Altoona, Pa., both stationed at Camp Howze, Tex.; Howard W. Suesz, manager Clyde Bros.' Circus; R. M. Harvey, general agent of Dailey Bros.' Circus, and Frank Buck, who was in Gainesville, his birthplace, to deliver a lecture to soldiers at the camp.

Among recent additions to A. Morton Smith's collection of circus material were route books from the collection of W. D. Coxe, Ringling Bros.' press agent, who died last August, and E. G. Smith, former owner of the E. G. Smith's Colossal Circus, who died in June.

At a recent meeting of the Hubert Castle Tent in New Hartford, Conn., Bruce Souter and Waldo Griffiths acted as hosts. A steak dinner was served. Stuart Davis was recently elected supervisor of the 17th ward in Utica. Frederic Roedel has been elected president of the New York State Jewelers' Association. The Tent will soon be two years old.

Father Ed, chaplain, met with a slight accident recently, fracturing a toe, but has fully recovered. His circus lecture was given December 8 at the Kiwanis Club in Cambridge, Mass., and December 19 at Cambridge K. of C. clubhouse.

Mr. and Mrs. James H. Northridge, members of Auburn, Mass., recently left for Sarasota, Fla., to spend the winter. They will make frequent trips to the Ringling quarters.

Staff Sgt. L. W. Poarch Jr., with the armed forces at Mobile, Ala., recently wrote a story of the circus and CFA, which appeared in the second issue out, December 1, of the monthly paper of his

company. "The Live-Wire of the Mobile Air Region." It appeared under the "Hobby" column, a monthly feature and was titled, *The Circus Is Coming*. Along with the article was a sketch showing a circus wagon, with two youngsters sitting near by and in the background was a tent. Sergeant Poarch is a contributing editor of his company paper.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

In the September 4th issue of *Liberty* there was an article entitled *Royal Family of the Big Top* which outlines the circus life of the Cristianis, famous bareback riders. There are two things in the article to which we take exception. It was stated that a Frenchman named Courteau had done the first somersault on a horse. This is not true. John Glenroy, an American, was the first one to do this. Further, it was stated, speaking of the old days, "bareback riding was still nothing but acrobatics on horseback, with no grace or science involved at all." We don't believe it and we can give a dozen reasons for disbelieving.

J. M. Brown infos a Cornerite that the Adam Forepaugh and Sells Bros.' Circus traveled on 57 railroad cars in 1904 and played Bath, Me., on July 27 of that year.

Anent Jumbo, Cornerite E. F. Hillhouse writes that a few years ago he had a 5x7 negative made from an old 10x12 original picture showing Jumbo laying along the tracks, with J. A. Bailey standing at his head. He further states that he sold this negative to Bob Good, of Allentown, Pa.

Forepaugh Whittle writes: "The Forepaugh-Sells circus had in 1904 58 cars (3 advance cars and 55 cars back). The show had 24 flats, 15 sleepers and 16 stock-cars. The first section had 19 cars, 18 flats, 6 stocks and 5 sleepers; second section, 8 flats, 5 stocks and 5 sleepers; third section, 8 flats, 5 stocks and 5 sleepers. This was the cage train. They had about 225 head of baggage stock, 26 elephants, about 100 head of ring stock." Whittle, altho 78, has a terrific memory and his information can be relied upon as being authentic.

F. F. Reed, of South Dakota, wants to know when the Adam Forepaugh Circus played Mason City, Ia. He writes that Doc Carver was a crack rifle shot and feature attraction of the show. He also believes the Reed Sisters were the equestriennes. What say you, Cornerites, can we give F. F. the information?

For the huvva Pete, can't we settle that parade question. Let this be the final word from one who knows, E. W. Adams, Atlanta, Ga.:

"In *The Billboard*, in Collectors' Corner, Alfred J. Meyer stated I was wrong when I stated there were no parades on the Barnum & Bailey show after 1907. I never made any such statement in *The Billboard*. I stated that James Anthony Bailey discontinued the parade in 1905, and there was no parade on that show in 1906-1907. But that it was revived by the Ringlings in 1908, and they continued the parade on the show until it was consolidated with the Ringling show in 1919. And that the combined shows paraded in 1919-1920. Of course, the Barnum & Bailey Circus paraded in Long Branch, N. J., in 1912.

"The parade was not discontinued on the American Circus Corporation shows until 1923. Cole Bros.' Circus gave its last parade in 1937. Robbins Bros.' Circus in 1938. That was the last circus parade in this country. Now let someone deny that. I rode in the parade on Rodney Harris's band wagon here in Atlanta.

"The parade equipment of the Adkins and Terrell shows burned in winter quarters fire at Rochester, Ind., winter of 1938-1939. Please publish this in your Collectors' Corner so I won't be misquoted again."

Siegrist Club Notes

CANTON, O., Dec. 18.—Plans are shaping for the Charles Siegrist Showman's Club's fifth anniversary banquet and ball next spring. Paul Kennedy, home for 10 days after completing training at Great Lakes, is awaiting radar assignment, probably on the West Coast. Jack McNulty, club's vice-president, and wife, went to Florida for a six months' rest. Jack and Jake Mills, Mills Bros.' Circus executives, are back in Cleveland after directing

storage of their equipment at the Ashland (O.) fairgrounds for the winter.

J. R. Edwards and bride are at home in Wooster, O., following honeymoon trip to Indiana. Harry Shirk, after winding up his duties as concession manager at Meyers Lake Park here, is visiting relatives in Indiana for several weeks. Margaret Klein's Christmas show at the Palace Theater here, played to more than 11,000 at seven shows. She has several more lined up in Ohio and Pennsylvania for merchants' groups and industrial concerns. Joe Nist's new canteen is proving popular with showfolks. George Akkrim (pennants) reports good season at Eastern Ohio fairs. Reported by Rex McConnell, secretary.

UNDER THE MARQUEE

(Continued from opposite page)

Sterling when that circus wintered in Mount Vernon several seasons.

COOKHOUSES may not have been anything to write home about last season, but they had restaurants beaten a mile.

RECENTLY visiting Sam Dock, owner of Bell Bros.' Circus, at Glen Burnie, Md., was R. E. Stevens. Dock, not on the road the past season, expects to be out in 1944.

ELMER MYERS, ticket seller with the International Congress of Oddities, will leave for the West Coast January 1, being contracted with a Western circus for '44.

"INSTEAD of saying that our shows are morale-building units, let's tell 'em point blank that we are entitled to operate, the same as any park or theater."

SINCE closing with the Ringling advance department, E. J. Caupert has been out with his magic and spook opera. He is booked until January 20, playing the Hayes Circuit of Arkansas theaters. He has two assistants.

HAROLD R. VOISE, who owned and produced a flying act and two aerial-bar acts with Cole Bros.' Circus, was rejected for the armed forces in Louisville December 7 and will continue in his line of work, reports Eileen Harold.

BALLET gal, who ate her first winter-quarters Christmas dinner last year, cracked: "You can't fool me. That isn't a turkey. A turkey is a unit on the Coal Oil Circuit."

VISITING Sello Bros.' Circus in North Carolina recently were Jim Stutz, Lee Bradley and J. McNeill. In spite of cold weather, show has been doing good business under canvas. Equipment and ring stock are reported in fine condition.

DELL DARLING, well known to circus folk, has been re-elected county commissioner of Erie County, Pennsylvania, being located in Erie. He and Tom Flatley, also commissioner, have a minstrel act and perform for church groups, clubs, at picnics and fairs.

TRICE-TOLD but doubtful tale: How an early-day trainmaster painted and lettered a boxcar over night and carried it with the show's train for years undiscovered.

WILD Life Exhibit, managed by Rex M. Ingham, closed at Reidsville, N. C., December 11 and moved to Danville, Va. The week's gross was up to par. Many visitors at Reidsville—Joe Amos, local theater manager; Tex Watts, Richard McNeely; Dr. Fred Conates, staff vet, and Fred Ames, director of the U. S. Society of Zoology; Buddy Brooks and Rip Stallings, carnival troupers, and all of the county and city officials, this being the Inghams' home town. Ingham visited Jim Conley and Eddie Kreiger at the indoor circus in Raleigh. Exhibit lost a rare bird there, a South American toucan; also a Nile goose.

CHAIRMAN of a committee which sponsored an indoor show last winter stated that they would have broken even on the date if they hadn't been charged with 100 tons of hay that an elephant had eaten during the week.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. JOHN RISKO, formerly with the American Eagles and the Billettis, high wire, is in the Field Artillery, Fort Bragg, N. C.

CORP. A. M. HAFARDS (Little Red) is in England with the air forces, having been there four months. His wife, Red Wing, is in Ohio, living in a new trailer.

PVT. WILLIAM J. OLD SR. (Usher Slim), former short-side walter and usher on the Al G. Barnes, Ringling-Barnum and Cole Bros.' Circus, and until his induction into the army September, 1943, was assistant head usher on the Cole show, is with Company A, Group A-132 (SCU 1930), Presidio of Monterey, Calif.

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Galveston, Texas, Feb. 15 to 19; New Orleans, Feb. 22 to 27. Plenty of ceiling height. Nothing too big. Want especially single Aerial Act to feature and big Wild Animal Act. Family Act of five or six people, strong Wire Act, Clowns (Happy Kollams, contact me at once), Aerial and Ground Acts of all kinds. Do not need Elephants or Horse Acts, but would consider good fast Dogs and Ponies. Have Riding and Flying Act. Write

JACK KNIGHT, care Dailey Bros.' Circus
CONZALES, TEXAS.

PHONE MEN

Wanted for Galveston, Texas, Circus, Feb. 15 to 19. Start work January 1st. Program, Tickets and Banners. Write

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Calgary Returns Best

Year Is Tops For Stampede Plant's Doings

CALGARY, Alta., Dec. 18.—Annual report of Calgary Exhibition and Stampede, Ltd., disclosed the best year in its history. For the year ended September 30, 1943, profits on activities were \$76,245.31. Attendance at the exhibition July 5-10, 265,852, was the second largest.

Attendance on Friday, July 9, was 62,366, highest for one day on record, and attendance of 51,233 on Monday, July 5, was a record for opening day. About 300 horses participated and pari-mutuel betting on the four days of racing was greater than for six days in 1942.

"The shortage of gasoline and tires, combined with fine weather and people having more money and nowhere else to spend it were partly responsible for the gratifying results," the report read.

\$55,000 to War Loan

Calgary Exhibition and Stampede Company invested \$55,000 in Canada's 5th Victory Loan.

"During the year the plant has been maintained in excellent shape," read the report. "Some minor improvements have been made. Moving of four barns and Victoria Hall has opened the grounds considerably and removed bottlenecks in preparation for future expansion. Because of priorities and shortage of labor, it was impossible to proceed with several proposed plans for improvements."

Expenditures included \$15,026.50 in general prizes, and \$11,640.08 in wages during exhibition week. Stampede prizes totaled \$17,045. Race purses were \$10,600.

Livestock Sales Greatest

"Once again it should be stressed that the annual Exhibition and Stampede is only a small phase of the activities conducted on the grounds," said J. Charles Yule, general manager, in his report. "A tremendous amount of time and energy is spent staging, in the spring and fall, the largest livestock sales in the Dominion. Sales of livestock by affiliated societies were by far the greatest in history in 1943."

The incoming board of the exhibition will give consideration to exercising its option of buying the plant and equipment of the Artificial Ice Rink Company next spring for \$12,400, city council has been notified.

Women Vets Leave Regina Exhib; Amy Hall Now Treasurer

REGINA, Sask., Dec. 18.—Widely known employees of Regina Exhibition Association, Pearl Grey and Gladys Knapp, retired December 15. Miss Grey, board treasurer 20 years, completed her 31st year of service December 1. Miss Knapp, who joined 16 years ago, was accountant and assistant treasurer.

New treasurer is Amy Hall, Calgary, secretary to E. L. Richardson for 23 years while he was manager of Calgary Exhibition and Stampede. Miss Hall resigned her post with the exhibition shortly after his retirement in 1941. Alice Blake, Regina, has taken over duties as bookkeeper.

Pearl Mae Grey came here from Ontario in January, 1910, and December 1, 1912, accepted a post with the association, then under management of Paul Brett. She was appointed treasurer in 1923. Gladys Knapp has kept all records of entries and prize money since she joined the staff.

WATCH THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.



JOE F. PRUETT, for the last two years one of the principal executives of Georgia State Fair, Macon, has been appointed district manager of the Office of Defense Transportation, covering a wide territory with headquarters in Macon. He was assistant district manager of the ODT for the last year. As secretary-treasurer of the Exchange Club Fair Association, he has been one of the main lieutenants of General Manager E. Ross Jordan in planning and operating the fair during its two most successful years.

IAFE Directorate Is Filled; '44 Meet Slated for Chicago

BROCKTON, Mass., Dec. 18.—New directors of the International Association of Fairs and Expositions were announced here by IAFE Secretary Frank H. Kingman, secretary-manager of Brockton Fair, following the recent annual meeting in Chicago. They are:

Clarence H. Harnden, Saginaw County

Attractionists Offer Example Of 100% Co-Op To Put Over War Exhibits on M-W Loop

By MAURICE W. JENCKS

ADDRESS of the secretary-manager of Kansas Free Fair, Topeka, at the 53d annual meeting of the International Association of Fairs and Expositions in the Bal Tabarin, Hotel Sherman, Chicago, November 29-December 1.

MIDDLE-WEST Fair Circuit has been in operation for a number of years. It has weathered the good years and the bad, and in 1932 it found itself without a secretary and without funds after a bank failure in Sedalia. Since its reorganization at that time some fairs have dropped out of the circuit and others have been added. Some of the fair managers have co-operated beautifully in the past 11 years, while others haven't done so well.

To illustrate what lack of co-operation will do—in 1913, when I was in the theater business, I was in the thick of a fight in New York when Klaw & Erlanger had just about completed a successful circuit of theaters from Coast to Coast, and from Winnipeg, Canada, to the Gulf of Mexico. The Klaw & Erlanger office operated with more efficiency than any

Best Hillsdale Net Buys Bonds

HILLSDALE, Mich., Dec. 18.—Receipts of \$45,234.13 and listed expenses of \$34,401.10 were reported at the 93d annual meeting of Hillsdale County Fair board December 13 by Secretary Harry B. Kelley.

Of the reserve of \$10,743.03 from the 1943 fair \$5,000 of the profit has been invested in War Bonds. The sum of \$2,739.28 was paid to the federal government in admission taxes.

This year's fair was the largest in 93 years by \$6,079.18. Weather was ideal on every day. The board thanked the press for its substantial support of the fair.

These officers were elected: John Southworth, Allen, president; J. I. Post, Hillsdale, treasurer; H. B. Kelley, Hillsdale, secretary.

Union Grange Meets Debt

PLYMOUTH, N. H., Dec. 18.—Union Grange Fair Association organized for 1944 and elected these officers: President, Harry A. Merrill, Plymouth; vice-president, Fred Sanborn, New Hampton; secretary, William J. Neal, Meredith; treasurer, Harold E. Haley, Holderness. Secretary's report showed that the last year was the most successful in history and that a debt running since 1920 can be paid. Lester E. Mitchell was chosen fair director and he and the secretary were authorized to begin booking. Secretary Neal, who was appointed deputy administrator of the Rural Electric Administration, with offices in St. Louis several months ago, was re-elected.

CINCINNATI.—Sam J. Levy, Barnes-Carruthers Fair Booking Association, and Arthur M. Wirtz, executive vice-president of the Chicago Stadium, were here on business December 18.

Fair and Michigan Farm Products Show, Saginaw; Harry L. Flitton, Midland Empire Fair, Billings, Mont.; Bligh A. Dodds, New York State Fair, Syracuse, and J. Charles Yule, Calgary (Alta.) Exhibition and Stampede.

The board has voted to hold the 1944 annual meeting in the Hotel Sherman, Chicago, December 4-6.

Showbiz at War

IN THE FORE PART of this issue appears a section devoted to SHOW BUSINESS AT WAR, with articles by leaders in the industry and other writers setting forth the effective accomplishments of personalities and personnel in the onslaught for victory.

Fairs Are Vital To Canada's War Punch---McElroy

ADDRESS of IAFE President Herber H. McElroy, secretary-general manager of Central Canada Exhibition, Ottawa Ont., at the 53d annual meeting of the International Association of Fairs and Expositions in the Bal Tabarin, Hotel Sherman, Chicago, November 29-December 1. His subject: "The Wartime Operation of Canadian Fairs."

(Continued from last week)

Most of you here today may know of the book recently published by the well known Alva Sanders entitled *Story of the International*. It records the history of the International Livestock Exposition here at Chicago since its foundation in 1900. In the first chapter of this book there are some interesting and encouraging observations on the very definite and practical value of exhibitions. Mr. Sanders states that the late Robert F. Hazlett, of Eldorado, Kan., a former member for years of the board of the International and a noted breeder of Hereford cattle, said that he was induced to start breeding these cattle after first seeing them at Illinois State Fair. Incidentally, his herd sold at auction following his death for more than \$300,000. Mark Dunham, who gained world fame as a breeder and importer of Percheron draft horses, said he was encouraged to start in the business when he saw a stallion of this breed for the first time at county fair. Hon. James D. McGregor, of Brandon, who was world famous as breeder of Aberdeen-Angus cattle, said he started his herd after seeing the grand champion Aberdeen-Angus steer at the first International Livestock Exposition in Chicago.

Youth Clubs Invaluable

Another new feature has come into exhibition work in the last quarter of century, the Boys' and Girls' Farm Club the 4-H Clubs in your country. I don't need to even try to indicate to you how these junior clubs have been encouraged by exhibitions. I don't need to attempt to emphasize to you the incalculable contribution the young people of these clubs have made to agriculture and to every other branch in the body politic. A. E. MacLaurin, secretary of the Canadian Council on Boys and Girls' Club work, states:

"After four years of war, and despite the many difficulties and problems resulting from war conditions and restrictions, it is gratifying to note the continued keen interest in Junior Farm Club work on the part of club members, their parents, sponsoring bodies and many other organizations and persons. This may well be taken as a noteworthy tribute to the value and importance of Junior activities."

Junior Farm Club membership in Canada is slightly less than that of last year due to adjustments in club programs to meet present conditions and wartime requirements. At Chilliwack, B. C., a very successful junior club fair was held (See Fairs in War Punch on opp. page)

Ceiling on Stalls?

CALGARY, Alta., Dec. 18.—In what is said to be the first case of its kind in Canada, a Calgary heavy horse owner, M. W. Cummings, has forwarded a protest to the Rent Control Board in Ottawa concerning recent action of Calgary Exhibition and Stampede Company, Ltd., in increasing stall rent for heavy horses on the fairgrounds from \$2.20 a month to 75 cents a day or \$18 a month.

AROUND THE GROUNDS



Meetings of Assns. of Fairs

Indiana Association of County and District Fairs, January 4 and 5, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Illinois Association of Agricultural Fairs, January 6 and 7, St. Nicholas Hotel, Springfield. C. C. Hunter, secretary, Taylorville.

Kansas Fairs Association, January 11 and 12, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Maine Association of Agricultural Fairs, January 12 and 13, Hotel Eagle, Brunswick. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 17 and 18, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

South Carolina Association of Fairs, January 17 and 18, Wade Hampton Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Western Canada Association of Exhibitions (Class A), January 17-19, Royal Alexandra Hotel, Winnipeg, Man.

Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 24 State House, Boston.

North Dakota Association of Fairs, January 21 and 22, Minot. H. L. Finke, secretary, Minot.

Virginia Association of Fairs, January 24 and 25, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 25 and 26, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Pennsylvania State Association of County Fairs, January 26 and 27, Berkshire Hotel, Reading. Charles W. Swoyer, secretary, Reading.

West Virginia Association of Fairs, dates to be set in February. J. O. Knapp, secretary, Morgantown.

Association of Tennessee Fairs, February 1 and 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Mississippi Association of Fairs, February 3 and 4, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

New York State Association of County Agricultural Societies, February 8, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

Ontario Association of Agricultural Societies, February 9-12 (tentative), King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Wisconsin Association of Fairs, February 22-24 (tentative), Hotel Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam.

Association of Utah Fairs, March, 1944 (tentative), Newhouse Hotel, Salt Lake City. Sheldon R. Brewster, secretary, Salt Lake City.

Oregon Fairs Association, January (dates to be set), Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

AS INQUIRIES are being made, secretaries of associations of fairs should send in their dates.

operated 100 per cent with our office.

Breaking the Circuit

In a way we can compare the fairs of today with the theaters of yesterday. On our circuit a few years ago a carnival company jumped from Detroit—right thru a town on our circuit—to Amarillo, Tex. The jump was too great and the railroad got the money. Two years ago a carnival company played a town of 3,500 people to fill a week ahead of our dates because the State fair preceding us would not play the attraction. They didn't get enough money to count. The fair and the carnival company couldn't get together and both lost. The same thing applies to a night show and the exhibits that play our fairs. They must have co-operation and save unnecessary expense if they are to live.

On account of the war the last two years haven't been easy, and we will find it tougher to operate as the war goes on. Last April Mrs. Simonds called a meeting of the Middle-West Fair Circuit and

managers of 8 or 10 fairs were present. Due to that meeting the Middle-West fairs carried on, and I think every fair came out in the black. I was one of a committee that went to Washington to see what the different governmental agencies were going to do.

We wanted to know whether they were going to be for or against us and after two or three days we came away encouraged but not overly enthusiastic. We felt, however, that we could keep on trying and by so doing we could get help in the way of attractions from the armed forces and other governmental agencies. No fair, not having a representative on the committee, shared in the expenses. For example, my expenses were paid by the Kansas Free Fair, and the expenses of the other fellows on the committee were paid by the fairs they represented. Regardless of that, our committee worked just as hard to get the attractions for every other fair on the circuit as we did for our own.

Government in There

We not only arranged for a Treasury Department exhibit of captured war materials, but we were instrumental in getting the co-operation of the War Department, Red Cross, navy, air corps, marines, WACS and WAVES and other agencies interested in the war effort. You understand we went to Washington to offer our help and to give every co-operation, but, much to our surprise, we were given the finest co-operation anyone could expect from all of the war agencies. In the case of our own fair, they showed us what real co-operation was, and we had no difficulties during the week. They also helped our Shawnee County Bond Committee and the army with a band, went uptown each day to help in the bond sales. I can truthfully say the government co-operated with us 100 per cent.

When it came time to book the Treasury exhibit it was laid in my lap to find five or six weeks booking following our fair. I put in collect phone calls to several fair managers. I think, all told, I had to call each one about three times over a period of as many weeks. One fair secretary said he would not accept the second collect call, so I told the operator we would pay it. I was calling to help his fair and to give him an attraction that would get him more free publicity than he could receive from any other source and, while he played the Treasury exhibit, he refused to pay for a telephone call.

What I am trying to get across is that there should be more and better co-operation among the fairs and it should extend into the booking of attractions and exhibits. Right now I want to pay tribute to a man who exemplifies co-operation and to whom the men and women at this convention should extend their thanks. He paved the way for the committee to reach the man who handled the war exhibit that came from the Treasury Department, and I refer to Frank Duffield. You may say, "Well, he sold fireworks to the fairs." All right, but what other firm selling fireworks or attractions had a representative there spending money to do something that would help all of the fairs? None! If everyone doing business with fairs would co-operate as Frank does, what an organization we could have!

Carrying German Tank

I also want to take this opportunity to thank Carl Sedlmayr for carrying the Treasury exhibit on his carnival train. When he learned what we were going to be up against in paying the freight on this exhibit he immediately conferred with us and helped work out a way in which it could be sent on his train from one fair to another thru the Middle West, where he had bookings. And in addition to moving the equipment, his trainmaster saw that it was loaded and unloaded and that the two big German tanks were properly blocked.

And, believe me, if you think it isn't a job to block a tank that weighs 25 tons you should have spent a half day

watching them, as I did. They had to be blocked so that there would be no danger of them leaving the car. Carl did all this without any cost to the fairs, and I think it is conservative to say he saved each fair from \$250 to \$350 in freight charges. Please remember that the Rubin & Cherry Exposition could have charged this amount to each fair and every one would gladly have paid it. Carl also exemplifies what I call co-operation. He realized that this exhibit was important to every fair and that it would help his business because he knew it would draw a different clientele on the fairgrounds. In addition, he knew he would be helping the government in the war effort.

FAIRS IN WAR PUNCH

(Continued from opposite page)

In conjunction with Chilliwack Exhibition. One Vancouver press report stated that the junior fair dominated the whole fair. Another interesting feature was the visit of 150 Future Farmers of America and 4-H Club members from the State of Washington.

At Saskatoon Fat Stock Show more than half of the 600 cattle shown came from Junior Beef Calf Clubs. Central Canada Exhibition Association's grounds and buildings in Ottawa were taken over by the Department of National Defense just as soon as war was declared in 1939. Each year the association has carried on its Junior Farmer activities in conjunction with one of the near-by county fairs. This year it was held at Renfrew, 60 miles from Ottawa. Almost 400 boys and girls took part in the various competitions. The outstanding class in Calf Club competitions in point of size was the Holsteins, with 75 calves in the ring. The girls certainly gave the boys a run for their money this year in those very events which were once the exclusive domain of the boys—the fitting and showing of livestock. Girls had champion animals. They proved champion showmen in the ring as well as in home-making and garden events.

There is reported a growing tendency to couple a senior event with a Calf Club Show. Several combined junior and senior shows, and field days were held this year and proved interesting and successful. Most of these are community affairs and served a useful purpose in maintaining the interest of exhibition club members and other adults of the community in the activities of junior clubs. The attendance is usually greater at these joint events.

Here is a job for us to do—to give greater support to this great army of young people marching on. And if we do this no one here or elsewhere can calculate the tremendous dividends that agriculture, industry, commerce and society generally will draw from any contribution that we are privileged to make to them.

The old English poet Dryden said: "Hope springs eternal in the human breast." As a result of this war some of us may be inclined to lose hope of the possibilities, the opportunity and the future of exhibitions. Don't do it. The future was never so bright, never so hopeful. We have a greater job to do. Acquit yourselves like men. Gird your loins. Let's go out and do it.

Fair Elections

YORKTON, Sask.—Yorkton, Agricultural and Industrial Exhibition Association elected: President, C. R. Bull; vice-presidents, W. Wilkinson, E. E. Lamson; secretary, Miss A. Drahtenza; treasurer, C. W. McBride. W. Wilkinson succeeds Dan Cameron, who asked to be relieved from office because of other business.

SELKIRK, Man.—St. Andrews and St. Clements Agricultural Society elected President, F. G. Muirhead; vice-presidents, Ben Massey, George Hacking; honorary president, J. R. Oastler; honorary vice-president, J. E. Harriot.

TIPTON, Ia.—Earl Elijah, Clarence, was elected president of Cedar County Fair Association; Frank Thomson, Mechanicsville, vice-president; C. S. Miller, Tipton, secretary; F. W. Spear, Tipton, treasurer.

CENTRAL CITY, Neb.—Merrick County Fair Association decided to hold a 1944 fair at a meeting at which all officers were re-elected, including C. A. Thomas, president, and Agnar Anderson, secretary.

GRAND RAPIDS, Minn.—Itasca County Agricultural Association directors re-elected Chris Erickson, president; O. B. Carlson, treasurer; Francis Mullins, secretary. Dates for 1944 have been set and the fair is entirely out of debt.

ST. STEPHEN, N. B.—St. Stephen Exhibition Association re-elected F. D. J. Graham president and J. O. Mitchell secretary-treasurer.

ST. JOHN, N. B.—St. John Exhibition Association re-elected H. G. Harrison president. G. G. Murdoch and L. A. Donovan were named vice-presidents and Mrs. Mildred A. Gray was again chosen secretary-treasurer.

CAPT. FREDDIE LEACH was seriously injured December 5 in an automobile accident and is in a hospital in Grenada, Miss. Anyone knowing whereabouts of his sister, Jessie Leach, is asked to contact Mrs. Freddie Leach, Box 14, Duck Hill, Miss.

ATTRACTIONISTS CO-OP

(Continued from opposite page)

jumps so that the cost of railroading could be kept at a minimum and dates could be protected. To do this they needed the co-operation of everyone concerned. The legitimate theater has gone, except in the cities, and one reason for its going was the lack of co-operation among the men in the business. In 1907 to 1914 I booked attractions for a large circuit of theaters in Minnesota, South Dakota, Nebraska and Iowa. We always got more business and the best satisfaction from the managers who answered our correspondence promptly and co-

Sheldon THE STRATOSPHERE MAN
World's Highest Aerial Act!
ADDRESS: BILLBOARD, CINCINNATI, O.

ACTS WANTED FOR 1944 FAIRS

Singles, Doubles, Family Acts. Long route to acts with reasonable salary. Give full detail in letter.
WILLIAMS & LEE
464 HOLLY AVE. ST. PAUL, MINN.

THE ANNUAL MEETING
of the
MINNESOTA FEDERATION OF COUNTY FAIRS
will be held at
Hotel Saint Paul, Saint Paul, Minnesota
JANUARY 12-13-14, 1944
WM. HOLM, President
Tyler, Minnesota
ALLEN J. DORAN, Secretary
Grand Rapids, Minnesota
99 FAIRS REPRESENTED AT THIS MEETING

Key West Spot Panning Swell For Barfields

KEY WEST, Fla., Dec. 18.—American Legion Park here, sponsored by Arthur Sawyer Post No. 28 and operated under the management of Mr. and Mrs. C. E. Barfield, has been running along harmoniously and to good returns since its formal opening November 11. The fun-spot, located at Duval and Division streets, has been getting splendid support and co-operation from Legion, city and military officials. The park property is owned by the Barfields.

With all dim-out restrictions eliminated in the area, the park is a blaze of lights and presents a colorful appearance. A new neon front arch, designed and decorated by Robert Wicks, formerly of the Johnny J. Jones Exposition, also enhances the play spot's appearance.

Among the attractions are the Endy Bros.' Rocket, Rolloplane, Tilt-a-Whirl and Octopus; George Kereste's Ferris Wheel and Barfields' Fly-o-Plane. Harry Weiss has the bingo; Mrs. Dave Eddy, custard; Ernest Bezulla, popcorn and cookhouse; the Shoemakers, photo gallery; Suicide Zorskis, Hitler ball game, and Mr. and Mrs. Joe Ross, ball game and cigarette darts. All report good business. Lights are supplied by two Diesel plants leased from the Endy Bros.

War Bonds and Stamps are given away nightly, and a booth is being installed on the grounds for the sale of War Bonds.

Seaside Gets Charter

RICHMOND, Va., Dec. 18.—Virginia Corporation Commission last week issued a charter to Seaside Park, Inc., Norfolk, to conduct amusement enterprises. Art Lewis was named as president, with the corporation to have a maximum capital of \$100,000. A charter was issued the Greenco Corporation at the same time, with Jack Greenspoon named as president. Maximum capital, \$300,000, to deal in real estate.

16 Ponies Die in Fire

NEW ORLEANS, Dec. 18.—Sixteen Shetland ponies used in operation of the pony ride concession at Audubon Park Zoo were burned to death recently when fire of undetermined origin swept their stable in the rear of the park. S. Gravois, owner, valued the ponies at \$85 each.

New Gnu!

FORT WORTH, Dec. 18.—The Fort Worth Press (Scripps-Howard) had this to say as it announced the coming of seven gnu to the municipal zoo at Forest Park:

"A few new gnu, brindle blue in hue, are due at Forest Park Zoo. Maybe you never knew that a gnu can be brindle blue, but it's true, too."

The herd came from the C. B. Goddard Ranch and game preserve in Oklahoma and is the largest herd in the Southwest, according to Zookeeper Julian Frazier.

Godshall Re-Elected Beauty Pageant Prez

ATLANTIC CITY, Dec. 18.—Harry Godshall was re-elected president of the Miss America Beauty Pageant at the annual meeting of the board this week. He was at the helm of the pageant last season and did a good job in what turned out to be one of the most successful pageants in recent years. Apart from the wide publicity it gave the resort, the pageant came out on the right side of the ledger with a \$1,300 profit.

William Casey and J. Haines Lippincott were elected vice-presidents; Joseph Wagenheim, treasurer; Lenore Slaughter, secretary and executive director. Named to the executive board were James N. Butler, Thomas Curley, Earle W. Sweigert, Gerald Trimble, William A. McAvoy, Wagenheim and Godshall.

Godshall said the board had discussed tentative plans for next year's pageant, but said that no dates had been decided upon.

No Complaint On Fall Biz At Playland

SAN ANTONIO, Dec. 18.—Jimmy Johnson's Playland Park here is hitting the ball when weather permits, especially on week-ends, and there's no complaint on fall season business to date. The newspapers, while not overly co-operative due to paper shortage, have loosened up when special events were booked. Playland's weekly radio programs have been netting good results.

On December 7, designated as Pearl Harbor Day, all of Playland's receipts were turned into War Bonds. Playland has joined with the local lodge of Elks to eliminate juvenile delinquency. The Elks have turned their pool and recreation rooms over to underprivileged kids, with the Playland management, in turn, giving the kiddies a go-round out of doors.

The following members of the local Elks are also associated with Playland: Scotta Norton, artist, and William Raye, carpenter and builder, who have hoop-la and pitch-til-you-win; Bob Norris Sanders, funhouse; Tommy Pearce, photo gallery, and Billy Pitzer, guess-your-age.

Last Saturday (11), Manager Johnson played host to 350 local orphans. They were taken in tow by Johnny Delaporte and his staff, and treated to rides, attractions and refreshments. In addition, each child was presented with a Christmas book.

EXPECTING MAIL AT THE BILLBOARD? LOOK IN THE LETTER LIST EACH WEEK. REMEMBER, IT IS ADVERTISED ONLY ONE TIME.

Showbiz at War

IN THE FORE PART of this issue appears a section devoted to SHOW BUSINESS AT WAR, with articles by leaders in the industry and other writers setting forth the effective accomplishments of personalities and personnel in the onslaught for victory.

Linehan Talks to Wildwood Chamber

WILDWOOD, N. J., Dec. 18.—Sell the resort first to yourself and the matter of building up the resort for new visitors will be easy. That was the advice given to the Greater Wildwood Chamber of Commerce by Robert D. Linehan, former mayor of Boston and now a navy lieutenant stationed here, at a meeting last week.

Lieutenant Linehan told the chamber that the Wildwood beach is of the best in the nation, and he emphasized the need to get more people to reside here the year round. He also stressed the need for the resort in terms of post-war planning, not only to better its own interests but to ease the employment problem when the boys come back from the wars.

N. Y. Fun Firm Files Papers

ALBANY, N. Y., Dec. 18.—Articles of incorporation have been filed with the secretary of state for Fun-On-Wheels, Inc., New York, authorized to conduct indoor and outdoor sports of all kinds, with capital stock of \$20,000. Directors and subscribers to the capital stock, each with one share, are Joseph Stern and Emanuel Escoc, New York, and Joseph Stern, Brooklyn. The papers were filed by Alfred Satz, New York.

Eric Jones Joins Newcombe

LOS ANGELES, Dec. 18.—Eric Jones, formerly artist and painter for the John Collins Electric Galloping Horse Company, of Liverpool, England, and more recently government inspector for the British Admiralty, Technical Mission, in New York, has joined the W. D. Newcombe Jr. Enterprises at Venice Pier, near here. Mrs. Jones and their five children are residing in Providence until spring.

American Recreational Equipment Association

By R. S. UZZELL

Our national convention was well attended, and a renewed interest in each session was evident. The discussions came close to the real problems affecting each park man and concessionaire. Never again will the meetings go back to numerous papers, with little or no discussion. The reason for the success of the free and open discussion is the acquaintance and trust of the members which has grown tremendously since the association was formed. Giving out personal experiences and accumulated knowledge as they do it now was never even expected in the early days of our association. Fred W. Pearce tells us how he was treated with great suspicion when he visited amusement parks before the organization drove this fear into the background.

Ray Staten, of Spring Lake Park, Oklahoma City, has been attending the conventions so regularly and taking such an active part in the meetings that many feared severe illness when he failed to show up this trip, and inquired anxiously about him. Because of gas and fire restrictions his park did not open this year. However, Manager Addison, of Marshall Hall in Maryland, came, altho his park did not open because of suspension of boat transportation. Fred W. Pearce went to Florida because of his health but sent his good man Callahan of his Minneapolis park. The danger and restriction of ocean travel kept Englishmen on their side of the big pond. They will come again when the lanes (See AREA on page 72)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

Conventional Notes

Well, the confabs have come and gone—and the general tilt in attendance was apparent even among swim pool fraternity. One of the new faces around the Sherman lobby was that of Mack Rose, op of New York City's twin Cascades plunges and prexy of the New York Pool Owners' Association, who hasn't been seen in convention environs for many years.

Congrats to Len Schloss on his reelection to the NAAPPB. He is an able leader and deserves better co-operation from his constituents.

Scooperoo

We have it on good authority that the Bing & Bing real estate firm, which runs the mammoth St. George indoor plunge, Brooklyn, has taken over the Bronxdale outdoor aquadrome in the Bronx. Announcement of rental hasn't been made yet but the various John Hancock are on the dotted line. Owner of property and most recent operator of the H-2-orium was the Metropolitan Life Insurance Company, which originally took it over from the Bienstock freres, New York realty biggies, who built the estab. Years ago Joe Trimble, ex-Cascades manager, boss-manned the spot, and two summers ago Mack Rose

and Harry Pincus, of the Cascades clique, ran the place one summer and had Matt Sedgwick manage it for them. There was talk of the Cascades crowd operating it again this season but with the entrance of the Bing & Bing group it's all off.

Kid Stuff

Clarence Rivers and Blanche Palmer, known as the Human Icebergs, who have appeared at many parks, pools and auditoriums with their original liquid air novelty act, write this column anent the editorial that appeared here a few issues back on juvenile delinquency.

They describe their stay at Eastwood Park, Detroit, and reveal that every night found hundreds—if not thousands—of youngsters carousing and breaking 20-buck bills all over the place. "They were no more than 17 or 18," write R. and P. "and most of them were half stewed. Yes, park officials surely had their hands full trying to keep order and they made a good job of it when you think of the thousands they had to look after. It is going to be the greatest problem both the outdoor show business and the educational field has ever had."

Rivers and Palmer are not the only ones who have written this department since its outburst on the kid problem. It's more than kid stuff. It's gonna be the big headache this coming summer, and some serious consideration should be given to it now by all pool and beach men so that proper planning can be done to counteract it.

Men and Mentions

Bimini plunges in Los Angeles, consisting of three big indoor tanks and one open-air aquadrome, which used to be the locale of many water scenes in the movies, finds its mineral water, bottled in its plant, very popular these days. The enclosed pools naturally feature hot mineral spring water and they tell me that a great many swimmers who patronize the estab take home bottles of the fizzy H-2-O. To my way of thinking, this is the only mineral water pool that caters to so-called real swimmers. (See POOL WHIRL on page 72)

To the Owners of a
MAGIC CARPET
or OVER THE FALLS
or similar indoor attraction looking for an excellent location for next summer, consult
FELTMAN'S, Coney Island, New York

WANTED
Maintenance Men and Ride Operators for year-around work.
Also
Good Swimming Pool Manager capable of operating filtering plant for year-around work.
Apply in person or write
EASTWOOD COASTER COMPANY
20744 Gratiot Avenue East Detroit, Michigan

The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

THERE may be another year for the tented shows like the one just closing. It surely was such a darb as to spell a record for practically all who took the road. The large majority of fairs that operated had new highs in many departments. Parks fortunately located came in for bumper takes. As to 1944, there are several schools of thought. Some major ops declare the peak was reached last summer. They predict a gradual but steady decline in the next several years, but see no prospect of any slump into subnormalcy or depression conditions. Then there are those who believe the momentum of '43 will carry the industry right along into the next season if not into the one after that. Others believe the war's duration will be the true barometer—that continued global strife will spark a demand for their wares but that a sudden end of hostilities will mean just as sudden a demise of lush biz. Some of the best years for the trade followed the end of the last world war. Perhaps history will again repeat itself.

† † †

THE name Gaskill-Mundy is to carnival biz what that of Barnum means to the circus, so far as pioneering is concerned. The death of P. J. Mundy in Jacksonville, Fla., December 11 has recalled to many old-timers the advent of what is generally conceded

to be the first large organized traveling carnival of the type known today. Mundy and Frank Gaskill were both names widely publicized during and since their tramping days. Gaskill died in spring of 1904 in Pittsburg, Kan. The show bearing his name, after he had split with Mundy in 1903, continued for about three years and then went off the road. "The Gaskill and Mundy split," wrote a historian of those times, "was caused by the special lithographs that carried Gaskill's picture with his name as manager. Mundy had a picture, all right—but it was as working a group of lions and his name was not even on it. This was a 20-sheet stand."

† † †

SHOWMEN in the States as well as in Canada should take note of the latest Canadian war order on advertising posters and bills. Its text: "No person shall display after December 31, 1943, any printed poster, bill or card advertising any event, for which an admission fee is charged or is to be charged, except on the premises where that particular event is to take place or on a 24-sheet poster panel, or in or on a public passenger conveyance." For the duration this has been construed to apply not only to theatrical attractions but to any form of amusement where admission is charged, circuses, whether indoor or under canvas, carnivals, bands, concerts and even hockey. Al Butler, of the Ringling staff, who is

ahead of the Blossom Time company, inquired in Montreal of the Wartime Prices and Trade Board whether the ruling applied to advertising matter printed in the United States and he was informed that it did. Shows taking paper from the States have paid high duty with excise tax plus regular customs and other charges, the total running to about 33 per cent.

† † †

ZERO temps won out last week over some of the store shows that sought to defy Northern weather. . . . Several ops of Wild Life Exhibits were wild, too. . . . Morris Lipsky, not long ago an army rookie, now half owner of a major op'ry. . . . Lloyd Serfass, not long ago a carnival owner, now drilling in the marines. . . . Several seasons heavily in the black have brought out Ringling red again. . . . If business for the winter shows keeps up the way it's been, those newspapers that won't give anything to the p. a.'s won't be missed much. . . . "He may have made that show a good agent," writes a manager, "but he couldn't mark arrows on poles for mine." . . . If the boys overseas could take time out to send holiday cards—how about you? . . . With many an owner, the equipment is now in the barn and the inventory is under his hat. . . . War news releases have given press agents a new angle to shoot when writing of winter quarters activities—work is going on "according to plan." . . . Winter Catastrophe: "My wife blowed her top and the b. r."

† † †

ADIOS in this space—till the man takes his foot off of print paper.

The Crossroads

By NAT GREEN
CHICAGO

JANUARY is going to be a busy month for the outdoor showmen and attractions people. No less than a dozen State fair association meetings are scheduled for the month. Some of them, as usual, overlap, which is going to make it tougher than usual because of the man-power shortage in many offices. It is likely that most of the meetings will be well attended. There are still plenty of wartime problems facing the fairs, but most of the annuals that did not operate in 1943 expect to go next year, and there are plenty of things to be threshed out at the meetings.

† † †

H. B. SHIVE, carnival g. a., out of Hines Hospital. . . . That was E. E. Meredith, of Missouri Breeze fame,

ankling along Randolph Street the other day. Just up from Charleston, W. Va., for a look at his old haunts. . . . Leo and Ethel (Dainty Ethel Marine) Hamilton are spending the holidays at their winter home in Edgewater, Colo. . . . Noble C. Fairly doubled back to Chi after the Des Moines fair meetings before heading for home. . . . Dressed very conservatively (for him), Ned Alvord is in town ahead of the Olson and Johnson jamboree of nonsense, Sons o' Fun. . . . Jack Tavlin's Indian show at a State Street department store closes this week-end after a very successful run. . . . Jack Grimes, Cole Bros.' p. a., trains for the West Coast Friday (24) to spend the winter in L. A. . . . Pvt. Gaylord White in from Fort Jackson, S. C., where he has been doing duty

in the transportation office. He's being transferred to Camp Grant. His wife is in New York preparing for a USO director's job. . . . Mrs. Bert (Agnes) Doss, former circus aerialist, up from Bloomington to do some Christmas shopping. Business at the roller rink in Bloomington is booming, she reports.

† † †

WHERE are all the clowns these days? Well, Bert Wilson found many of 'em working in St. Louis department stores. Here's the line-up: At Scruggs, Vandervoort & Barney, Danny McPride of Cole Bros., and Joe Orette, magician. At Famous Barr Company, Otto Griebing of Cole Bros.; Harry Dams of Ringling, and Sonny Burdette, magician, formerly with Conroy Bros.' Circus. At Stix, Baer & Fuller, Roy Barrett and Roy Simms.

† † †

THE CROSSROADS is bowing out, at least temporarily, along with The Editor's Desk and Out In the Open, because of the paper shortage, but we hope it won't be for long.

Outdoor Show Biz's

(Continued from page 13)

any vacations. Last month, for example, the Pacific Coast Showmen's Association sponsored a show at Los Angeles' Victory House on Pershing Square to which over a score of top acts contributed their services for a five-hour program, with bond sale pitches between the acts. With club members making large personal purchases the total sales ran over the \$125,000 mark. Among other new twists for boosting bond trade were the sales of autographed song copies of "Hold That Tiger" and "Hey Rube," donated by the authors and sold for the price of a \$100 bond. Peanuts and candy apples could be purchased by War Stamps.

Last month, also, set the stage for the continued and sustained drive on the part of outdoor showdom, when representatives of the International Association of Fairs and Expositions; National Association of Amusement Parks, Pools and Beaches; American Carnivals Association and Showmen's League of America and allied orgs gathered in Chicago's Sherman Hotel for their annual conventions. The lighter side of the outdoor industry's problems was relegated to a place of minor importance. A serious note was in evidence thruout all the sessions, with discussions paramount on prosecution of the war on the home front. Major emphasis was placed upon food production, stepped-up participation in fund raising for War Bonds and post-war planning.

The past season was reviewed with a pointing-up toward even greater efforts for next year. There were talks on post-war planning for livestock shows; an interesting account of a servicemen's day at a fair, when 5,000 servicemen were given a day of free entertainment, winding up with a military ball, and other first-hand reports on Red Cross activity hook-ups, the Youth Movement, and various poultry and produce boosting plans. The IAFE laid out a comprehensive program with no phase neglected. Food production will loom above all other matters in importance for the coming sea-

son, but Red Cross exhibits, military shows, Youth Day Programs, entertainment and other vital features are importantly skedded in their plans.

The NAAPPB and the Showmen's League of America sounded practically the same note thruout their respective clinics. The consensus seemed to be that whereas 1943 had seen the industry as a whole solidly in business with the government as a tangible force in the fight against the Axis, there was heavier going still to come and that next year would call for even harder pitching and sustained effort.

One thing is certain, outdoor show business is in the partnership for the duration. The workers of the sawdust, midways and malls have no intenting of rolling down their sleeves until the job is done—and done right.

Radio's Thespians

(Continued from page 6)

minute spot messages have been delivered by AFRA actors, singers and announcers urging the public to buy War Bonds, to support various essential campaigns of government bureaus, to aid enlistment and support the armed forces, the new service branches for women—the WACS, the WAVES, the marines, the SPARS and the nursing services.

Radio people form a large group among those whose volunteer work has spread the activities of the American Theater Wing War Service thruout the country, has made the Stage Door Canteen a success in New York and stimulated the founding of canteens in Newark, Philadelphia, San Francisco, Washington and numerous other centers. Helen Menken, chairman of the Radio Division of the Wing, was responsible for getting the sponsored program "Stage Door Canteen" on the air, with its weekly revenue pouring in regularly to the Wing treasury to be used for further war service.

Officially, as a union, AFRA has purchased \$50,000 worth of War Bonds, but this does not include the individual amounts purchased by

AFRA members. We estimate the total to be well over a million dollars.

AFRA has officially sponsored two Blood Donors Days, one of which was held in cooperation with Mutual Broadcasting System, Columbia Broadcasting System, National Broadcasting Company and the Blue Network. Large numbers of our people donate blood regularly to the Red Cross Blood Bank, tho exact figures on this are not available.

Finally, at its fifth annual convention in the summer, AFRA went on record as favoring various measures which will contribute to the preservation of national unity and morale, among them a resolution against racial discrimination in any form, a resolution in favor of the Wagner-Murray Dingell Social Security Bill, another opposing the Smith-Connally Act, and still another opposing the re-entrance of John L. Lewis into the American Federation of Labor. All of these actions represented a will to strengthen and extend real Americanism for our 1,100 AFRA members in uniform who are fighting for the democracy upon which our existence is based.

Khaki Stowe-aways

Harriet Beecher Stowe started something when she dashed off "Uncle Tom's Cabin." Helen Hayes, who plays her in "Harriet," hasn't exactly started a war but she's started a substantial troop movement—toward New York.

Last June the cast of "Harriet" performed for 2,000 soldiers at Fort George Meade, Md. At the finish Miss Hayes told them expansively: "You've been very good to us. If any of you come to New York, get in touch with me and tell me you're a veteran of this performance. I'll personally see to it that you get tickets for a good Broadway show."

To date, 2,312 soldiers—312 more than were in that audience—have taken her up on the offer. Phone calls have become a routine at about 100-per-week clip.

It seems possible, muses Miss Hayes, that word of her invitation has been passed along to the entire United States Army.

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SUPPLIES, 1535 Franklin Ave., St. Louis, Mo.

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BLACKOUTS! — COMEDY MATERIAL ORIGINALLY prepared for prominent Broadway performers. Complete collection, \$2.00. Also collection "Club" Comedy Material, dedicated to all glorious guzzlers, woozy warblers, rakes, scallawags, other good performers who still believe in the joy of living! \$5.00. Money back guarantee. KLEINMAN, 25-31 30th Road, Long Island City 2, N. Y. ja15x

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ATTENTION! — SNOOKUM BEARS, SEMI-tame, special for making a beautiful pet, \$15.00; tame Black Spider Monkeys, \$35.00; tame Donkeys (Burros), special for children to ride on or breeding, \$30.00; tame Armadillos, \$2.50; Mexican Lion, tame, \$65.00; Mexican Scorpions, \$7.00; Black Iguanas, \$2.00; Ocelot Tiger Cat, \$35.00; Black Squirrels or Orange, \$5.00 each. GENERAL MERCANTILE CO., Laredo, Tex.

SILVER AND GOLDEN SEBRIGHT BANTAMS, \$7.50 trio; Parlor Tumbler Pigeons, real double and roller performing somersaults, \$5.00 pair. Animals, Alligators, Snakes, Turtles. Buy everything. CHESTER LAMB, 3139 Grand River, Detroit, Mich.

WANTED — GOOD SINGER, PLAY COLUM-bia, stage, cinema. ROOM 51, 327 Howard St., San Francisco 3, Calif. ja1

HELP WANTED

CONCESSION AGENT WANTED FOR ALL YEAR round work. State type of games you have worked on and for whom. Full references required. H. GERMAIN, P. O. Box 292, Newark, N. J. ja15x

CONORTION ACT — MALE-FEMALE ACRO Dancers: Feature Act. State all, photos. GLENN DAVIS, Billboard, 1564 Broadway, New York 19, N. Y.

LEAD TRUMPET WITH GOOD TONE, RANGE and reading ability. Salary \$85.00 week. Immediate opening. Cut or no notice. Wire, phone BUD WAPLES, Ansley Hotel, Atlanta, Ga.

PIANO AND TROMBONE WANTED, SALARY \$60.00. Other Musicians write. ORCHESTRA LEADER, New Kenmore Hotel, Albany, N. Y.

WANT 4 PIECE ORCHESTRA FOR NEW YEAR'S Eve. Phone BERKSHIRE 6646, Chicago, Ill.

WANTED AT ONCE — PIANO PLAYER AND Drummer. Must play requests and dance. Small combos, contact at once. Tom McDermott, contact me. Must have unit in two weeks. Steady location. No boozers. EARL BYXBE, Shelby Rendezvous, Route 1, Hattiesburg, Miss. ja1x

WANTED — PIANIST AFTER JANUARY 1 who can read, fake and play shows. Union, steady location, minimum sixty dollars per week. State full particulars. EDDIE HOWETH, 911 Colonial Ave., Norfolk, Va.

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A-1 CIGARETTE AND CANDY VENDING Machines wanted. MAC POSTEL, 6750 N. Ashland Ave., Chicago, Ill. de25x

BALLOONS WANTED — WILL PAY \$6.50 gross. Send sample and quantity. MCGUIRE, 313 N. Santa Ana, Bellflower, Calif. de25

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I WILL BUY DAISY CORK GUNS, ANY CON-dition. Write me. RAY OAKES, 3114 Cleveland Ave., Brookfield, Ill. de25

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PORTABLE ROLLER RINK FLOOR — 80'x160' preferred. State condition and price. VICTOR BROWN, 444 E. 72 Terrace, Kansas City, Mo.

PORTABLE ROLLER RINK AND EQUIPMENT— State full particulars in first letter. HERBERT BRAUCHLA, Warren, Ind.

POSTERS OF OLD TIME MELODRAMAS IN colors. Lincoln J. Carter's, others. RAY HIBBELER, 2157 N. Avers Ave., Chicago 47, Ill. ja1

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WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell; Merchandise, Jewelry, Tools, Instruments, Equipment. JUSTICE JOBBERS, Box 150, Chicago. de25x

30x40 TENT, SUITABLE FOR GIRL SHOW; also P.-A. System with speakers. Must be in good condition and cheap for cash. State full particulars. BILL WOODALL, P. O. Box 302, Chester, S. C.

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Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

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WANT POSITION AS REPRESENTATIVE AT the Minnesota Federation of County Fairs Convention. Please send photos and lowest to EARL C. PETEY, Address, 3617 Bryant Ave., S., Minneapolis, Minn. Time is short. Hurry! de25

A-1 ADVANCE AGENT, BUSINESS AND PER-sonal Manager, Expert Contractor, Booker, Publicity, etc., available after January fifteenth for high class name attraction. Musical stage show unit, name band or organized all girl orchestra, or would like to hear from exotic attractive girl band leader. Capable directing organizing girl orchestra for theatres, hotels, ballrooms, clubs, motion pictures, radio, etc. Write full details, send photos and best offer in your first letter to P. O. BOX 2608, Holly-wood 28, Calif. de25

AT LIBERTY BANDS AND ORCHESTRAS

"THE FOUR MOODS" — VERSATILE, UNION Dance Orchestra featuring 3 boys and girl, desire immediate bookings. Now appearing "Ray's Place." Photos and past bookings upon request. Wire CHARLIE WALTERS, 119 Audubon Ave., New York City.

Five Three or Four Piece Combination at Liberty in one week. Experienced in dance and show. Union, sober, reliable. Orchestra Leader, General Delivery, Rome, N. Y. ja16

Girl Trio — Also Girl Orchestra available for loca-tion only. Hotel, restaurant or club. Must be high class. E. L. Holt, General Delivery, Coral Gables, Fla. ja8

Smooth, Sweet Swing — Smart New York 14 Piece Union Orchestra. Modern arrangements, equip-ment, style, class. Singing entertainment. All versatile, well organized. Booking advance one night engagements for ballrooms and clubs in New York, Pennsylvania and New Jersey. Price to suit. Avail-able thru direct contact, saving agency fee. Partic-ulars upon request. Address Box NY-58, Bill-board, 1564 Broadway, New York City 1. de25

AT LIBERTY CIRCUS AND CARNIVAL

ATTENTION — LONDON PUNCH AND JUDY Show. Indoor circus, museums, clubs, thea-ters, children's parties. Elaborate Punch set-ting, "The Great Prize Fight." Ticket if far. DOC CANDLER, Billboard, Cincinnati 1, O.

RAY-RAMONA — HALF AND HALF. FIRST class for museum. General Delivery, New Orleans, La.

WANT JOB AS CANVASMAN — HAVE ALL tools. Can do any kind canvas work. Ex-perienced show business. S. W. MONTGOMERY, No. 2 Co., Bay Pines, Fla.

AT LIBERTY MAGICIANS

MAGICIAN WANTS POSITION WITH TENT show or unit for 1944 season. High class, up-to-date act. Fast feature attraction of magical oddities. Age 39, single, neat ap-pearance, sober. E. B. DE WOODY, General Delivery, Provo, Utah. de25

AT LIBERTY MISCELLANEOUS

FREE TO ACCEPT OFFER — WRITER OF Drama, Comedy, Gags and Radio Commercials. Nine years' experience Announcer, Free Lance Comedian and Actor. Member of AFRA. Am free to travel. Write or wire for available dates. ROBERT J. CULLER, 4207 Oakford Ave., Baltimore 15, Md. de25

VALET, PERSONAL SECRETARY — DO GEN-eral bookkeeping, accounting, typing. Gen-eral traveling companion. Age 23, 4-F, neat and alert. Photo. VALET, Box 125, Caney, Kan. de25

Gagwriter, Idea Man, Playwright — Writing parodies, band novelties, dramatizations, monologues, patter. Desiring connection with legitimate entertainer. Free to travel. Don Frankel, 3023B Dickens, Chi-cago 47, Ill.

AT LIBERTY MUSICIANS

"HOT" TRUMPET—GOOD take off and section man; sing scat songs. 4-F draft classification; \$60.00 minimum. BOX 6005-T.C., Denton, Tex.

RINK ORGANIST — EX-perienced, draft deferred, union. Want Florida, California location, but will consider any reputable rink offers. Top salary only. Available two weeks' notice. BOX C-147, Bill-board, Cincinnati 1.

AT LIBERTY — BASS MAN. READ, FAKE, jam, fine rhythm. Reliable, 4F, age 22. Wire or write KIRBY ELLISON, Vel-Mar Hotel, 2120 W. Washington Blvd., Chicago, Ill. ja1

AT LIBERTY — DRUMMER. UNION, EXPERI-enced, sober and draft exempt. Night club, dance, hotel, stage location desired. Do two musical comedy acts. Have good pearl outfit. Photos on request. WALTER TRITCHLER, 271 Cathedral Place, St. Paul, Minn. ja15

AT LIBERTY — OLD-TIME HOE DOWN FID-dler would like place with old-time string bands. If you want old-time fiddler answer this; if not, don't. EARL JOSLIN, 811 E. Main St., Du Quoin, Ill. ja1

DRUMMER — CUT ANY STYLE SOLID. AGE 36, honorable discharge. Location only. A-1 outfit. DRUMMER, 211 E. Pacific St., Salina, Kan.

HAMMOND ORGANIST — RADIO, HOTEL, cocktail lounge, rink experience. Union; pre-fer South or West. BESS MAYO, 500 Wood-row Ave., Fort Worth, Tex. de25

HAMMOND ORGANIST — AVAILABLE NOW. Do not own organ. A try out will prove my ability for both swing and classic. Age 40, union and reliable. Honorably discharged, one year overseas. State full particulars in your first letter or wire. Address ORGANIST, P. O. Box 190, Adrian, Mich. ja1

NAME BAND DRUMMER — 5 YEARS' EX-perience. Age 23, draft exempt. Have record and references. State full details. CHARLES AMATO, 820 Sheldon Ave., S. E., Grand Rapids, Mich. ja1

TENOR SAX — 4-F, AGE 24, SOBER, DEPEND-able. Good tone. Considering a change. Prefer cocktail unit. Wages must be good. Prefer hotel work. Not too much moving around. BOX C-145, Billboard, Cincinnati 1.

TROMBONE MAN — SEMI-NAME EXPERI-ence, reliable, read well, fake; 4-F. Any proposition considered but prefer West Coast. Address BILL KAYE, 1220 N St., N. W., #407, Washington 5, D. C.

Alto Sax — Wants work with small band in New York City area. Fine tone and can really send. Fair sight reader, great ear. Memorize a thousand tunes. Good on novelty stinging and humor. Sax Man, care Apt. A, 69 W. 71st St., New York City. Su. 7-9178.

At Liberty — Violinist. Middle-aged, experienced all lines. Powerful tone, good technique. Also good teacher. Good personality. Louis F. Schultze, care General Delivery, Parkersburg, W. Va.

Reliable Drummer — Mediocre, draft exempt, would like location. Alto, just a fair man; dependable and sober. Box O-143, Billboard, Cincinnati 1, O. ja1

Trumpet Player — 34 years old, experienced in all lines. Play first and also take off. Want job in the South, preferably Florida. Can furnish refer-ences and photos. Will guarantee to cut or no notice. Pete Renzi, Box 87, Lyons, N. Y. ja8

AT LIBERTY PARKS AND FAIRS

JAMES COGSWELL — STILTWALKER, CLOWN, now booking 1944. Write now for prices. 1433 Rose St., Lincoln 2, Neb. ja1

E. R. Gray Attractions — Triple Bar, Swinging Ladder, Rolling Globe, Single Trapeze, Comedy Acrobats, Posing, Contortion. Can be booked sepa-rate. Harding and Keck, Evansville, Ind. ma11

Hulburd's Performing Bears — Two well trained Bears. Real novelty for fairs, indoor circuses, theaters, Christmas department stores. Go any-where. Address North East Post Office, Nashville 7, Tenn. ja1

(Continued on next page)

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Office Hours— 8:30 A.M. to 4:30 P.M. Monday to SATURDAY

Parcel Post

Earls, The Skating, Kelly, Kitty, 6c 1.50 Lockhart, Mrs. Wm., 30c MacK, Larry, 3c Stanch, N. E., 3c WILSON, Bill, 10c

ABBOTT, Willard Atkins, Geo. Ackers, Leslie Augler, Ad. ADAMS, Geo. Austin, Billy Adams, Joe Austin, Mrs. Adams, M. Cornelia Adams, W. B. Avery, Jos. R. Adams, Wm. J. AYCOCK, Douglas Adeslover, Mrs. Babbs, Akerna Adler, E. Harry Babbs, Speedy Ahola, Larry Babe, Jos. AINSWORTH, Baby Betty Robt. Lee Bahnsen, Wm. ALDORF, James Bailey, Bill Aleo, Rocco Bailey, Chas. H. Alexander, Mrs. Bailey, Clyde Bailey, Ed Art Bailey, Maxine Baillie, Jack BAKER, Carl Bozeman, Mrs. Baker, Harry E. Baker, James (Operator) Baker, Miriam Baker, Red Baker, Elmer Balfour, Val Balfour, Klattz Balfour, Bertha Balfour, J. W. Banks, Thos. C. Barbay, Stanley Barbee, Norma Bard, Giles Hess BARDUS, James J. Barfield, Carl Barfield, Emmet Barfield, Fionnie Barfield, Louis BARMAN, Leslie W. Barnes, James O. BARNES, Wm. BARNETT, Henry Brooks, Alfred (Few) Brooks, Arthur A. Brooks, C. H. Brooks, Clifford Broome, E. H. Brossau, Frank Broudy, Paul Broussard, P. B. Brown, Bernard Raymond Brown, Jessie Brown, Jimmy & Hazel Brown, Kenneth P. H. Brown, Mabel Brown Pat Brown, Mrs. Roberta Brown, Sherrill Brown, W. B. Brown, Mrs. W. S. Brown, Washington BROWNE, Derwood A. Browne, Thos. A. Brubham, G. B. Brumback, Elizabeth Brunelle, Joa. Brunet, Mrs. Edith Bryant, Frank Bryant, G. Hodges Bryson, Cleburne Buckhanan, Mrs. Iabo Buffum, Charles BURGESS, Earl Glenn Burt, Enda E. Burgess, R. Rosella Burke, Earl & Gladys Burke, Herbie

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Letter List

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Polles); TAYLOR, Herman; Taylor, Howard Ray; Taylor, Johnny; Taylor, June & Jim; Taylor, Mrs. Katherine; Taylor, Lucille; TAYLOR, Major Leo; Taylor, Mrs. Pauline R.; Taylor, Sammy; Taylor, Walter; Teahan, John Pink; Terban, Max; Terrell, Tom; Terrell, Billy; Terry, John; Tezzano, Mavis; Tezzano, Frank; Tharp, Tex; Theobald, Leona; THOMAS, Arney Geo.; Thomas, Ben Ali; Thomas, J. A.; Thomas, Jack H.; Thomas, Jos. A.; Thomas, L. I.; Thomas, L. Louise; Thompson, Art & Dorothy; Thompson, Edith; Thompson, Mrs. Dave; Thompson, Prof. Herb; Thompson, Jas. G. Mario; Thompson, Omar; Thompson, Tommy; Tiffany, Virginia; Tilman, F. W.; Tibbman, Earl; TIPTON, Fred James; Tireman, Harold; Tizzano, Frankie; Todd, Herbert K.; Tom, Walter; Tooman, Hugh; Torrell, E. C.; Townsend, Cal; Travers, George; Trent, Paul; TRIMMER, Paul Ed; TRONTMAN, Benl. Rolly; Troughtett, Dare; Trout, Mickey & Taylor; TRUSTEE, Lou Loyd; Truzzi, Massimiliano; Tucker, Bill; Tudor Girls; Turquist, Carl A.; Tuttorow, Chas. C.; Tyree, Earl; Tyski, Walter; ULCAR JR., Joseph; UNDERHILL, Andrew Daniel; UNDERWOOD, Ralph Neal; Underwood, W. R.; Ulrich, George; Ulrich, Joe; Urnich, Jeff & Berth; Utter, Fred E.; Vagge, Milo; VALLEGO, Tony; VAN CAMP, Arthur John; Van, Charles; Van, Frada; Van, Herman; Van Hoeser, M. B.; Van Order, Louis S.; Van Sickle, Mrs. Roy; Van Wert, Pearl; Van Zandt, K.; VARECKA, John Joe; Varella, Roxie; Vargo, Rose; Vero, Frank; Vaughan, Bessie; VAUGHN, Edgar Hatfield; VAUGHN, Hamp Sylvester; Vaught, Mel; Velare, Curtis; Velare, Elmer; Veloz, Dottie; Verelle, Helen N.; Vignans, Clarence; Villers, Buddy; Vogell, M.; Vogt, Al; Vogt, Don; Vogt, Robert; Voice, Mrs. Aileen; Volera, Stan; Waddell, Peggy; Wade, Mrs. Mao; Wages, Mrs. J. W.; Wages, Johnnie; Wagner, Howard Robt.; WAGMAN, Geo. Frank; Waiter, Kenneth; Walkins, Clarence; Waldron, Frank; Walker, Arthur; Walker, Carl; WALKER, George; Walker, Loranzo; Walker, Honey Leo; Walker, Howard H.; Walker, Prof. H. W.; Walker, Miss Leo; Walker, Leo; WALKER, Martin Allen; Walker, Peggy; Walker, Peter; Walker, Mrs. Ralph; Walker, Mrs. Sally Hughes; Walker, Stella; Wall, Otis Leo; Wallace, Ben; Wallace, Blackie; Wallace, Mrs. Mina; Walshe, Pat; Walters, Kou & Lucille; WALTER, Tom; Walters, Walter; WARD, Clyde C.; Ward, Dad; WARD, Kenneth Wade; Ward, J. Rght.; Ward, Vernon; Warner, Geo.; Warwick, Stanley; Warrup, LaMar; See LETTER LIST on page 72

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.

WATCH ORDER DETAILS

Official Text Tells the Story & Sets Prices

(Following is the complete text of Order MPR-499 covering imported Swiss watches which was issued by the Office of Price Administration December 7.)

Part 1373—Personal and Household Accessories (MPR 499).

Certain Imported Swiss Watches

In the judgment of the Price Administrator, the maximum prices established by this regulation are and will be generally fair and equitable and will effectuate the purposes of the Emergency Price Control Act of 1942, as amended, and Executive Order Numbers 9250 and 9328. In so far as this regulation uses specifications and standards which were not, prior to such use, in general use in the trade or industry affected, or in so far as their use was not lawfully required by another government agency, the Administrator has determined, with respect to such standardization, that no practicable alternative exists for securing effective price control with respect to the commodities subject to this regulation. A statement of the considerations involved in the issuance of this regulation has been issued simultaneously herewith and has been filed with the Division of the Federal Register.

1373.2—Maximum prices for certain imported Swiss watches. Under the authority vested in the Price Administrator by the Emergency Price Control Act of 1942, as amended, and Executive Order Nos. 9250 and 9328, Maximum Price Regulation No. 499 (Certain Imported Swiss Watches), which is annexed hereto and made a part hereof, is hereby issued.

Authority: 1373.2 issued under 56 Stat. 23, 765; Pub. Law 151, 78th Cong; E. O. 9250, 7 F. R. 7871; E. O. 9328, 8 F. R. 4681. MAXIMUM PRICE REGULATION NO. 499

—CERTAIN IMPORTED SWISS WATCHES CONTENTS

Sec.

1. Scope of this regulation.
2. Prohibitions.
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4. Retail price tags.
5. Notification.
6. Credit charges.
7. Sales slips, invoices and receipts.
8. Relation between the regulation and the General Maximum Price Regulation.
9. Current records.
10. Licensing.
11. Exports.
12. Evasion.
13. Petition for amendment.
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Sec. 1. Scope of this regulation. This regulation fixes ceiling prices for all sales and deliveries in the continental United States and the Territory of Hawaii of all watches containing imported movements and of the types generally known to the

trade as pin-lever, cylinder and Roskopf. It supersedes the Maximum Import Price Regulation as to sales and deliveries of imported Swiss watches for which ceiling prices are established by this regulation. This regulation applies to sales by importers, jobbers and retailers. This regulation applies only to new watches; it does not apply to used or second-hand watches.

Sec. 2. Prohibitions. (a) After this regulation becomes effective, regardless of any contract or other obligations, no person is permitted to sell, deliver or buy from a seller within the United States any pin-lever, cylinder or Roskopf watch in the course of trade or business at a price higher than the ceiling price fixed by this regulation, and no person shall offer, solicit, attempt or agree to do any of the foregoing.

(b) Prices lower than the ceiling prices may be charged, demanded, paid or offered.

(For Sec. 3, Schedule of Ceiling Prices, see table on this page.)

(b) The prices listed above in paragraph (a) are for sales of complete watches including the attaching strap or bracelet in the case of wrist watches, and the fob or pin in the case of fob or lapel watches.

No charge in addition to the ceiling prices listed may be made on account of any box in which the watch may be contained.

The ceiling prices listed include import duties, but they do not include federal excise taxes. As to any tax upon the sale or delivery of such a watch imposed by any statute of the United States or statute or ordinance of any State or subdivision thereof, if the statute or ordinance imposing such tax does not prohibit the seller from stating and collecting the tax separately from the purchase price, and the seller does separately state it, the seller may collect, in addition to the ceiling price, the amount of the tax actually paid by him or an amount equal to the amount of tax paid by any prior vender and separately stated and collected from the seller by the vender from whom he purchased.

The ceiling price listed in paragraph (a) are f. o. b. the seller's point of shipment in the continental United States.

(c) The prices listed under "Importers' prices to jobbers" are the ceiling prices for all sales by importers to persons who resell the watches to purchasers other than the ultimate consumer.

The prices listed under "retail ceiling prices" are the ceiling prices exclusive of tax for all sales to consumers.

Sec. 4. Retail price tags. On and after December 27, 1943, no importer or wholesaler shall deliver any pin-lever, cylinder or Roskopf watch unless the retail price tag described below is attached to it and on and after January 10, 1944, no retailer shall offer for sale, sell or deliver such a watch unless such a price tag is attached to it. If you are a retailer and do not know the ceiling price for any untagged watch, you should apply to the nearest OPA District Office to ascertain the ceiling price so that you may place a tag on each watch.

The tag must be durable and must be securely attached to each watch. It must contain in easily readable lettering a statement of the type of movement (i. e. whether a pin-lever, cylinder or Roskopf), the number of jewels, the size

Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Dec. 18.—Sales of musical novelties are climbing at the present and promise to remain steady sellers even after the holiday season. Boys in the services and folks on the homefront are holding "sings," and the habit of providing their own music could easily stay popular for years after the war. Tonettes, song-flutes, ocarinas, ukuleles and the old-fashioned recorders find new customers who will stick to their favorite musical novelties a long time.

HARDWARE FUTURE.—An executive of a big hardware supply company at a regional meeting of hardware dealers outlined a post-war set-up where dealer-owned wholesale houses will dominate the scene. He called the present wholesalers' system a "wasteful operation" and said too high a percentage of the dealers' income disappears in freight charges and salaries for which no proportionate value is received.

NEW GOLD RUSH.—Reports from Winnipeg, Can., say gold has been discovered in the Snow Lake district, 90 miles Northeast of The Pas, Manitoba, in Midwestern Canada. Several large mining companies have staked claims, and the region may become one of the most heavily mined in the Canadian Midwest after the war.

RATION "CURRENCY"—The Osborne Register Company, Cincinnati, began manufacture this week of 2,000,000,000 ration tokens. That's double the amount of tokens originally planned to put into circulation when OPA's new system goes into effect February 27. The order was increased to be sure of an adequate supply to meet all needs; 1,100,000,000 red tokens for use in making ration change in buying meats and fats will be made, and

900,000,000 blue ones for processed foods. The tokens now in production are said to be smaller in size than originally designed. Lots of housewives who got along without ration book holders are going to be wanting them now—with flap pockets please.

NEW PRODUCTS.—Industrial Equipment News recently surveyed leading manufacturers of industrial products and found 11 per cent of the companies who replied are already prepared to turn out new and improved products for post-war release. It was found that over 30 per cent are now designing new products, and 25 per cent are either looking for new products to manufacture or have products entirely new to their line. This, mind you, is in the field of industrial products. It's a safe bet that manufacturers of consumer goods aren't far behind in dreaming up gadgets and gewgaws to intrigue the general public. On the other side, leaders of Chicago's retail trade are reported to be saying that new and revolutionary products and ideas will not come forth in abundance after the war no matter what the public expects. They say that retailers will bank on established sellers and delay bringing out new items until they are proved. Which leaves the field wide open for pitchmen, bingo and salesboard operators to get the new goods before the public—they can do it, and they will, too.

of the movement expressed in lignes and the retail ceiling price, exclusive of tax. The ceiling price for watches in "waterproof" or "gold" cases may not be charged unless the tag indicates that the case is either "waterproof" or "gold." The type of movement may be stated by using the symbols "PL" for pin-lever, "C" for cylinder and "R" for Roskopf. The words "jewel" and "ligne" may be abbreviated to "J" and "L." The word "waterproof" may be abbreviated to "W" and "gold" to "G." The tag may not be removed until the watch has been sold to the retail purchaser.

A tag in the following form will be sufficient:

4J 10½L, PL, W
Retail Ceiling excl. tax—\$17.00.

Sec. 5. Notification. (a) If you are an importer or jobber who has sold pin-lever, cylinder or Roskopf watches within six months prior to the effective date of this regulation, you must by January 3, 1944, notify in writing all persons to whom you have sold such watches for resale, of the lot numbers, the description, as set forth in Section 4, of the watches, and the applicable retail ceiling prices. You must also notify the purchaser that he is required by the regulation to attach to the watch a tag containing the information required by Section 4 of this regulation. The purpose of this notification requirement is to enable retailers and jobbers to properly tag (See Watch Order Details on page 68)

SEC. 3. SCHEDULE OF CEILING PRICES:

(a) The ceiling prices for pin-lever, cylinder and Roskopf watches are as follows:

DESCRIPTION OF WATCHES	Importers' Price to Jobbers		Importers Price to Retailers		Jobbers' Price to Retailers		Retail Ceiling Prices	
	8¾ Ligne and Over	Under 8¾ Ligne	8¾ Ligne and Over	Under 8¾ Ligne	8¾ Ligne and Over	Under 8¾ Ligne	8¾ Ligne and Over	Under 8¾ Ligne
1. Pin-lever, cylinder and Roskopf watches with 3 jewels or less, either non-waterproof or waterproof cases.....	\$ 3.93	\$ 4.63	\$ 4.25	\$ 5.00	\$ 4.57	\$ 5.38	\$ 8.50	\$10.00
2. Roskopf and cylinder watches with 4 or more jewels in non-waterproof cases	5.32	6.01	5.75	6.50	6.18	6.99	11.50	13.00
3. Pin-lever watches with 4 or more jewels in non-waterproof cases	6.24	6.94	6.75	7.50	7.26	8.06	13.50	15.00
4. Roskopf and cylinder watches with 4 or more jewels in waterproof cases	6.94	7.63	7.50	8.25	8.06	8.87	15.00	16.50
5. Pin-lever watches with 4 or more jewels in waterproof cases	7.86	8.56	8.50	9.25	9.14	9.94	17.00	18.50

The prices set forth in the above table are for sales of watches in all types of cases except gold cases. For the purpose of this regulation, a gold case is (1) An imported case on which the duty applicable to gold cases has been paid as required by the Bureau of Customs of the Department of the Treasury or (2) any domestic gold case. For watches in gold cases, the following sums may be added to the ceiling prices set forth in the above tables:

For sales by importers to jobbers, add.....\$0.925
For sales by importers to retailers, add..... 1.000
For sales by jobbers, add.....\$1.075
For sales at retail, add..... 2.00

High Luster PLUSH BEAR



From the well-known bear family in black and white, brown and gold. High luster plush. Well constructed. Full cut. An extraordinary value, 38 inches high overall, \$6.50 ea. 34 inches tall, \$5.50 ea. 30 inches tall, \$3.50 ea. 20 inches tall, \$2.25 ea. 15 inches tall.

\$1.50 EACH

Write for free color booklet 25% Deposit With All Orders.

JERRY GOTTLIEB
303 Fourth Ave., New York City

GLASSWARE

2918—Coasters, Gro.	\$3.50
5755—Cups, Gro.	4.50
5756—Saucers, Gro.	4.50
1456—Pillar Tumblers, 9 Oz. Gro.	4.50
4542—Measuring Cup, Gro.	5.40
1822—Ash Tray, Gro.	4.00
5757—9 3/4" Dinner Plate, Gro.	11.25

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.

NOVELTY PANTS



PRINT ANY NAME OF CAMP OR CITY
VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO.
1033-1035 Mission St., San Francisco 3, Calif.

FUR COATS & JACKETS

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The largest assortment of outstanding Fur Creations in our history available NOW! Immediate Delivery. All types at reasonable prices. Satisfaction Guaranteed! Write for Free Catalogue.

YOUNG & YOUNG
208 W. 27th Street
N. Y. 1, N. Y.

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.
1033-1035 Mission St., San Francisco 3, Calif.

PAPER MEN

Well-known papers for every State in U. S. A. Different State combinations, but all attractive. Best and lowest price, up-to-date war maps, and small turn in. Write or wire

ED HUFF, 5411 Gurley, Dallas 10, Texas

Popular Items

Insignia Rings

McCoy Jewelry Company, Cincinnati, has some good-looking heavy sterling solid silver rings the boys in the services are really going for. The authentic crest or insignia of six different service branches is mounted in either gold or silver on these rings for servicemen and women, too, for there's a ring for members of the WAC. The firm advertises prompt delivery and pre-war prices. These rings would make good Easter gifts to follow up on the identification bracelets so popular for Christmas gifts.

Glass Ring Molds

A large (one-quart) ring mold and set of six individual (five-ounce) molds is offered by Hickey Sales Company, Pittsburgh, that housewives will take to. Lots of them are missing the aluminum molds, but after trying these "all-purpose," guaranteed heat-resisting glass ring molds for making hot or cold dishes they won't want to go back to metal again.

Carryalls

Joseph Hagn, Chicago, has some handy leather bags made with leather drop handles, reinforced bottom with metal studs and name-plate pocket. No zippers, but three strong snaps, with an extra flap inside the bag makes an efficient top close. Everyone's traveling and there are many who prefer this style to the suitcase type.

For Milady's Hair

Bows, butterflies, feathers, flowers and birds seem a permanent part of Miss America's coiffure now, and every girl wants an ornament to complement separate outfits. Pecker Brothers, New York, has an unusual assortment of such hair treasures on combs. Sequins make sparkly toppers in butterfly, flower and bow designs.

Shell Game

Not the old one, these are brooches, earrings and corsage lapel gadgets the girls will love for their new and different look. They're made of ancient California desert shells, beautifully fashioned into costume jewelry that should be particularly good in spring lines. H. W. Johnson, Los Angeles, is offering them.

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!)

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Direct Mfrs. of greatest line of outstanding design and full color.

SERVICE BANNERS AMERICAN FLAGS

A thousand illustrations would not show the full beauty of the heavy flock designs, borders and lettering. Take advantage of special \$2 SAMPLE OFFER! Brings you a banner assortment with \$6 to \$7 retail value! You make a friend with every sale! One customer recommends another! **MONEY-BACK GUARANTEE:** If not 100% delighted with sample shipment return for full, immediate refund! 48-Hour service guaranteed. **JOBBERS:** Prove you're a jobber for attractive price! We refer all possible leads to local jobbers!

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BUY UNITED STATES SAVINGS BONDS AND STAMPS

THE BEST BUY IN THE WORLD TODAY WAR BONDS and WAR STAMPS


OUR WISHES WILL COME TRUE—QUICKER—WITH THE CONTINUED PURCHASE OF WAR BONDS AND STAMPS BY ALL OF US. LET'S HELP IN THIS WAY TO MAKE THE NEW YEAR THE LAST YEAR FOR THE ENEMIES OF "PEACE ON EARTH TO MEN OF GOOD WILL." AND WHEN VICTORY IS WON AND PEACETIME PURSUITS AGAIN PREVAIL, REMEMBER THAT OUR SUPPLIES AND FACILITIES TO TAKE CARE OF ANY POSSIBLE REQUIREMENT OF OUR CUSTOMERS WILL BE AT YOUR SERVICE IN BETTER ARRAY THAN EVER BEFORE.

ROHDE-SPENCER CO.

223-225 West Madison Street Chicago 6, Ill.

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.

FAST SELLING "V" BROOCHES

Combination Red, White and Blue with hand-made lettering, "Mother," "Sister," "Sweetheart" and "Wife." Made of rolled gold plate wire, sterling silver base.



"SWEETHEART" "V" BROOCH IS NO. 486
"SISTER" "V" BROOCH IS NO. 487
"WIFE" "V" BROOCH IS NO. 488
PLEASE ORDER BY NUMBER.

ORDER TODAY!

Individually Carded. Per Doz. \$5.40
Individually Boxed. Per Doz. 6.00
Individually Boxed With Insignia. Per Doz. 6.75

1/3 Deposit, Balance C. O. D., F. O. B. N. Y.
SEND \$2.50 FOR SAMPLES OF FOUR ITEMS!

TREND CREATORS

1265 BROADWAY
NEW YORK, N. Y.

Pin-Ups



**GORGEOUS!
GLAMOROUS!**
WITH SALES APPEAL, PLUS!

12 glamour girl pin-ups! Each one lovelier and livelier than the last! 12 full-color prints — reproductions of the original Eivgren paintings. Prints are bound in portfolio, but tear out with clean edge for framing. Each in convenient self-mailer that will go anywhere. B31L52 — Per Dozen Portfolios, \$3.60. Send 25% Dep. with Order, Bal. C.O.D.

JOSEPH HAGN CO.
Wholesalers Since 1911
217-223 WEST MADISON, CHICAGO 6

WATCH ORDER DETAILS
(Continued from page 66)

their inventories of watches. The notice GAL 2—WATCH ORDER DETAILS — may be given in any convenient form and should be accompanied by a copy of sections 3 and 4 of this regulation or of the regulation itself.

(b) On and after December 15, 1943, if you are selling pin-lever, cylinder or Roskopf watches to purchasers buying for resale, you must notify in writing every such purchaser at the time of the first shipment to him of the ceiling prices set by this regulation. You must also notify the purchaser that the tag which is attached to each watch may not be removed until the watch has been delivered to the retail purchaser.

Sec. 6. *Credit charges.* Credit charges for the extension of credit may be added to the retail ceiling prices established by this regulation only to the extent permitted by this section.

(a) Sellers who in March, 1942, collected a separately stated additional charge for the extension of credit on sales of watches or similar types of articles, may collect a charge for the extension of credit on sales under this regulation, not exceeding such charge in March, 1942, on a similar sale on similar terms to the same class of purchaser. Sellers who did not so state and collect an additional charge, may collect a charge for the extension of credit only on installment-plan sales; and the charge shall not exceed the separately stated additional charge collected for the extension of credit on a similar sale on similar terms to the same class of purchaser in March, 1942, by the seller's closest competitor, who made such a separately stated charge.

An installment plan sale as used in the above paragraph means a sale where the unpaid balance is to be paid in installments over a period of either (1) six weeks or more from the date of sale in the case of weekly installments, or (2) eight weeks or more in the case of other than weekly installments.

(b) All charges for the extension of credit shall be quoted and stated separately. Any charge which is not quoted and stated separately or which otherwise does not conform to this section, shall, for the purposes of this regulation, be considered to be part of the price charged for the article sold.

(c) No seller may require as a condition of sale that the purchaser must buy on credit.

Sec. 7. *Sales slips, invoices and receipts* — (a) *Retailers.* If you are a retailer, and you have customarily given a customer a sales slip, receipt or similar evidence of purchase, you shall continue to do so. Upon request of the buyer, regardless of previous custom, you shall give a receipt showing the date, your name and address, a description of the watch, including a statement of the type of movement (i. e., whether pin-lever, cylinder or Roskopf), the number of jewels, an indication whether the case is sold as a "waterproof case" or "gold case," the price paid, and the name and address of the purchaser.

(b) *Importers and Wholesalers.* If you are an importer or wholesaler selling to purchasers for resale, you must furnish every such purchaser with an invoice on every sale that you make, regardless of your previous practice. This invoice must show the date, your name and address, a description of each type of watch, including a statement of the type of movement (i. e., whether pin-lever, cylinder or Roskopf), the number of jewels in the movement, the size of the movement, the type of case, the number of each type of watch, the unit price and the name and address of the purchaser. Such invoices shall be kept by every person who buys pin-lever, cylinder or Roskopf watches for resale, and the carbon copy shall be kept by every seller for inspection by the Office of Price Administration.

Sec. 8. *Relation between this regulation and the General Maximum Price Regulation.* (a) The provisions of the General Maximum Price Regulation do not apply with regard to sales and deliveries after December 14, 1943, for which ceiling prices are established by this regulation, except as provided in paragraph (b) of this section. The issuance of Maximum Price Regulation No. 499 does not relieve you from any liability or penalty for violations on sales or deliveries made by you prior to its issuance.

(b) The registration provision of P. 1499.15 of the General Maximum Price Regulation shall apply to every person selling at wholesale or retail any watch covered by this regulation. When used

in this section, the term "selling at retail" has the definition given to it by 1499.20, paragraph (c) of the General Maximum Price Regulation.

Sec. 9. *Current records.* If you are selling pin-lever, cylinder or Roskopf watches at retail, you must keep and make available for examination by the Office of Price Administration, records of the same kind which you have customarily kept relating to the prices you charge for the watches which you sell after the effective date of this regulation.

Sec. 10. *Licensing.* The provisions of Licensing Order No. 1 licensing all persons who make sales under price control are applicable to all sellers subject to this regulation. A seller's license may be suspended for violations of the license or of one or more price schedules or regulations. A person whose license is suspended may not, during the period of suspension, make any sale for which his license has been suspended.

Sec. 11. *Exports.* The ceiling price at which a person may export any pin-lever, cylinder or Roskopf watch shall be determined in accordance with the provisions of the Second Revised Maximum Export Price Regulation.

Sec. 12. *Evasion.* You must not evade any of the provisions of this regulation by any scheme or device, or by any practice which has the effect of getting a higher-than-ceiling price, including devices making use of commissions, transportation arrangements, tying agreements, trade understandings and similar practices. Specifically but not exclusively, you may not charge the ceiling price for a waterproof watch unless the watch is enclosed in a case which is generally accepted in the trade as a waterproof one.

Sec. 13. *Petitions for amendment.* Any person seeking a modification of any provision of this regulation may file a petition for amendment in accordance with the provisions of Revised Procedural Regulation No. 1, issued by the Office of Price Administration.

Sec. 14. *Enforcement.* (a) Persons violating any provisions of this regulation are subject to criminal penalties, civil enforcement actions, license suspension proceedings and suits for treble damages provided for by the Emergency Price Control Act of 1942.

Sec. 15. *Geographical applicability.* The provision of this regulation shall be applicable to the 48 States, the District of Columbia and the Territory of Hawaii.

Effective date. This regulation shall become effective December 15, 1943, except that the regulation, as applies to sales by retailers of inventory in their possession on December 15, 1943, shall not become effective until January 10, 1944.

Note. The record-keeping and reporting provisions of this regulation have been approved by the Bureau of the Budget in accordance with the Federal Reports Act of 1942.

Issued this 7th day of December, 1943.
CHESTER BOWLES,
Administrator.
(F. R. Doc. 43-19561; Filed,
December 7, 1943; 12:11 p.m.)

Sell LATHER LEAVES
THE BIG MONEY-MAKER
That SELLS and REPEATS!

EARN 2-WAY PROFITS!
Your Price So Low You Can Sell Dealers!
Tremendous Profits When You Sell Direct!

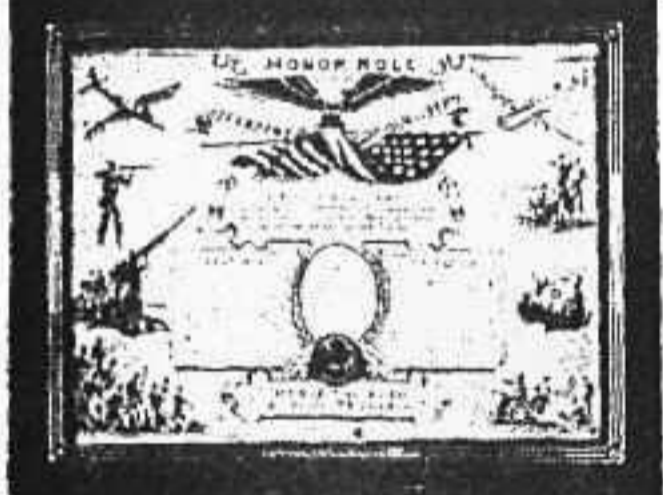
THE DEMONSTRATING MARVEL OF THE YEAR!
A Lather Leaf demonstration is a sure-fire order clincher. Yes, when folks see the gobs and gobs of rich lather produced from a single paper leaf for washing or shaving, it's just a question of how big an order you get! Every person is a prospect! Service Men—Nurses—Mechanics—Defense Workers.



Cash in on this compact, easy-to-carry soap miracle of the age that does away with the nuisance of carrying a messy bar of soap.
Peter Peyton
445 1/2 Washington St. Dept. B1225, Waukegan, Ill.

YOUR PRICE \$7.20 a gross
144 Packets
Sells for 10c
A Packet of 24 Lather Leaves
SAMPLE BOX OF 12 PACKETS \$1
Sales Appealing
Service Designs
Soldier Sailor
Aviator Nurse
25% Deposit With Order — Balance C.O.D. — F.O.B. Factory.
We Prepay Shipping Charges on Cash-In-Full Orders.

FREE! COMPLETE CATALOGUE OF ALL PETER PEYTON MONEY-MAKING MERCHANDISE



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 75c for sample (prepaid).
\$4.50 Doz. Retail Easly

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS
Pillow tops for the Army, Navy, Marines, Coast Guard, Air Corps or WAAC at \$5.75, \$6.00 and \$6.50 per dozen. Send for samples. Made up for any Fort or Camp.
Pennants, 8x24 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: GRAMEROY 5-2174.

Sweetheart
PERSONALIZE YOUR ARTICLE!
Solve your problem of chain, catches, etc. **FOB TOPS**, with and without Mother-of-Pearl background with all desired names, hand-made from gold-plated sterling silver wire. Pin and catch in back of the same quality. Pearl ring attached from which to hang lockets or any other article. 5 different styles. Immediate delivery. Send \$1 for 5 samples and prices.
ARLAN TRADING CORP., 254 W. 31 St., New York 1, N. Y.

VERY LARGE LINE OF RHINESTONE COSTUME JEWELRY
IN ASSORTMENTS FROM \$25.00 TO \$100.00
Also includes the latest in Earrings. (Earrings can be eliminated in Ass'ts.)
GOLD FILLED LOCKETS, \$30.00 DOZ. TO \$84.00 DOZ.
STERLING SILVER IDENTIFICATION BRACELETS, FROM \$48.00 TO \$84.00 DOZ.
EARRINGS FOR PIERCED EARS, FROM \$6.00 DOZ. TO \$30.00 DOZ.
WRITE FOR GENERAL CATALOG
(Costume Jewelry and Earrings not in Catalog.)
Wire Deposit and Orders for Prompt Shipments.
SCHREIBER MDSE. CO. 1001 BROADWAY, KANSAS CITY 6, MO.

NEW YEAR'S FAVORS
HATS — HORNS — NOISEMAKERS — CONFETTI — SERPENTINES — HAWAIIAN LEIS — DECORATIONS — NOISE MAKER ASSORTMENTS, \$10.00, \$25.00 AND \$50.00. SATISFACTION GUARANTEED. WRITE FOR PRICE LIST.
MIDWEST MERCHANDISE CO. 1010 BROADWAY, KANSAS CITY, MO.

Beautifully Colored MINIATURE ANIMALS

Made of Tenite, an unbreakable material, looking even more gorgeous than glass.
Seven different animals, from 2 to 5 inches high, in dark jade and bright coral finish, ranging in price from \$3.60 to \$7.20 per doz.
All seven animals are fully illustrated on our price list #228K, which will be mailed to any re-seller on application.
115-119 K South Market St.
Chicago 6, Ill.
LEO KAUL IMPORTING AGENCY, Inc.

LUMINOUS RELIGIOUS FIGURES & FLOWERS

by Nite Glow

We are now designing our new Spring Line for 1944 and will announce its completion soon. Watch for it!

RELIGIOUS FIGURES WITH CLEAR LIFE-LIKE AND DISTINCT FEATURES

6 1/2" Saints, 2 & 3 Colors	Doz. \$4.50
Small Crucifix, 4" High, 2" Wide, 1/2" in Depth, with Hanging Hook	2.75
LUMINOUS Wall Brackets, 7 1/4"x8"	8.50
LUMINOUS Wall Brackets, 4"x4"	4.25
Square Plaque Crucifix with HANGING HOOK, 6"x3 3/4"	4.25

1/3 deposit, bal. C. O. D., F. O. B. N. Y.

Send \$2.00 for samples of our regular line of EITHER Flowers OR Religious Figures!

NITE GLOW PRODUCTS CO.
105 W. 47th St., N.Y.C. Me 3-5794

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

It's the little things that happen which make life interesting. An operator told us that when he worked down South some years ago many of the locations would not do business with him because his accent gave him away as a foreigner from the North. He didn't know what to do about it when by chance his problem was solved. He walked into a local shop one day and saw a selection of wide-brimmed hats popular with the men in this locality. He had an inspiration and bought one for himself. Wearing the hat was the solution. People didn't seem to notice his accent after that.

Forecast of Milady's Spring Fashion Fads

CHICAGO, Dec. 18.—Feminine whims and fancies being as unpredictable as they are, bright boys who anticipate coming styles are apt to tighten the noose around their own necks, but there are a few straws in the wind pointing to what the girls may be wearing soon. The novelty merchandise field leans heavily upon feminine fripperies, and the trade has been unusually agile, especially during war months, in giving Miss America today what she didn't know she wanted until yesterday.

Shoe men are saying that all-white shoes will be a favorite item for spring wear, and the girls will probably start wearing them even before the traditional Memorial Day summer opener. If so, gloves, scarfs, hankies and costume jewelry in light colors will catch on, and dark colors and heavy, bulky accessories will go in summer hibernation.

Spring dresses and blouses, according to the women's apparel trade, will feature the scooped-out or wide-open necklines that went over so big in that "little black dress" which is practically the working girl's uniform. With the trend of short low-necked evening dresses continuing into day clothes, necklaces will be more than ever important. A gew-gaw hung from a black velvet ribbon in pendant fashion, such as is popularized in Mary Martin's costumes in her current Broadway production, looks like a good item for the costume jewelry trade.

Pieces of costume jewelry set with semi-precious or artificial stones are coming into wider popularity. Turquoise is said to be a favorite.

A button company is suggesting in its ads that half a dozen or so of its plastic buttons, some set with rhinestones and other simulated precious gems, are amusing items to slip into the toe of a Christmas stocking. Milady will sew four or five of them on a favorite dress and slip another onto a bobby pin to wear instead of the popular ribbon or feather hairbow. The idea of tying-in a coiffure ornament with dress accessories is a popular one with the girls, and if a set of hair clips and dress clips or pins is offered her it should be a zooming seller.

Chicago women whose dignity is offended by the idea of wearing a babushka or scarf instead of the wackiest hat they can find are just as susceptible to the Windy City's wintry blasts as the girls who go in for warmth. The dignified division has started a fad of wearing a pastel sheer wool scarf tied over their small hats and tucked into high coat collars. Looks rather pretty and unusual and will probably catch on.

Gov't Orders

WASHINGTON, Dec. 18. — WPB's paperboard division recently issued an amendment to Order L-317 restricting the use of fiber shipping containers. A new sub-division was created to cover "luggage" which includes suitcases, all kinds of traveling bags and trunks, under Schedule B or prohibited uses.

Quota restrictions now provide that in any three-month quota period, the total containerboard content of new fiber-content shipping containers used by a shipper for packing certain products listed in Schedule C of the order, shall exceed neither his footage quota nor his tonnage quota for that use. These restrictions do not apply, however, to empty containers used by the army or navy or containers that are quota exempt, it was pointed out.

Inventory restrictions were changed to fix inventories in total number of containers, and permit a person to divide that number between the various types of containers used.

This amendment permits the use of fiber containers for the shipment of refractory materials, such as insulating fire

GENTS' WRISTWATCHES

No Jewels with Sweep Hand, also Navy Time and Kilometers.

\$8.95 Ea.

In Dozen Lots Only.
Gross Lots, Ea. \$8.25.
3 Gr. Lots, Ea. \$7.95.
25% Dep. with Order.

4 JEWELS, Waterproof, with Sweep Hand. Ea. \$19.75
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 WATER-PROOF with Sweep Hand. Ea. 10.75
LADIES' 15 JEWEL Stainless Steel Case, 5 1/4" Ligne, Assorted Styles. Ea. 23.00
MILITARY 7 JEWELS, Waterproof, Ea. 16.75
7 JEWELS, Waterproof, with Sweep Hand. Ea. 26.00
POCKET WATCH, Nickel Case, Size 14. Ea. 6.75

LOUIS VAN ZATSMAN
7 WEST 44TH ST., NEW YORK CITY
MU. 2-9461 MU. 2-9883

WOOD JEWELRY

Lapel Goggles • Pendants • Pins • Photo Lockets • Gold Wire Mother Pearl's

Send \$10.00 For Sample Assortment Or Write for No. 43 New Catalogue

Charles Demec
WOOD PRODUCTS
PHONE 316 E. WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

5,000 ITEMS AT FACTORY PRICES

Gum, Candy, Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specially Merchandise and many other items. Write for list.

BLAKE SUPPLY CO.
219 E. Markham St. LITTLE ROCK, ARK.

FREE! 1944 WHOLESALE CATALOG

About 2000 Tested Sellers

for today's opportunities are illustrated and described. About 98% of the articles can be supplied promptly. This is important to you as today's sales depend on supplying the goods. The stock of catalogs is limited, so suggest that you send for a copy soon.

SPORS COMPANY

SPORS CO., 1243 Lamont, Le Center, Minn.

There is probably no business which has more individuals from all walks of life as active participants than the sales-board game. And for good reason. It is the easiest business in the world to get into, easy to learn and no matter how you get kicked around and how badly things may go you can always get a fresh start on an investment that is practically nil. All you need is a few cards, the will to work and you're set. If the deal clicks you have an immediate return in cash. If it doesn't, you're out little but your time. And when the boom is on there is no business which reacts faster to the times. A salesboard operator may have his ups and downs but he is never out.

Luxury items have always been top producers on a card or board. For this class of merchandise includes many products we would like to own but cannot or will not buy. However, given the opportunity of winning one, with the possibility to boot of paying as little as 1 cent or at the most 29 or 39 cents for the item, the temptation is often too powerful to resist. Experienced operators know this and the newcomer gradually gets hep to it as he goes along.

HAPPY LANDING.

Jewelry Shows Fad For Hillbilly Tunes

PHILADELPHIA, Dec. 18.—Music and song of the wide and open country associated with the hillbilly and cowboy characters not only developed a boom for such recordings and in the play of music machines but has also shown its influence in the merchandise and novelty field. It wasn't so long ago that local merchandisers couldn't give away any novelties or favors with a rural flavor. But today, as the city folk sing *Pistol Packin' Mama* with greater fervor than their country cousins, a fresh market has sprung up for the merchandise with an outdoor character.

Greatest hillbilly influence has been felt in the increasing demand for wood products, which is going a long way in substituting for the mass of costume jewelry flooding the local markets. All types of cowboy novelties are in heavy demand, dealers report, with figure items fast movers. And while the city folk haven't taken to wearing any 10-gallon hats as yet, dealers are certain that sales in such hats would be brisk if they could get them. Also a major sales item is wall plaques with a hillbilly or cowboy motif. At the present rate dealers are of the opinion that the cowboy and hillbilly items will rival the military in popularity.

INTRODUCTORY LISTINGS NOW READY

Covering All Items Still Available

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.

BILLFOLDS



LEATHER BILLFOLDS

Highest Quality Leather, Workmanship. All Ind. Boxed.

No. 02637 Billfold	Doz. \$11.00
Steerhide Grain Billfold	16.00
Saddle Cowhide Billfold	20.00
Saddle Cowhide Billfold	32.00
Saddle Billfold	22.50
Lady's Billfold	26.75
Alligator Calf Billfold	28.00
Leather Billfold	27.00
Morocco Billfold	32.00
Aniline Coat Billfold	44.00
Genuine Calf Billfold	\$24.00, \$40.00 and 44.00
3 Ring Leather Key Case	3.00
8 Ring Leather Key Case	4.50

Orders Less Than Dozen Lots of a Number We will Have To Add a Small Charge.

ORDER NOW FOR IMMEDIATE DELIVERY

WIS. DELUXE CORP.
1902 No. Third St., Milwaukee 12, Wis.

Attention, Photographers

Eastman Direct Positive Paper, 1 1/4 x 2 1/2 in. Roll \$4.85

EASEL FOLDERS

Size	Per 100	Size	Per 100
1 1/2 x 2	\$3.00	3 x 5	\$5.00
2 x 3	4.50	4 x 6	7.00
2 1/2 x 3 1/4	4.50	5 x 7	9.00
3 x 4	5.00		

BOOK FOLDERS (5x7) . . per 100, \$7.50

ALL OF THIS STOCK FOR IMMEDIATE DELIVERY. 25% Deposit—Balance C. O. D.

M. K. BRODY In Business 33 Years
1116 S. Halsted CHICAGO 7, ILL.

EASTMAN DIRECT POSITIVE PAPER

44 dating. Original packages. Ideal sizes for enlargements. Seventeen rolls, 6 in. by 2 1/2 in. \$30.00; fourteen rolls, 7 in. by 2 1/2 in. \$32.50; three rolls, 8 in. by 2 1/2 in. \$35.00; six rolls, 2 1/4 x 2 1/2. \$12.50; 6 rolls 2 1/4 x 2 1/2. \$10.00; gross 7x10. \$20.00; eight gross, 4x8. \$10.00. 1 Lex Anastigmat, P.1.3 focus. 3 inches (perfect condition), \$75.00. P.D.Q. Camera, 2 1/2 x 3 1/2. complete with Lens and Tripod, \$50.00. 1/2 Deposit.

CARL PARSONS
709 Main St. Gatesville, Texas

SELL TO STORES!

New Line of Comic Morale Building Novelties

Retail stores buy quantities! BIG PROFITS! Be our distributor. Sell and Deliver to Stores. SMALL CAPITAL REQUIRED. RUSH 50¢ (refundable) for 6 Different Samples and DISTRIBUTOR'S MONEY MAKING DEAL. No Free Samples.

D. ROBBINS & CO. News Week Bldg., New York City

ORIGINATORS OF THE GENUINE INSECT REPELLENT Lamp

to Keep Mosquitoes and other Insects Away and

DOCTORS SAY VERDARAY

to Conserve Vitamin A and Reduce Fatigue

FREE Literature - SAVE ELECTRIC - Toledo, O.

JEWELRY WORKERS Gift Shops—Jobbers

Do you have your copy of our illustrated Costume Jewelry Catalog listing amazing values in Sea-Shell, etc., Necklaces, Earrings and Pins? If not, write for your FREE copy today. SPECIAL DISCOUNTS TO JOBBERS.

TROPICAL IMPORTING CO.
5851 N. W. 17th Ave. MIAMI, FLA.

WANT TO BUY For Service Men Trade MEXICAN HUNTING KNIVES

or Hunting Knives of Good Quality From Established Wholesale Houses or Registered Importers. Give full particulars.

ABE'S, 529 Canal, New Orleans, La.

MILLS SALES CO.
OF NEW YORK, INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

BARGAIN FINDS

MILITARY INSIGNIA JEWELRY PINS, 14 kt. Gold finish. For all branches of the service. Close-out. At least \$14.40 Gross Value. Special10 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**

25% Deposit With All Orders.
27 YEARS OF VALUE GIVING.
192 Page Catalog FREE With All Orders.

bricks, and certain tile products, because of their brittle nature.

Schedule B also was amended to permit the use of fiber containers to ship dairy and milk pails, to avoid rust, corrosion or scratching. The amendment also lifts restrictions on packaging work clothing for a period of 30 days.

For Woodworkers

WPB announced that woodworking machinery as defined in its Order L-311, which costs no more than \$50, may be purchased thru blanket MRO procedures.

Foreign Trade-Marks

On November 22 the Alien Property Custodian, Leo T. Crowley, announced an order which requires all persons claiming any interest in trade-marks, commercial prints or labels now or formerly owned by nationals of designated foreign countries, to report their interest, including any agreement or claims or ownership, on Form APC-31 by February 1, 1944. The order also requires the filing of all agreements to which a foreign national is a party with respect to any interest in such trade-marks. If the company or person, however, obtained the trade-mark or label before January 1, 1939, and if since that time no money or other consideration has become owing to a foreign national or anyone on his behalf. "Foreign national" in this order refers to a resident of any country other than the American republics, the British Commonwealth of Nations, and Russia. Forms for reporting may be obtained thru APC offices in Washington, Chicago, New York and San Francisco, and are to be sent to Washington headquarters.

Another order of the Alien Property

Tax Bill Delay

WASHINGTON, Dec. 18. — The week closed with Senate leaders trying to get the 1943 tax bill postponed probably till after January 1. On Thursday the Senate Finance Committee changed its tactics and began increasing the tax bill by changing excise rates to some extent. Reports said that committee conferences would probably delay the bill so that it could not be passed this year. The bill as reported December 16 would place the tax on furs and jewelry at 20 per cent of retail price. The rate on luggage and handbags was 15 per cent of retail price. Due to new attitude of committee, changes in proposed rates may be reported from day to day. Leaders are trying to get Congress to recess December 22.

Custodian's office requires reporting of royalties due and payable to that office concerning interests already vested by the custodian in trade-marks, commercial prints and labels and agreements.

Harry Reiter reports his firm is preparing a new line of service flags and banners which will be placed on the market right after the first of the year. He also informs us that the Reiter "Glory" and "Pledge" banners are still going very strong and producing high volume repeats.



#1909—4-JEWEL MEDA
5 1/4 and 6 by 8 Ligno

OPA CEILING PRICE \$8.06
Effective December 15

TUCKER-LOWENTHAL
5 So. Wabash Chicago 3, Ill.

GLOWS LIKE A STAR
LUMINOUS FLOWERS AND STATUES

THIS WEEK'S SPECIAL
SOMETHING REAL NEW

The Cattle Cowgirl, 4 1/2". Made of plastic in many beautiful colors, silk hair and hand decorated with luminous eyes. \$7.50 doz. Samples of two, \$1.30. This is such a pretty number that you are certain to come back for a second order.

Do not forget our low prices and high quality of luminous flowers and statues.

STAR-GLOW MANUFACTURING CO.
1183 Sixth Avenue
New York City 19, N. Y.
Phone BRyant 9-0219

PIPES
FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

WHATEVER PRICE the public pays be sure to see that full value is returned.

MADALINE E. RAGAN . . . in greetings from Los Angeles infos she will remain on the West Coast all winter.

HAS IT BEEN a happy year for you? Make 1944 a better one.

STANLEY NALDRED . . . inks from South Bend, Ind., that he is going to spend the holidays in Chicago and visit the boys on Maxwell Street Sundays before he leaves for Memphis, where he will open with his kitchen gadgets layout.

FRIENDSHIP IS something no one in the pitch profession can price.

S. GREEN . . . cards from Balboa, Calif., that he worked scales at Oklahoma City and Tuskegee to big biz this year. He believes Mickey Humphrey must have the X on paper for everything west of the "Misey," as he has seen few writing sheet.

THINKING UP gadgets for that future home-drome airplane when peace comes?

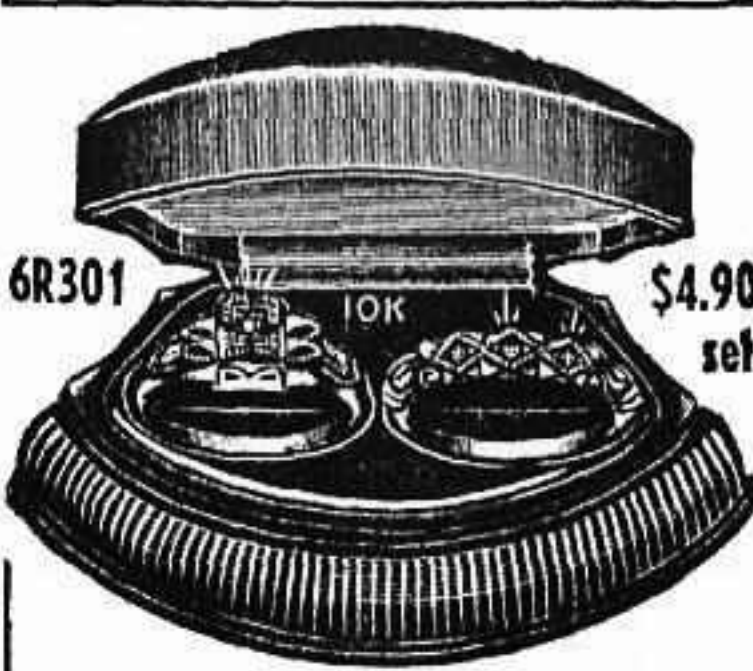
W. F. McDONOUGH . . . pencils the info from Gardner, Me., that Fay Baker and Red McMullen are again teamed out and working stores with rad and other articles, and ask pipes here from Bill Dangle and Chet Greeley.

D. W. (CRAZY HORSE) POWERS . . . types from Texarkana, Ark., that four med shows are wintering there and he recently saw Doc Streets and his wife, Mr. and Mrs. Joe Star, Mr. and Mrs. George Sauerwine and John (Ham Bone) Dale, sheet writers, working in and out of town.

THE GEEDUS you put in a farm may prove an investment in a town landing field for the helicopter.

PAT SHEA . . . sends lines from Austin, Tex.: "I haven't sent you a pipe in 20 years, altho I look forward to *The Billboard* each week. Still working paper and will winter in the Southwest. Hymie Chase, one of the oldest papermen in the biz, celebrated his 65th birthday and 44 of them have been spent on sheet. It's remarkable, for his stamina and ability give the newcomers plenty of competition. This is the best year I have ever had and all the boys are saying the same thing. Like to see lines here from Billy Davis and Fat Bedrick."

PEOPLE SOON find out if you are good in your line of work.



DIAMOND RING SETS
10K Gold Mountings

6R301—1 Diamond Engagement Ring and 3 Diamond Wedding RingSet **\$4.90**

6R305—3 Diamond Engagement Ring and 3 Diamond Wedding RingSet **6.40**

6R302—3 Diamond Engagement Ring and 5 Diamond Wedding RingSet **8.65**

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

BIELER-LEVINE
37 South Wabash CHICAGO 3

MEDICINE MEN
Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacologists
137 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

FURS
COATS—JACKETS

Quality — Price — Style

Latest 1944 Styles. Coneys, Sealines, Caraculs, Muskrats, Skunks, Red Fox, etc. Write for Large Illustrated Catalog. Free.

M. SEIDEL & SON
243 W. 30th St. N. Y. C.

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.

FUR COATS
JACKETS—CHUBBIES

LARGE assortment of NEW 1943-44 outstanding creations. Perfect quality. Excellent workmanship. Distinctive fur of all 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.

THE WING 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.

BINGO BLOWERS
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was clicking with his dog circus in Southern territory. . . . W. D. Cooper was circulating in Frisco City, Ala. . . . Earle C. Crumley and his wife quit the road and opened a business in Montreal, shelving their razor paste and cosmetics. . . . Mr. and Mrs. Frank Libby were clicking with sharpeners in a Philadelphia department store. . . . Dick Frazier with oil and Harry Smitherman with needle threaders were in Cleveland. . . . Stanley Naldrett was in New Orleans with Christmas goods. . . . Ray Herbers was in Cleveland and reported meeting Lester Mann, the minstrel man. . . . Toby Adams had his Toby's Funmakers in Tennessee. . . . Leo E. Eymann was working a razor deal in Tulsa, Okla. . . . A. Raymer was at Little Rock, Ark. . . . H. L. Crumpton working in Birmingham. . . . Harry Tam working sheetle in Denver. . . . Jack Sharding pitching at Virginia Beach Park, Long Beach, Calif. . . . Jack Malone with a health store and Sid Herich with scopes at Long Beach, Calif. . . . Ed Harris reported from the Newark (N. J.) auto show where Barney Weiner, glass knives; Joe Lesser, pens; Joe Morris, electric razors; R. Long, Social Security tags; Abe Castle, Tex Dabney, Jay Lewis, Mike Kelly, Bill Davis and Joe Reddy, paper. . . . Harry Malers recovering in Montefiore Hospital, New York. . . . Warren Lewis auctioneering at Ypsilanti, Mich. . . . Ace Buden-Kay in Wilkes-Barre, Pa., with astrology. . . . That's all.

Palmistry

By E. F. HANNAN

GREAT changes have come into the art that deals with the mysteries of the hand since the days of Professor D'Hermes and Madam Le Normand, who wrote treatises on the chiromny of the palm of the human hand. Man flies thru the air, hears voices and sees faces flashed over the ether, but he still remains dissatisfied. He craves to know what is before him and longs for a peek at the on-coming show of life. And you'd be surprised to know how many famous people have turned to the palmist when important things were before them.

Jesse Livermore, noted stock speculator; Mme. Sarah Bernhardt, famous actress, and even that astute showman, Barnum, were a few of the millions that have consulted their favorite palmists and went away with more strength to meet the world of affairs after being advised as to what the hand revealed of life's mysteries. A few months ago a woman who had often searched the lines of the hand of Diamond Jim Brady passed away, and spoke of his liberality, even claiming credit for the part she had played in his many business successes.

Man is vulnerable and is ever willing to lean on someone or something that is presumed to have more expert knowledge of human affairs than he holds himself to possess.

So palmistry goes on, becoming more a science each year, and is clearly a field for only the chosen few who can not only trace the lines of the paw of man but who are good judges of faces, moods and human nature in general.

Whoever takes up this work may profit by a few words of advice from a friend of the writer's, who in a dingy room near the water front of Boston read the hands of deep-sea fishermen, and round-

the-world sailors. Here is what she said: "First you must acquire personality, that charm that seekers of the strange and occult look for in the palmist; next, you must be endowed with good common sense; third, you must be an able student of astrology, because the study of the hand is closely allied with the myths and workings of the solar bodies, and lastly, you should tie all these accomplishments into a sincere study of the hand's anatomy." This lady, who had 40 years' experience in the work, died leaving more than a mere pittance, so the advice was given by one who had made the work a success.

Palmistry will never die. In fact, it grows younger and younger every year, according to those successful ones practicing it.

TRADE SERVICE FEATURE
Billboard

Events for Two Weeks

- December 20-25**
- CALIF.—Huntington Beach. Christmas Frolic, 18-24.
- (Dec. 27-Jan. 1)**
- CALIF.—Pasadena. Coronation Ball & Rose Bowl Game, Jan. 1.
- N. Y.—Binghamton. Rotary Club Circus, 27-Jan. 1.
- PA.—Philadelphia. Mummies Parade, Jan. 1.
- TEX.—El Paso. Sun Carnival, 29-Jan. 1.

TRADE SERVICE FEATURE
Billboard

Coming Events

- These dates are for a five-week period.
- Alabama**
- Montgomery—Police Dept. Indoor Circus, Jan. 17-23. Thomas Buchanan.
- California**
- Los Angeles—Gift & Art Show, Jan. 24-27. H. W. Wright, 1151 S. Broadway.
- Pasadena—Coronation Ball & Rose Bowl Game, Jan. 1. Wm. Dunkerley, 65 N. Los Robles Ave.
- San Francisco—Dog Show, Jan. 29-30. Nat T. Messer, 443 Front St.
- Colorado**
- Denver—Stock Show, Jan. 17-22. C. R. Jones.
- Massachusetts**
- Worcester—Charity Circus, Jan. 25-30. Emile L. Rousseau, 1 Waycross St.
- Michigan**
- Grand Rapids—Shrine Circus, Jan. 24-29. G. H. Hoffman, 248 Houseman Bldg.
- New York**
- Binghamton—Rotary Club Circus, Dec. 27-Jan. 1.
- New York—Dog Show, Jan. 9-10. Foley, Inc., 2009 Runstead St., Philadelphia.
- Pennsylvania**
- Philadelphia—Gift Show, Jan. 10-14. G. F. Little, 220 Fifth Ave., New York, N. Y.
- Philadelphia—Mummies Parade, Jan. 1. Chas. E. O'Halloran, 532 City Hall.
- Texas**
- El Paso—Southwestern Sun Carnival, Dec. 29-Jan. 1. Chamber of Commerce.

TRADE SERVICE FEATURE
Billboard

Poultry Shows

- These dates are for a five-week period.
- Colorado**
- Denver—Jan. 17-23. F. E. Wood, 2753 S. Acoma St., Englewood, Colo.
- Kansas**
- Topeka—Jan. 10-15. James R. Cowdrey, 3225 W. 17th St.
- Massachusetts**
- Boston—Jan. 10-23. Paul Ives, 39 Church St., New Haven, Conn.
- Michigan**
- Bay City—Jan. 13-16. Harold C. Bellows, Box 241.
- Minnesota**
- Pipestone—Jan. —. Helen Althoff, R. R., Pipestone.
- New Jersey**
- Trenton—Jan. 26-27. Leslie M. Black, College Farm, New Brunswick.
- New York**
- New York—Jan. 2-7. Fred H. Bohrer, Marcy, N. Y.
- Pennsylvania**
- Pittsburgh—Natl. Poultry Club, Jan. 3-8. G. F. Wright, R. D. 1, Sandpoint, Idaho.
- Uniontown—Jan. 5-8. Albert L. Lilley.

Buck Supervising Construction Work

TROY, N. Y., Dec. 18.—Owner Oscar C. Buck, O. C. Buck Shows, is in quarters here supervising construction on a three-abreast Merry-Go-Round to replace the ride which burned last season en route to Keene, N. H., reported Roy F. Peugh, press agent.

Mr. and Mrs. Buck, now at the Hotel Troy, plan an extensive tour in the South after the holidays until February. Lloyd Coffey, operator of the cookhouse and Varieties Girl Show, is recuperating after an operation in Florida. Mrs. Coffey is with him. Mr. and Mrs. Luke Seifker are spending the winter at their home in Miami. Mr. and Mrs. Paul La Cross, ball game concessionaires, at their home in St. Albans, Vt., are operating a news concession. Mr. and Mrs. Albert Bonberg (ride superintendent and balloon game operator) have decided to spend the winter in their trailer at quarters here. Also in Troy for the winter are Mr. and Mrs. John (Frenchy) St. Dennis. Mr. and Mrs. Edgar Lewis are wintering in the South. Germaine Buck (Jones Bingo) at his home in Rochester, N. Y., is doing his bit at the Eastman Kodak Company. Mr. and Mrs. Edward C. Evans, arcade and popcorn concession, are in Columbia, S. C., with their son, Jimmie, and daughter-in-law, operating a night club and restaurant.

Dick Tolman, secretary, and Roy F. Peugh, p. a. and advance agent, in Niagara Falls, N. Y., for the winter, are affiliated with the Lake Ontario Ordnance Works.

Truck and Trailer Legislation

RICHMOND, Va., Dec. 18.—When the Virginia General Assembly meets in January, Delegate I. Newton Coleman, Dinwiddie County, chairman of the committee on roads and internal navigation, will propose a reduction in license rates to a flat \$5 for each passenger car and small truck. He sponsored a measure several years ago which reduced the license fees from 70 cents a hundred-weight to 40 cents.

"I am prompted to ask for the reduction in motor vehicle licenses because the State will have a surplus of nearly \$17,000,000 in unspent highway funds by July 1 next year," he said. "I believe in collecting revenues as they are needed and not in hoarding money taken from taxpayers. It will be humanly impossible, because of the labor and material shortage, to spend all this money, and I see no reason for building up the pool."

He recalled the cry against reducing revenues when he proposed his former reduction, and said that within the next year the revenues were larger because 30,000 more cars had been licensed.

Troupers' Sessions Open to Men's Aux

LOS ANGELES, Dec. 18.—Regular Associated Troupers' meeting December 9 had President Estelle Hanscom; Betty Coe, first vice-president, and Vera Downie, secretary-treasurer, presiding. Preceding the meeting, the board of directors met to elect officers for the coming year. Electoral committee comprised President Hanscom, chairman; Ethel Krug, Ruth Korte, Martha Levine, Cecilia Kanthe, Lucille Dolman and Nell Robideau.

Appointment of Babe Miller, president; Ruth McMahon, first vice-president, and Minnie Pounds, second vice-president, was unanimously accepted by the board, presided over by Chairman Lucille King. Vera Downie was re-appointed secretary-treasurer, her third year in the post. Maxine Ellison was in for her first meeting of the year, as was Cecilla Bowen, who has recovered from an accident after five months in a hospital.

A motion was carried that in future all men of the auxiliary may sit in with the women at all meetings. The Men's Auxiliary will appoint its officers, who will become honorary and serve with the women's officers on the rostrum. During summer meetings men joined all meetings and they had petitioned the club to carry out this idea in all meetings. The vote was unanimous on motion of Lucille King. Many favorable comments were made on the new chrome chairs and

card table bought for the men's room by the body. With completion of the new bar and service counter, the club will be fully equipped. Decorations and many ornaments were donated by members.

Cecilia Kanthe reported on arrangements for the installation dinner. On the committee are Ethel Krug, Maybelle Crafts, Ruth Korte and Charlotte Warren. Mary Ludington, who also was named, left on an extended trip and could not serve. Lucille Dolman, chairman of the "quilting department," reported that two quilts would be brought in next week. She has accepted chairmanship of the spring rummage sale, her second year in that capacity.

A number of members have been ill with flu. Those who managed to attend were Betty Coe, Lillabell Lear and Minnie Pounds. Cards were read from Marlo LeFors and from Marie Jones, Salt Lake City. Ruth Korte represented the Korte-Pounds family, the only one in seven not ill with flu. Jenny Regal came from Redondo Beach. Earl Douglas was entertained by Harry Levine, Elmer Hanscom, Louis Wald, Walton De Pellaton, Joe Krug, Jimmie Dunn, George Coe, Dick Kanthe and others. Harry Warren came early and stayed late. After adjournment lunch was served by Lillabell Lear and Minnie Pounds, cafeteria style, after which at the Bristol Hotel Lucille King had as guests Madge Buckley, Ted and Marlo LeFors, Elmer and Estelle Hanscom, Rosemary Loomis and Earl Douglas.

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LETTER LIST

(Continued from page 65) Washburn, Geo. Waters, Hughley Waters, James Waters, Jeanette WATKINS, Irl J. Watson, Mrs. Belle Watson, Chas. W. Watson, Jas. P. Watson, Mrs. Margaret Watson, Mrs. Mary Watson, Pauline & Frank Watts, Arthur & Virginia Watts, H. H. Wagoner, Wm. WEAVER, Geo. Weaver, Gerald O. Webb, Roberta J. Webb, Senter & Webb Webb, Walter Chas. WEBER, Frederick Weber, Mrs. Ethel Robinson Weber, Herbert & Chittz Weber, Herman L. Webster, Curley Webster, Mrs. J. H. WEBSTER, Jas. C. Weider, Dorothy Weinke, August Weinmann, Geo. Weiss, A. J. Weiss, Harry Weiss, Kay Weiss, Whitey WELLBORN, Thos. F. Weller, S. E. Wells, Albert & Ruth Wells, Freddie J. WELLS, Joe Samuel Wells, John Edw. Wells, Mrs. Ruth L. Wells, Teddy Wells, Van Clow Wells, W. C. Welch, Lester Wendling, Marjoe Wendt, Chas. Werner, George Wesches, D. H. West, Bess and N. L. West, Cal & Bonnie West, C. B. West, Mrs. Paul H. Weston, Wm. F. Weyle, Ed Wheeler, Eddie WHEELER, Eddie Leo Whirling Aces Whittaker, Jennie White, Bob & Nellie White Eagle, Carl & Iona White, Earl Whitehead, Geo. F. Whittaker, PooWee Whittaker, Wm. E. Whidner, Clyda Whittur, Grace Wilcox, Shan Wilds, David Wiles, David Wiley, W. L. WILKE, Thomas Joseph WILKERSON, George Wilkins, Thomas WILLARD, Frank David Williams, Barney WILLIAMS, Daniel Allen Williams, Grant WILLIAMS, Jack Clifford MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway, New York 19, N. Y. Adler, Frank Albert, Louis Andrews, Walter H. Arno, Ernie Asita, Dr. Bagling, Marjorie Bailey, Walter A. Baker, Bobbie Baronova, Irma Barri, Lana Bay, Mary Bede, Capt. Harry A. BEECHER, Matthew E. Beers Barnes Circus Bennett, Joseph Berner, Oscar Bishop, Mildred Blake, Betty Blondell, Gloria Brand, Jean Brown, Chick Buchanan, Fred Buckler, James R. Budd, Sgt. Frank G. Buser, Phyllis Calcano, Connie Caraglio, James Carroll, Della Chambers, Shirley Chase, Bonnie Cherokee Kid Coates, Mary Conchita, Miss Conley, Mr. J. C. Coop, Wincel Crawford Sr., John A. Dale, Emaline DAVIS, Edward J. Davis, Harriet

Kelsey, Billie Lang, Julia Lee, Helen Lee, Victor Lester, Robert H. Light, Chas. F. Lacher, Ray Lanch, Joe Lyons, Bayne McAleer, Norman McArthur, Mrs. K. MacDonnell, Marie McKenna, Charles McKinney, Martha McKeon, Raymond Mahood, Mary Mann, Elizabeth Munnheiser, J. B. Marks, Sarah Marshall, Mr. & Mrs. R. Miller, Christine Mitchell, Lowell Mr. J. Tim Moore, Beunie Morales, Pedro Morton, Jack Myers, Arthur F. Nadja, Jean Nolan, Mr. Nass, Billard Gert Olsen, Lew Orneillas, John G. Panama Agency Pell, Thomas Purchase, Wm. Rainis, Al Ray, Susie Re-ve, Leon Rich, Betty & Marilyn Richards, Nellie Riley, John William Robinson, Ruth Ryan, John Seidel, Jules Seider, Marie Shean, Frank Simon, Gertrude Simon, Cio SMITH Jr., Ira Smith, Mr. R. Sorci, Sonya Spurr, Jules Taylor, Audrey Taylor, Raymond Temple, Edward Polo Thomson, Walter Tisdale, Jean Trevor, Madeline Trippe, Dale Van, Freda Fred Vogel, Charlotte Wallace, Frank Wallace, Roy Wallace, Ruby Watson, Katie Weir, J. C. Weis, Con Weiss, John C. Weston, Fay Whitmer, Dorothy Wilds, David Wilson, Dick Woodards, J. C. WOODARDS, Johnny C. World of Mirrh Shows

Cook, Sis Crug, Mrs. Ruby Daniel, Oss Davidson, George Davis, Eugene & Jacke Davis, N. E. Davis, Ralph Delbridge, Geo. Dempsion, Ernie Dickerson, Harry G. Duffy, R. T. Edwards, Estella Elliott, Chas. English, Ralph EUBANKS, John Madison Everton, Mrs. Emma Farris, Paul Flannigan, James Fleming, Tom Foley, Edward (Mike) Fontz, Jack Gentsch, J. A. Gloyd, Mrs. Sadie H. Good, Dade Graves, Mrs. Violet Green, Finella Grima, Benjamin F. HALEY, Vernon J. Harbin, Howard HARRIS, Ralph L. Hart, Harry (Stiltwalker) Hart, Mrs. M. B. C. Haywood, Clayton H. Holston, Jack Hood, Hollis F. Howard, John Huffman, Robert Hunter, Frank Jackson, A. L. Jacobs, Mrs. J. K. Jacobsen, Bozo Jenkins, Joe Johnson, Mrs. Bertel Johnson, William Concessiona Keef, Charles D. Keef, Mildred Kelly, Edith Kimbrell, Gosef G. Koly, Mrs. Johanna Kutz, John J. LaRue, Dolores LaVell, Frank X. Laussville, Jerome Lantz, Miss Zoe Dell Lantz, John LeFever, Chief Learned, Ray Little, Dave Lucas, Mrs. Annie Mac Lynn, John J. McApparen, William Perry McAdalley, Harry McNallie Sisters Marasco, Richard & Gladys Meredith, Gail MERRICK, Narciss Micalis, Marty MITRO, Steve Mohalic, Adelaide MONTGOMERY, Paul Moorehead, Speed & Gladys Moran, Louis C. Moss, Lee Mulkey, Harold Murray, Charlie & Ethel Nelson, Arthur "Buck" Neilson, Pete O'Brien, Mary Ann O'Keef, Victoria O'Neill, J. R. PARKER, James Lemuel Patterson, Pat A. (The Shadow) Peters, William A. Pinaire, Thendore Price, Lester Ratzell, Enoch Reilly, Jack RILEY JR., Eddie Durham Risson, Arthur Robert, A. Jack Robert, Louis ROBERTS, Maxwell Aldria Robinson, Frances (Jackie) Rose, Martin R. Rowland, Dian Ruler, Howard Russell, Jerry Ryan, Hazel Ruth Selgear, Frank Sims, Joe Smith, Will & Della Spheteris, J. A. STANLEY, Sam Stewart, Mrs. Mae Stihonovich, Milton Stratton, Tony Thoner, Bob Fuller, Tex Tyree, Mrs. Marcella Tyree, O. H. Wreeland, Jack WARMOUTH, Alfred Thomas WARNOCK, James Melroy Washburn, N. J. Weber, Sam Wells, Loretta Wheeler, Ray Wherry, Joseph P. Wilson, Harry E. WILLIAMS, Herbert WILSON, William Max Wingert, Billy Wise, B. R. Young, Harry J. Young, John A. Zern, Charlie Zueckerberg, David

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NSA

(Continued from page 52) Ann Mancusco, Agnes Burke, Jane and Margaret McKee, Lydia Nall, Dolly McCormick, Rose Weinberg, Ethel Broder, Marilyn Cohen, Joan Harmon DeLauray, Anna O'Connor, Florence Bremen, Lillie Behrman, Hennie Miller, Ethel Shapiro, Magnolia Hamid, Jeanette Rattiner, Mae Schoonmaker, Kate Benet, Julia Taffet, Mollie Spitz, Jeanne Grey, Rose Rosen, Sylvia Nierenstein, Jane Bruderlien, Peggy Holtz, Helene Rothstein, Rose Lange, Flora Elk, Evelyn Fallon, Mildred Ford, Emma Pink, Frances Fournier, Ruth Gottlieb, Anna Halpin, Marlea Hughes, Ann Lager, Edna Lasures, Gladys Manning, Pearl Meyers, Dolly McCormick, Anna Nelson, Ethel Weinberg, Loretta Raab, Ruth Robbins, Minnie and Minerva Travers, Mollie Milgrim, and a friend who came from New Brunswick, N. J. At a regular business meeting December 8 about 50 members and all officers were present. After reading of minutes and reports the meeting was turned over to Helene Rothstein, chairman of the Election Committee, which was composed of Past Presidents Midge Cohen and Dorothy Packman, Bess Hamid, Edna Lasures, Rose Lange, Dolly Udowitz and Vi Lawrence. Ballots were cast with these results for officers in 1944: Edna Lasures, president; Dolly McCormick, first vice-president; Ethel Shapiro, second vice-president; Jeanette Rattiner, corresponding secretary; Lydia Nall, recording secretary; Ruth Gottlieb, treasurer; Emma Pink, assistant treasurer; Mildred Peterson, chaplain; Julia Taffet, auxiliary hostess. Installation will be held January 10 at a place yet to be announced, and all members in good standing are urged to drop a post card at once, advising us as to whether they can attend. Notices will be sent to members soon. After discussion as to the final date on which books would be sold for financing the iron lung which is to be presented to Lenox Hill Hospital, it was decided to complete the project March 17, 1944. A pair of nylon hose, donated by Dolly McCormick, brought \$20 to go to the lung fund. Recent awards of three \$25 War Bonds held in the clubroom by Edna Lasures went to President Henderson, Myra Villardi and Bob Willard, the latter with the Cetlin & Wilson Shows. A number of members are reported suffering from influenza. Past President Packman, who returned from the Chicago meeting ill, is still at home. Others reported ill are Mary Sibley, Madge Bloch, Nellie Borrell, Mildred Peterson, Dolly Udowitz, Bee Cohen and Jeannine Grey. Club learned with regret of the passing of the father of the late Bessie Burkhardt, who preceded him by only a few weeks. Madge Bloch has proposed for membership Mrs. Mary Redmond, and Rose Lange has sponsored Mrs. Phoebe Carsky, president of the SLA Auxiliary; Mrs. Hattie Wagner and Mrs. Anita Gilbert. Mrs. Naomi Levine was proposed by Onalee Jones and Beatrice Barry was proposed by Katherine Perry, and Mildred Lasures started off with three applications, those of Hilda Roneau, Pearl Fox and Fritzie Hartmann. For the social meeting, with open house, December 22 members were requested to bring friends and prospective members, and members of the National Showmen's Association were invited to visit and partake of refreshments served by the entertainment committee under Chairman Udowitz. Reservations for the installation January 10 should be addressed to the chairman of installations, Marlea Hughes.

NSA

(Continued from page 52) At a regular business meeting December 8 about 50 members and all officers were present. After reading of minutes and reports the meeting was turned over to Helene Rothstein, chairman of the Election Committee, which was composed of Past Presidents Midge Cohen and Dorothy Packman, Bess Hamid, Edna Lasures, Rose Lange, Dolly Udowitz and Vi Lawrence. Ballots were cast with these results for officers in 1944: Edna Lasures, president; Dolly McCormick, first vice-president; Ethel Shapiro, second vice-president; Jeanette Rattiner, corresponding secretary; Lydia Nall, recording secretary; Ruth Gottlieb, treasurer; Emma Pink, assistant treasurer; Mildred Peterson, chaplain; Julia Taffet, auxiliary hostess. Installation will be held January 10 at a place yet to be announced, and all members in good standing are urged to drop a post card at once, advising us as to whether they can attend. Notices will be sent to members soon. After discussion as to the final date on which books would be sold for financing the iron lung which is to be presented to Lenox Hill Hospital, it was decided to complete the project March 17, 1944. A pair of nylon hose, donated by Dolly McCormick, brought \$20 to go to the lung fund. Recent awards of three \$25 War Bonds held in the clubroom by Edna Lasures went to President Henderson, Myra Villardi and Bob Willard, the latter with the Cetlin & Wilson Shows. A number of members are reported suffering from influenza. Past President Packman, who returned from the Chicago meeting ill, is still at home. Others reported ill are Mary Sibley, Madge Bloch, Nellie Borrell, Mildred Peterson, Dolly Udowitz, Bee Cohen and Jeannine Grey. Club learned with regret of the passing of the father of the late Bessie Burkhardt, who preceded him by only a few weeks. Madge Bloch has proposed for membership Mrs. Mary Redmond, and Rose Lange has sponsored Mrs. Phoebe Carsky, president of the SLA Auxiliary; Mrs. Hattie Wagner and Mrs. Anita Gilbert. Mrs. Naomi Levine was proposed by Onalee Jones and Beatrice Barry was proposed by Katherine Perry, and Mildred Lasures started off with three applications, those of Hilda Roneau, Pearl Fox and Fritzie Hartmann. For the social meeting, with open house, December 22 members were requested to bring friends and prospective members, and members of the National Showmen's Association were invited to visit and partake of refreshments served by the entertainment committee under Chairman Udowitz. Reservations for the installation January 10 should be addressed to the chairman of installations, Marlea Hughes.

NSA

(Continued from page 52) C. Haney, Ray Hansen, Harley Everet, George Elser, L. C. Reynolds, J. C. McBride, Buck Ray, "Doc" Turner, Charles Coleman, Al Campbell, George A. Dean, W. Frank Delmaine, Morris Ventling, E. H. Bradford, Art Signor, Roy Marr, Charles Elliott, Louie Loer, Doc Davis, Lawrence Massey, Giff Roberts, Jimmie (Buck) Ray, Lawrence Riley, Percy Jones, Jack Sterling and Frank Capp. Ladies' Auxiliary At a social night December 10 President Viola Fairly called a short business meeting to decide to which of many war funds the auxiliary should make donations. It was decided to give \$50 to the Red Cross blood donor fund and \$50 to the servicemen's club. Juanita Strassberg attended again, en route from Oklahoma to Ohio. Margaret Ansher, present for the first time this season, reported her father's condi-

tion much improved. Door prize donated by Margaret Haney went to Leola Campbell. In the absence of Chaplain Mae Wilson, Virginia Kline was asked to dismiss the members.

At the social session bingo was played and a Christmas salad and coffee were served. Holiday social calendar was posted as follows: Christmas Party, December 25; installation of officers and open house, December 29; luncheon at Continental Hotel, 1 p.m., December 30; Tacky Party, December 30; New Year's Eve Ball, December 31.

PCSA

(Continued from page 52) Fisher and Ruth Martone, corresponding secretary of the Ladies' Auxiliary, Heart of America Showmen's Club. December 20 is the date for the Christmas party, with turkey dinner. Annual dinner and installation of officers will be on January 3. Results of the election: Edith Walpert, president; Mary Taylor, first vice-president; Marie Morris, second vice-president; Vivian Gorman, secretary; Marie Tait, treasurer. Each was presented with flowers by the incumbent officers. Refreshments and a social hour followed.

AREA

(Continued from page 60) are open. Fred Levere automatically makes it an annual pilgrimage. It is to be regretted that we cannot have our book of the proceedings as we once had. It requires a large active membership to support such a publication. We shall have it again when peace comes. There seemed to be a pronounced opinion that we should dream of the future while solving our present grievous problems. There are four new rides cooking that really have merit and will materialize just as soon as material and man power can be obtained. Some present models of rides will be forgotten in the new scheme of things, while other will be recast into the new materials. The national association must have served a useful purpose or it could not have reached its 25th birthday. When the boys come marching home we are going to be ready to go places. Many present-day park managers are of the second generation. They have inherited knowledge that cost time and effort to accumulate, and are putting this experience to good use.

Howard Pincus, son of Harry Pincus, of the aforementioned duo Cascades outdooriums, went for his induction last week as an air cadet.

POOL WHIRL

(Continued from page 60) mers instead of the health addicts. Or am I wrong again? Jack Rosenthal, of Palsades (N. J.) park pool, has just returned from Miami, which he chose instead of journeying to the Chi confabs. Jack, handsomely sunburned, which he says is a Palsades tan and not a Florida one, reports that pools in Miami and vicinity will do the biggest biz in their existence. Incidentally, guess what the Roney Plaza Beach Club grosses each season on its cabanas? Well, it's 50 grand, and that's not counting the pool or the other sundry charges that they make on aquatic facilities. Not bad, eh?

POOL WHIRL

(Continued from page 60) Here's another claim for a "largest" sumpin or other. It's made by a navy man who writes that "he just happened to read this column when he picked up Billyboy in a barbershop," and he asks if we would be interested to know that where he is stationed is "the largest indoor pool in the world." It's the 164 by 75 feet plunge situated at the U. S. Naval Training Station at Great Lakes, Ill. And as if that weren't enough, this gob points out that there are 11 other pools at the station. Well, well—that's the claim. Are there any takers or does the navy take the cake?

MEMPHIS

Sharing honors with animal and bird inmates of Overton Park Zoo is the new E. H. Crump fire engine house, near the entrance to the gardens, which has on glass-enclosed display the first coal-fired engine bought by the city in 1910, when Crump was mayor. The city gave \$6,000 for the structure and the zoo donated the grounds.

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

Chicago, Ill.
December 18, 1943.

Dear Editor:

The Ballyhoo Bros., who brought their private car here for the meeting, were up against it for its move back to South America, where their shows are exhibiting. After calling a meeting in their hotel room the co-owners decided that the car's transportation back would be so costly that it would be cheaper for them to buy a railroad carnival here in the States. Plans were then made to buy cars, but were held up because the brothers didn't know whether they wanted a 50-car carnival or a 15-car circus. Pete Ballyhoo argued in favor of a midway, as there were already 10 railroad circuses being planned.

While their meeting was going on, their competitors, the Drawhead Sisters, owners of Drawhead Sisters' Cultured Carnival, were holding another meeting in their rooms to decide on whether they would or wouldn't invade South America because they hadn't signed any fairs here. (Their meeting was caused by the bosses' boasting about the bullion down there.) During the two meetings our agent was standing at the gals' door while on the car and he learned of their plans via the transom, while their man was playing the carle on our bosses. When both sides had received their earies' reports they decided it would be a good idea to do biz with each other, but neither side wanted to crack to the other first. Because it was yuletide and the spirit of giving was in the air, the bosses went to the sisters and offered them their shows as a Christmas present, providing they would reciprocate with a gift of equal value.

That brought the opposition show owners together, as with real holiday spirit, a blizzard was raging outside, which helped the gals to make up their minds and yearn for a tropical climate, and a wire for more dough had just hit the bosses. So one of the biggest show swaps in carnival history was made. The Ballyhoo Bros. became the owners of the Drawhead Sisters' shows and they were

made the owners of ours. Each held onto their own title. After the signing of all papers, the bosses rushed to their new shows, wintering in mule barns at Garbage Valley, S. C., to start the work of relettering their recently acquired cars and wagons. The gals left for Columbia, South America, to take over their new property.

Pete Ballyhoo immediately ordered his head tax and bond lifted, which automatically deported his people back to the States and, with the Drawhead crew and ours, the shows will have enough help to operate during the coming season with a full crew. Plans are under way for an early January opening in Florida.

Run the following ad: Ballyhoo Bros.' Circulating Exposition has returned to the United States after a triumphant tour of Central and South America. We have brought back unusual midway attractions which heretofore have been known only to the South American Continent. Fair secretaries in Florida, get in touch with us, as we have only 13 open weeks during January, February and March. Can place moving picture and radio personalities, name bands and agents for slum joints. MAJOR PRIVILEGE.

Royal American Title Out in '44; R. & C. Shelved

CHICAGO, Dec. 20.—Carl J. Sedlmayr announced here yesterday that he and Sam Solomon would take the Royal American Shows on the road next season and that the Rubin & Cherry Exposition title would be placed on the shelf.

The Royal American title, under which Sedlmayr and Elmer C. and Curtis J. Velare operated for a number of years until last season, was not used this year. Sedlmayr and Solomon operated as co-owners in '43 as the Rubin & Cherry Exposition, after having purchased the equipment from Mrs. Annie Gruberg. More details next week.

Crew Starts Work In CW Va. Quarters

PETERSBURG, Va., Dec. 18.—Ben Braunstein, publicity director of the Cetlin & Wilson Shows, who visited winter quarters here, reported a crew was rebuilding and repairing all equipment. Owners Issy Cetlin and Jack Wilson are in quarters directing work. When Cetlin and Business Manager William Cowan returned from the Chicago meetings the latter left for Miami.

Mrs. Cetlin and Mrs. Wilson will leave for Miami at the end of December. Braunstein was en route south with Mr. and Mrs. Ed E. Cooper after his attendance at the National Showmen's Association banquet. Secretary Bill Hartzman will remain in quarters while the owners are away this winter. Neil Hunter, trainmaster, arrived from Philadelphia. Plans are to add three rides and a couple of large shows.

Equipment Is Added By Virginia Greater

SUFFOLK, Va., Dec. 18.—Three exhibit buildings on Tidewater Fairgrounds here are housing equipment of the Virginia Greater Shows after a successful season, reported Albert Rivers.

Homer Woods, who purchased a 24-foot semi-trailer truck at the close of the season and stored it and concession equipment in quarters, will be in shortly to start some construction. William C. (Bill) Murray, general agent, is in charge of quarters, and Albert Rivers and Dan Copley are doing some work. At the first of the year General Manager Rocco Masucci is expected to start work in all departments with a full crew.

Arthur and Raleigh Gibson, who will be at home in Charlottesville, Va., until after the holidays, will take charge of mechanical departments and rides. It is

expected that two more rides will arrive in March. Murray and Wallace Goodrich have returned from a business trip to New Jersey and Pennsylvania with Manager Masucci, and five semis, to be added to the show's fleet, will arrive here in March.

Sol Speight's Cotton Club Revue is playing school houses in the Carolinas until the spring opening and he is keeping his minstrel troupe intact. Happy Arnold infoed from Florida that he was securing large 'gators for his Alligator Wrestling Show next year. As Suffolk has been the winter home of the show for the past four years, many local residents are visitors at quarters. A party of Suffolk friends were guests of Rocco and Sarah Masucci at the National Showmen's Association in the Commodore Hotel, New York.

Fair Grounds

PLENTY, Sask.—The Plenty Agricultural Society, an organization that formerly sponsored many successful exhibitions, recently sold its fairgrounds buildings and invested the money in War Bonds. The exhibitions have not been held in recent years.

ALTA, Ia.—Dates for the 1944 Buena Vista County Fair here, said Charles Miller, president, will be earlier than in 1943, when they were believed to have interfered with harvest time. He reported that the Tivoli Shows had been signed.

ROUTES

(Continued from page 43)

Vinc, Billy (Latin Quarter) NYC, nc.

Wahl, Walter Dare (Palace) Cleveland, t.
Walt, Bea (Capitol) NYC, t.
Wallis, Ruth (Belmont Plaza) NYC, nc.
Warren, Annette (Carter) Cleveland, nc.
Wells, Three (Earle) Phila, t.
Willeit Trio (Midway) Phila, cl.
Wilys, Six (Edgewater Beach) Chi, h.
Wilson, Kaye (Albee) Cincinnati, t.
Wilson, Marcellus (Zombie) Detroit, nc.
Woods & Bray (Hayward) Rochester, N. Y., 21-Jan. 3, h.
Woody & Betty (Orpheum) Omaha, t.

Zarco & Beryl (La Conga) NYC, nc.

ICE SHOWS ON TOUR

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

DRAMATIC AND MUSICAL

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

Able's Irish Rose (Plymouth) Boston.
Able's Irish Rose (Auditorium) Salina, Kan., 22; (College) Topeka 24.
Blossom Time (Court Square) Springfield, Mass., 22; (His Majesty's) Montreal 24-Jan. 1.
Curtain Time (Auditorium) Fresno, Calif., 25.
Dante (Royal Alexandra) Toronto.
Doughgirls (Colonial) Boston.
Gilbert & Sullivan Operas (National) Washington.
Good Night Ladies (Blackstone) Chi.
Jackpot (Forest) Phila.
Kiss and Tell (Curran) San Francisco.
Kiss and Tell (Locust St.) Phila.
Lady Comes Home, with Ruth Chatterton (Walnut St.) Phila.

HELLER'S ACME SHOWS, INC.

ALL CONCESSIONS OPEN

Now booking Attractions for season 1944. Want to hear from all Ride Help with me last season, also Harry Lindstrom, Aster Phillips, Joe Liberty, Chas. Huston, Want Electrician, Seal Truck Drivers, Billposter, General Agent, Second Man. Will operate 10 Rides this year. Top salary to all, long season and good treatment.
HARRY HELLER, Gen. Mgr., 50 Harrison Ave., West Orange, N. J.
Phone: Orange 4-5447

WANTED

GROFF UNITED SHOWS

Will book the following: Octopus or Tilt-a-Whirl, Grind Shows, Small Pit Show with own equipment; also a few Concessions—Cat Rack, High Striker, Balloon Store or any Concession not conflicting with what we have. Bingo open. Show stays out all winter.
Holtville, Calif., this week; then El Centro, Calexico, Yuma, Blythe, Indio.
NO FLAT STORES.

Mexlean Hayride (Shubert) Boston.
Oklahoma (Erlanger) Chi.
Over 21, with Ruth Gordon (Wilbur) Boston.
Sons o' Fun (Cass) Detroit.
Storm Operations (Nixon) Pittsburgh.
Three's a Family (Clivic) Chi.
Tobacco Road (Shubert-Lafayette) Detroit.
Tomorrow the World (Selwyn) Chi.
Without Love (Geary) San Francisco.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Arcade: Mason, Tex.
Broughton Bros.: Kirbyville, Tex., 20-28.
Burke, Harry: Baton Rouge, La.
Pay's Silver Derby: Vidalia, Ga.
Groff United: Holtville, Calif.; El Centro 27-Jan. 1.
Groves Greater: Abbeville, La.
Hertman, A. J., Am.: Golden Meadow, La.
Miller, Ralph E.: Baton Rouge, La., 20-Jan. 1.
Park Am. Co.: Alexandria, La.
Stellar's Greater: (Laurel St.) Columbia, S. C.
Texas: Mission, Tex., 20-Jan. 1.
United Expo.: Leesville, La.
Whiteside: Fairhope, Ala.

CIRCUS

King's Olympic: (Self Zoo) Los Angeles, Calif.; Saturdays and Sundays.
Polack Bros.: (Paramount Theater) Toledo, O., 20-23.

MISCELLANEOUS

Amazo: Playing schools in New Orleans 20-24.
Barrett, Roy (Grand Leader Store) St. Louis 20-24.
Birch: New Orleans 20-Jan. 3.
Campbell, Loring: Burbank, Calif., 20-Jan. 1.
Couden, Doug & Lola: School Assemblies, Los Angeles, Calif.
Drake, Robert, & Little Jeanne (Modjeska) Augusta, Ga., 23-26.
Long, Leon: Moss Point, Miss., 23-26; New Orleans, La., 27-31.
Munro & Adams (Mayfair) Dayton, O., 21-23; (Roxy) Cleveland 24-30.
Rieton's Dogs: Florence, Ala., 20-25.

CARNIVAL FOR SALE

1 Major Ride, 1 Kid Ride, 7 Trucks and Trailers, 30 K.W. Light Plant, some Concessions; also Show Paraphernalia. Will sell show complete or might consider partner if thoroughly experienced and not afraid of work. Show's winter quarters are in West Tennessee. Curiously seekers and post card writers, please stay off.

Address:

ROBERT HUGHEY

3322 North Hoyne Ave. CHICAGO, ILL.
P.S.: C. S. Reed, please write me.

J. C. WEER SHOWS

"America's Newest Streamlined Railroad Show"

WANT

TRAIN HELP of all kinds, RIDE HELP. Foramen for Rocket Ride and Ferris Wheels and Help for all Rides. WINTERQUARTERS IN NORFOLK, VA. WILL BE OPEN JANUARY 15. Sidney Daniels, of Baltimore, get in touch with me. All address: J. C. WEER, Mgr. 390 Arcade Building St. Louis, Mo.

WHITESIDE SHOWS

WANT

Concessions all open, including Pop Corn, Cook House and Bingo. Can place Posing Show or any Show with own transportation. Rides—Tilt-a-Whirl or Octopus. Now booking Shows, Rides and Concessions for 1944 season. Want Help now on Rides, Shows and Concessions. Show out all winter playing defense arena. For sale—40 Ft. Three-Abreast Allan Herschell with new Top and Sidewall. Wire at once.
A. R. "DUTCH" WHITESIDE
Fairhope, Ala., this week

ARCADE FOR SALE

Large Arcade, Neen Front, complete with Dodge Tractor and G.M.C. Van. Ready to set up and operate. Address:
Clayton Holt, Fulton, Mo.

PHONE MEN

WANTED

Children's Tickets, Program and Banners. Fifth Annual Shrine Circus. Also Man for personal calls. No advances. Commission Wednesday and Saturday.

T. DWIGHT PEPPE

Kosair Shrine Club
210 East Gray Street Louisville, Ky.

FOR SALE

Single Loop-o-Plane with 5 HP Motor, complete with fence, ticket box and panel front. 24-Seat Smith & Smith Chairplane with fence, ticket box and panel front. 8-Car Whip. Above Rides priced for CASH. Address:

E. H. BUNTING

Box 9, Ramsey, Ill.

AT LIBERTY FOR 1944

F. PERCY MORENCY

Can handle efficiently any executive position. Thirty years' experience with leading Carnivals of the East. Address: 3512 Junius St., Dallas 1, Texas. Telephone No. 8-30988.

WANT IMMEDIATELY PENNY ARCADE

Will pay cash for nicely framed Portable Arcade, complete with Machines, Tent, Trucks, Lights and Panel Front. Send full details and photo at once.

W. O. KING

30 Fessenden St. MT. CLEMENS, MICH.

WANTED—TELEPHONE SALESMAN

POLACK BROS.' SHRINE CIRCUS

Write or Wire

SAM WARD

MASONIC TEMPLE, HAMMOND, IND.
(Drinks, please save me the trouble of personally throwing you out of my office.)

GUY SMUCK WANTS

Two Light-Skin Girls for Creole Chorus that can ramble in Concert. Salary \$25.00 if you can cut it. Pay your own. Address:

GUY SMUCK

Hotel Decatur, 105 Decatur St., New Orleans, La.



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.

KEEP FIGHTING

In this issue the entire amusement world joins in expressing its patriotic spirit and especially in boosting the war effort thru U. S. War Savings Bonds. The coin machine industry is counted as an important part of the amusement world and hence shares in all the honors and privileges of helping carry on to victory.

It should be kept in mind at this particular time that buying bonds is only one important part in winning the war. Those charged with the responsibility of planning military action feel that the biggest part of the fighting is still to be done. So the proper spirit for all patriotic citizens is expressed in the slogan "Keep Fighting."

Every member of the coin machine industry should give this idea consideration and show no let-up in all the patriotic work that has been done by the industry up to the present time. Leaders of our armed forces have time and again warned the American people that the real danger now is a letdown in morale on the home front. All of our leaders feel sure that victory will come in due time. It will come much quicker if the home front keeps fighting. Military leaders report that members of the armed forces in all parts of the world quickly feel any change in home sentiment or public morale. This is much more true now than in the last war. Members of the armed forces on all the fighting fronts are kept informed by radio, newspapers and letters from home, and they quickly re-act to what people are thinking back home.

In order to keep up the fight and bring the war to an end as quickly as possible, perhaps the first big job is to give as much attention as possible to boosting the morale of the men on the fighting fronts. This calls for direct action in whatever ways it can be done, whether by letters or by keeping up our home fighting

spirit and in keeping ourselves informed on what is the best thing to do.

Another important factor on the home front is the present fight against inflation. The country has done well up to the present time in controlling inflation to some degree, but there are still serious danger signs that inflation may gain terrific headway at a time when it would soon re-act on the morale of the fighting forces. It should be kept in mind that a lot of the men in the armed forces are looking forward to the future when they will be coming home. So are the families and loved ones of the men at the front. If inflation should gain headway now, it would be a serious obstacle to getting our fighting men home and getting them set into jobs when they have won a victory for us.

The coin machine industry is a minor industry, but it still has a part in controlling inflation. For one thing, it calls for full co-operation with the OPA and other government agencies who are doing what they can to control a powerful force in the nation.

The morale of the home front will undergo another strain during the coming year. It is probable that the fighting by the armed forces will get much harder.

Most of the patriotic work done by the coin machine industry has been of a local nature. Members of the industry and their families living in all parts of the nation have performed many valuable services in their own home communities. These separate good deeds do not make a big story, but considered altogether they add up to a great accomplishment. The industry can assure the leaders of our country that they will keep up this fighting spirit on the home front until victory is complete.

Industry in Second Year of War

Regional Data Offices Offer Enemy Patents

Seized Axis patents in all fields of science offered to U. S. manufacturers

CHICAGO, Dec. 18.—Between 40,000 and 50,000 seized Axis-owned patents will be more readily available to manufacturers throught the country with the setting up of regional offices where patent information can be obtained, it is announced by the Alien Property Custodian's office in Washington.

The second, and most recent, field office has been established in Portland, Ore., in conjunction with the Bonneville Power Administration's marketing program. Containing a library of between 40,000 and 50,000 patents and patent applications seized from enemy aliens and nationals of occupied countries, it will serve the area West of Chicago.

Altho the Portland office and the earlier one set-up in Boston, are the only two field divisions functioning at present, it is understood that additional offices will be opened when, and where, the need for them occurs.

Copies of all patents vested by the Alien Property Custodian will be available for inspection by the public at Portland, while classified patent indexes and catalogs will be located at Bonneville's district offices. In order that the patents will be as widely distributed as possible, the library will be exhibited in various Northwest industrial centers.

Officials believe that development of the various regional offices will enable business and industrial leaders to take full advantage of the vast store of inventions and information represented by these patents. The Northwestern region should prove a valuable field for utilization of enemy patents not only in the present war emergency but in the conversion to peacetime industry.

Patent holdings now in the hands of the custodian constitute the largest number of United States patents under one control. They include inventions of the leading scientists of Europe and cover virtually every field of science, including chemistry, metallurgy, plastics and electronics.

Original seizure was affected for the three-fold purpose of increasing the effectiveness of United States war production, stimulating basic and applied research in the fields covered by these inventions and assisting in the development of new production techniques for sound business in the post-war period.

Nashville Youth Plan Elaborate New 'Teen-Town'

NASHVILLE, Dec. 18.—"Teen-Town," with a mayor and all of the trimmings, will be opened in the basement of the East Nashville Library, and it sounds like the answer to a high-school kid's dream.

For a 25-cent season ticket, students of East Nashville High School may become citizens of "Teen-Town," when it opens soon after the first of the year. Girl Reserves, working with the YWCA, have planned and are sponsoring the project.

Being a citizen of "Teen-Town" will entitle the young ladies and gentlemen to bring as many as three guests at a time to enjoy games, dancing, "cokes," a "juke-box" and all of the fun they usually have to seek at "joints" frequented by drunks and by older girls and soldiers. "Teen-Town" will give them all of the fun, but it will be thoroly chaperoned and will offer none of the cheapness and danger of the "joints."

Cleveland Teen-Age Club Named "The Juke Box"

CLEVELAND, O., Dec. 18.—The grand opening of "The Juke Box," 7215-7219 Lorain Avenue, Cleveland, is scheduled for New Year's Eve for teen-agers. "The Juke Box" is the brain child of the West Side YWCA, the Welfare Federation and dozens of enthusiastic students from high schools.

Construction work is being done by the teen-age group which also named it. The juke box is in place and already plays tunes to liven the work hours. Soft drinks, candy, pretzels and juke box music for dancing will be available to teen-agers when the night club opens.

Too Few Turkeys, Board Men Offer Substitute Prizes

ST. JOHN, N. B., Dec. 18.—The record scarcity and high prices of poultry are bringing about the use of other prizes for salesboards thru the Eastern Provinces and Northern New England. Nobody recalls when turkeys, particularly, have been so scarce and the price so high. Since salesboards were introduced in this territory, turkeys have been the most popular top prize for distribution on Christmas Eve or New Year's Eve.

Because of the inability to get the birds at anything like reasonable prices, or to buy them at any price, board promoters have turned to other items for prizes, such as watches, jewelry of all kinds, smokers' supplies including cartons of cigarettes, toiletries, including perfume, dolls, etc.

Demand for boards has been excellent and they have been available in restaurants, lunchrooms, diners, beverage stores, billiard rooms, bowling alleys, grocery shops, newsstands, etc. In some instances, merchandise from stock in individual stores is offered for one or several of the board prizes.

Those board operators who have been offering turkeys, among other prizes, have been selling out the boards pronto. Everybody seems willing to take plenty of chances on anything that would lead them to a turkey dinner for either Christmas or New Year's. Indications are that numerous families will have no turkey on either holiday because of the unprecedented shortage and sky-high prices. Chickens, ducks and geese are being substituted by board operators, who find it impossible to arrange purchases of turkeys. Never before have watches been so plentiful as salesboard prizes, and the same applies to toiletries. Silverware is also given a place on the prize list and so are credit slips at local stores selling furniture, jewelry, footwear, clothing, food, drugs, etc.

Harris Represents Monarch on Coast

CHICAGO, Dec. 18.—Appointment of R. Simpson Harris as West Coast sales representative of Monarch Coin Machine Company is announced by Al Stern, Monarch executive. Harris will headquarter at 5940 S. Hoover Street, Los Angeles. Monarch facilities and the known ability of Harris should prove a combination that will assist Pacific Coast members of the trade in obtaining needed equipment, according to Stern.

In addition to his duties as Monarch sales representative, Harris also has exclusive West Coast sales rights for a new arcade machine, and he suggests that arcade owners make inquiries as early as possible for complete information.

Personnel in Armed Forces, War Production Record, Top Major Contributions in '43

Six coin machine firms honored by Army-Navy "E" flags — most eligible men now in U. S. armed forces

EDITOR'S NOTE: A general picture of the coin machine industry's role in wartime, and the listing of War Bond purchasers during The Billboard's Bombardment campaign, appear near the front of this issue.

CHICAGO, Dec. 18. — Recounting of news and events of the past 12 months reveals outstanding contributions to America's second year of war by firms and individuals in the coin machine industry.

At the top of the list belongs industry personnel now serving with the armed forces of the United States. Operator and distributor organizations throught the nation have given almost every eligible man. Manufacturers, too, have yielded heavy quotas of servicemen, many enlisting during the first few weeks of the war when coin machine factories were among the first to be affected by wartime regulations.

While it cannot be confirmed by actual comparisons, the belief exists that the coin machine industry has provided a higher percentage of men for the armed forces than any other industry of similar size.

Production of war materials is another major contribution by the coin machine industry, with approximately 300 listed manufacturing firms, which produced coin machines and allied products in peacetime, believed to be participating 100 per cent in war production in 1943.

Outstanding Activities

Other outstanding activities by members and firms which contributed to America's war effort during the year include the following:

- Purchase and sale of War Bonds.
- Promotion of campaigns of various kinds for the sale of War Bonds.
- Participation in community activities such as civilian defense, bond drives, scrap drives, entertainment for men in service, etc.
- Donation of equipment and supplies to USO centers, canteens, army camps, etc.
- Use of paid space and posters.
- Drives, funds and campaigns promoted by association groups.
- Use of industry developments in precision instruments of war.
- Use of certain machines and principles for training servicemen.
- Donations of juke boxes to teen age clubs which combat conditions of juvenile delinquency in wartime.

Regarded as one of the nation's smallest industries in terms of number of factories, the coin machine industry is believed to have outstripped many larger industries in the quality and volume of war materials produced. Two reasons largely account for the industry's achievements in this respect; first, mass production methods were employed by all larger coin machine firms before the outbreak of war; second, technical skill and knowledge of coin machine engineers and work-

ers were of the type most needed in certain precision production.

War Causes Expansion

In addition to war production by factories which produced coin machines and allied products before the war, a number of new plants have been formed by men within the industry for the purpose of doing war work. Many factories have been doubled and tripled in size. Some firms have built or leased additional plants to accommodate production needs. A few distributors have enlarged their shop facilities and acquired additional space and equipment in order to perform war work.

(EDITOR'S NOTE: Information of a more complete nature concerning the war activities of smaller coin machine firms and those in allied industries, is expected to be available for publication in the annual Convention-in-Print issue of The Billboard next February.)

It is significant that Army-Navy "E" presentations have honored six coin machine war plants during 1943.

A glow of pride pervaded the entire industry on February 18, 1943, when Stoner Manufacturing Corporation received the first "E" awarded to a coin machine firm. Operators, distributors and other manufacturers welcomed "the highest tribute that can be conferred upon any company engaged in war production."

"The Army-Navy Production Award," according to the Stoner program, represents "recognition of exceptional performance" (See Second Year of War on page 76)

PRODUCTION HONOR ROLL

Of Coin Machine Industry

The Army-Navy "E", emblem of highest production honors, has been awarded to the following coin machine manufacturing firms:

STONER MANUFACTURING CORPORATION
February 18, 1943

PACKARD MANUFACTURING CORPORATION
March 11, 1943

WATLING MANUFACTURING COMPANY
May 19, 1943

J. P. SEEBURG CORPORATION
June 18, 1943

THE RUDOLPH WURLITZER COMPANY
October 19, 1943

LION MANUFACTURING COMPANY
(The "Bally" Plant)
October 30, 1943

ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1896.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

CLEVELAND COIN OFFERS:

CONSOLES:

- 1 Triple Entry.....\$150.00
- 4 Beulah Parks..... 85.00
- 1 Sugar King..... 50.00
- 1 Big Game, F. P..... 95.00
- 3 Silver Moons, F. P..... 110.00
- 1 Jumbo Parade, F. P..... 95.00
- 2 Big Tops, F. P..... 97.50

SLOTS:

- 3 5c Blue Fronts Single Jack, C. H.\$165.00
- 1 25c Blue Front Single Jack, C. H. 250.00
- 1 5c Brown Front, 3/5 Payout, C. H. 195.00
- 1 5c Bonus Bell..... 225.00
- 1 5c Walling Roll-a-Top, 3/5 Pay. 90.00
- 1 25c Walling Roll-a-Top, 3/5 Pay. 125.00
- 1 5c Walling Treasury, 3/5 Pay. 75.00
- 1 5c Jennings 4 Star Chief.... 95.00
- 2 25c Brown Fronts, 3/5 Pay., C. H. 295.00
- 1 5c Mills Skyscraper, 3/5 Pay.. 125.00

ARCADE EQUIPMENT:

- 2 Shoot the Chutes.....\$165.00
- 3 Slap the Japs..... 165.00
- 3 Western Baseballs..... 95.00
- 3 Baffling Practice..... 125.00
- 2 Keeney Air Raiders..... 250.00
- 1 K O Fighter..... 165.00
- 3 Rotary Claws..... 150.00
- 3 Buckley Delux Diggers..... 95.00
- 3 Buckley Treasure Islands..... 85.00
- 2 Ten Strikes, Low Dial..... 50.00
- 1 Evans in the Barrel..... 125.00
- 2 Gottlieb Skeeball-ettes..... 85.00
- 1 Bally Defender..... 295.00
- 2 Texas Leaguers..... 45.00
- 1 All-Star Hockey..... 225.00
- 2 Keeney Submarine Guns..... 200.00
- 1 Test Pilot..... 250.00
- 4 Latest Short Model Pokerinos.. 165.00
- 10 Clean as a Whistle Panorams. 350.00
- Brand New Midget Skee Ball... 239.50
- Brand New Revamp Tail Gunner.. 325.00
- Brand New Revamp Tokio Gun.. 325.00

1/2 deposit with orders, bal. C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave., Cleveland 15, O.
Phone PProspect 6316-7

Tip Books and Jar Deals

- Regular Tips.....\$42.00 Per Gross
- Daily Tips..... 40.00 Per Gross
- 1930 Red, White and Blue 31.00 Per Doz.
- 2040 Red, White and Blue 31.50 Per Doz.
- 1850 Red, White and Blue 30.00 Per Doz.
- 1440 Combination Tickets 26.00 Per Doz.
- 1836 Combination Tickets 30.00 Per Doz.
- 2280 Combination Tickets 36.00 Per Doz.
- 2520 Combination Tickets 38.00 Per Doz.

BLISS NOVELTY CO.

Greenville, Ohio

FOR SALE PHOTOMATIC

Excellent condition, serial P.S.P. 5, \$1300.00.
One-third deposit, balance C. O. D.
CIGARETTE SERVICE CO.
208 W. Magnolia Ave. Knoxville, Tenn.

ATTENTION, PANORAM OWNERS
CONVERSIONS FOR PANORAM TO PEEK, \$35
IN LOTS OF 6, \$30.
Takes about 15 minutes to convert. Will triple your take. New face and all your needs included, plus simple, quick change-over instructions. One-third deposit, balance C. O. D. Hurry. Wire
COIN MOVIE CO., 2973 Crescent Ave., San Bernardino, Calif.

Here in CHICAGO

Alderman Charges License Will Create Monopoly

Charges by Ald. Frank Hilburn that the license fee of \$50 on juke boxes would drive out the small operators and create a monopoly, after which those forces would come back and get the fee reduced or abolished, caused a split among Chicago councilmen last Wednesday. But the license finally passed 29 to 15. Nickel games (electrical) were assessed \$20, and penny electrical devices were tagged for \$10.

War Worker in Role Of "Leadership Girl"

Remember the Rock-Ola "Leadership Girl" who headlined the firm's colorful advertising a few years back? Pictured here is not the professional model who played the part, but a regular employee, Pearl Hjerstedt, of the gage department. Besides being a first-rate gage inspector, Pearl holds the Cook County senior baton twirling championship, and for three consecutive years won the Chicago championship as drum majorette. Also, she is first-line leader of the Board of Trade American Legion drum and bugle corps.



Gardner Idea Department Produces "Eye Catchers"

The "Quiet—Genius at Work" sign has been nailed up for some time at Gardner & Company and the brain children of idea-men and artists alike have been pouring forth according to Gardner executives, who state that within a few weeks a new flyer will reach the trade illustrating in vivid color all their new eye-catching salesboards.

Boasberg of New Orleans Is Instructor at Great Lakes

Louis Boasberg, one of the owners of New Orleans Novelty Company, is getting acclimated to bitter breezes at Great Lakes Naval Training station where he is serving as an athletic instructor. Boasberg was a member of the famous Tulane Rosebowl team of the early '30s. His partner, Ray Bosworth, is a sergeant in the air corps, now serving overseas.

Korengold Dons Navy Uniform At Chicago Center, December 13

Morrie Korengold, well-known Chicago music operator, is donning the navy blue, giving the navy another fighting coin machine man. While enthusiastic about helping to get the big job done, he had some interesting comments to make about procedure at the induction center on Monday, December 13. The fact is, Morrie had really preferred a different branch of the service but the navy won the argument.

Rock-Ola War Workers Buy \$150,000 Worth of Bonds

Rock-Ola war workers rolled up their sleeves and rolled up a total of \$150,000 War Bond purchases in the recent company bond drive, it is reported by *The Rock-Ola Family*, newsy and attractive employee publication issued monthly by the firm. Jack Nelson is editor of the booklet.

Seeburg Foreman Is Star Basketball Player

Howard Schroeder, a foreman at J. P. Seeburg Corporation, is regarded as Chicago's finest basketball player. He starred in the K. C. league, was a member of the team winning Eastern American title

and played in the finals for the National A. A. U. crown. He also is one of the top scoring bowlers in the Seeburg league this season.

Fishing Photo Is Reminder Of Pre-War Days in Miami

"The Home Front," a Sunday feature department of *The Chicago Tribune*, recently pictured Ralph Mills with the world's record white marlin which he caught during a Miami fishing tournament. "Back in pre-war days," said the caption, "Ralph J. Mills, executive director of Mills Industries, had time to spend an hour and 30 minutes landing this world's record fish." It weighed 141 pounds, was second largest fish of any variety ever caught in a Miami tournament.

SECOND YEAR OF WAR

(Continued from page 75)

ance on the production front... of the determined, persevering, unbeatable American spirit which can be satisfied only by achieving today what yesterday seemed impossible. Such recognition is conferred for quantity and quality of output. Equally important are overcoming production obstacles, avoidance of work stoppages, maintenance of fair labor standards, training of additional labor forces, effective management, satisfactory records on accidents, health, working conditions and plant protection, and utilization of subcontracting facilities."

Less than one month later, Packard Manufacturing Company, of Indianapolis, was similarly honored. In presenting the "E" pennant to Packard employees and officials, Col. Fred A. McMahon, former district chief of the Cincinnati Ordnance District, said: "This honor has been bestowed on fewer than 2 per cent of the plants producing war materials. It is not easily won, and you men and women of Packard have earned it." Homer E. Capehart, head of the firm, acted as toastmaster at the banquet for 1,600 persons preceding the official ceremonies. Capehart, who served as a soldier in World War I, spoke of the importance of the industrial soldier in overalls.

Wins First Chicago Honors

On May 19, two months after the death of Tom Watling, founder of the firm, Watling Manufacturing Company received the army and navy signal honor at impressive ceremonies held at the Morrison Hotel. As the first coin machine company in Chicago to be given the "E" award, the Watling firm and its employees were highly praised by Maj. G. D. Dearlove, of the army, who made the presentation. It was revealed that only one firm smaller than Watling in the Chicago area, representing another industry, had received an "E" award; also that the Watling firm had been the first in the country to go into production on one ordnance item and made deliveries three months ahead of the required time. The firm's war production achievements were considered a testimonial to the ability of John Watling, for many years director of the firm's business operations.

Not one, but four Army-Navy "E" flags were presented to officials and employees of the J. P. Seeburg Corporation June 18, 1943, when ceremonies highlighted the fact that four plants are operated by the company, all doing war work. Among the products manufactured for the government, the following were named: radar equipment, aircraft controls, tank communications, and equipment for aviation training, gun turrets and transmitters. J. P. Seeburg, founder of the firm, returned from California to be present at ceremonies attended by 3,500 persons.

Two Awards in October

In October the list of industry "E" Award winners was increased to six when presentations were made to the Rudolph Wurlitzer Company and Lion Manufacturing Corporation (the "Bally" plant).

Elaborate and impressive Wurlitzer ceremonies took place on October 19 on the beautiful grounds of the North Tona-wanda plant. Altho conversion of the huge phonograph plant interrupted the firm's spectacular musical instrument career, it was revealed that the company had produced drums and bugles for armies of both North and South during the Civil War, and had supplied United States troops with similar equipment during the Spanish-American War. Today, the Rudolph Wurlitzer Company produces interphone communication systems, systems for aircraft, special amplifiers, rectifiers and attenuators, resin bonded plywood components for aircraft and miscellaneous wooden accessories. Another outstanding conversion from

the manufacture of coin operated equipment to shrews of war was clinaxed at Hotel Sherman's Grand Ballroom on October 30, when Lion Manufacturing Corporation (the "Bally" plant) received the coveted Army-Navy "E" flag. The historic night was dimmed by the sudden illness of George Moloney, who who unable to witness the bestowal of honors largely resulting from his personal efforts. A few days later the industry mourned his death. More than 2,000 employees and friends of the firm attended the colorful ceremonies and enjoyed the festive evening which followed.

MARKEPP VALUES

- ### SLOTS
- 5c MILLS BLUE FRONTS....\$169.50
 - 10c MILLS BLUE FRONTS.... 179.50
 - 25c MILLS BLUE FRONTS,
New Crackle Finish.... 289.50
 - 10c MILLS BROWN FRONTS.. 239.50
 - 25c MILLS BROWN FRONTS,
New Crackle Finish.... 319.50
 - 5c PACE COMET..... 69.50

- ### PHONOGRAPHS
- Seeburg PLAZA.....\$254.50
 - Seeburg CONCERT GRAND.... 289.50
 - Wurlitzer 41..... 99.50
 - Mills THRONES..... 174.50
 - Mills EMPRESS..... 194.50
 - Rock-Ola SUPER WALNUT.... 289.50

- ### ARCADE EQUIPMENT
- Chicoin HOCKEYS.....\$209.50
 - Keeney SUBMARINE GUN.... 199.50
 - TOM MIX RIFLES..... 59.50
 - TEN STRIKES..... 49.50
 - JAILBIRD..... 119.50

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3908 Carnegie, Cleveland 15, O.
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BRAND NEW MACHINES NEVER BEEN UNCRATED

- Super Bells, Comb.\$350.00
- Walling Big Game, F.P. 150.00
- Walling Rol-a-Tops 199.50

USED MACHINES IN GOOD CONDITION

- Super Bells, Comb.\$249.50
- Jumbo, F.P. 99.50
- Walling Big Games, F.P. 89.50
- Jumbo Automatics 119.50
- Walling Big Games, Auto. 109.50
- Ciga-Rolas 49.50
- Walling Rol-a-Tops, Slightly Used,
Cannot Be Told From New 159.50

J. B. WOOD

EL DORADO, ARK.

FOR GUARANTEED PACE EQUIPMENT

BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
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FOR SALE! POPCORN MACHINE

MAKE BEST OFFER!
BOX No. 542, care The Billboard, 1564
Broadway, New York 19.

Want To Buy A. B. T. RIFLE RANGE

Complete in Good Condition.
WM. JOHANNSEN
1226 Oak Street Santa Monica, Cal.

ARCADE EQUIPMENT

Vitalizers \$ 79.50
 Seeburg Shoot the Chutes 99.50
 Bally Rapid Fire 225.00
 Kirk Guesser Scale (Factory Rebuilt) 125.00
 Evans Ten Strikes 39.50
 Rayolite (Jap Conversion) 59.50
 Ghl Coin Hockeys 195.00
 Seeburg Chicken Sam 115.00
 A.B.T. Model F Targets (Blue) 27.50
 A.B.T. Challengers 27.50
 Red, White, Blue 12.50
 Model F Targets 15.00

PHONOGRAPHS

WURLITZER MODEL 71
 COUNTER (Clean) \$150.00

SLOTS

Pace Delux (Clean), 5c \$125.00
 Mills War Eagles, 5c 99.50
 Mills Wolf Heads, 5c 75.00
 Vest Pockets, 5c Metered (New) 85.00

FREE PLAY GAMES

Show Boat \$49.50
 Majors, '41 49.50
 Captain Kidd, 45.00
 Duplex 39.50

Home Run, '42 \$72.50
 Towers 69.50
 Tople 84.50
 Stratoliner 42.50

VENDORS

U-Need-a-Pack 5c Sel. Candy, 100 Bar Cap.
 5 Column \$49.50
 5 or More 45.00
 Shipman 1c & 3c Stamp Vend. 25.00

SEND FOR COMPLETE LIST OF EQUIPMENT. ALL MACHINES SHIPPED IN WORKING ORDER. ONE-THIRD DEPOSIT REQUIRED WITH ORDER.

RAKE COIN MACHINE EXCHANGE
 2014 Market Street
 PHILADELPHIA 3, PA.

SLOTS AND CONSOLES

7 '39 and '40 Galloping Dominoes \$125.00 Ea.
 2 Super Tracktimes 300.00 Ea.
 3 '38 Tracktimes 100.00 Ea.
 1 Paces Races 50.00
 1 Rolletto Jr. 50.00
 1 Bangtails 50.00

2 25c Mills Blue Fronts \$250.00 Ea.
 2 10c Mills Blue Fronts 175.00 Ea.
 6 5c Mills Blue Fronts 125.00 Ea.
 1 10c Mills Q.T., Green 75.00
 1 5c Mills Q.T., Clitter Cold 125.00

1 25c Mills War Eagle, 2-4 \$150.00
 2 10c Jennings Club Bells 200.00 Ea.
 4 5c Jennings Club Bells 175.00 Ea.
 1 5c Jennings Silver Moon 175.00
 1 5c Pace Console 100.00

3 5c Mills Skyscrapers, 3-5 Payout \$ 70.00 Ea.
 1 5c Mills Skyscraper, 2-4 Payout 40.00
 1 50c Mills Wolf Head, 2-4 Payout 200.00
 (same model as Skyscraper except design)

30 Safe Stands 12.00 Ea.
 4 Single Safe (locks) 35.00 Ea.

Anyone desiring to purchase the entire lot can have same for \$5,500.00. Additional \$200.00 discount if merchandise can be picked up to eliminate crating.

SEIDEN DISTRIBUTING COMPANY
 1230 BROADWAY PHONE 4-2109 ALBANY 4, NEW YORK

MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY

2 MILLS 25c GOLD CHROMES, 2-5
 1 MILLS 25c CHROME, 2-5
 6 MILLS 25c BROWN FRONTS, Drillproof, C.H., Knee Action
 3 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action
 2 MILLS 5c BROWN FRONTS, Drillproof, C.H., Knee Action
 3 MILLS 25c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
 2 MILLS 10c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
 3 MILLS 5c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action
 4 MILLS 25c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
 3 MILLS 10c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
 4 MILLS 5c GOLD CHROMED WAR EAGLES 2-5 or 3-5, C.H., Knee Action
 1 MILLS 50c GOLD CHROME
 2 JENNINGS 50c CHIEFS, 3-5
 3 MILLS FOUR BELLS, High Serials
 2 MILLS THREE BELLS
 2 MILLS 25c CLUB CONSOLES
 3 KEENEY SUPER BELLS
 3 MILLS JUMBO PARADES, F. P.
 2 BUCKLEY SEVEN BELLS
 11 MILLS VEST POCKETS

PHONOGRAPHS

1 SEEBURG COLONEL, Wireless
 2 SEEBURG ENVOYS, Wireless
 1 SEEBURG COMMANDER, Wireless
 1 SEEBURG 8800
 2 WURLITZER VICTORY MODELS
 1 WURLITZER 500
 1 MILLS '38 THRONE OF MUSIC
 3 WURLITZER ROLAWAYS
 2 WURLITZER 618
 2 WURLITZER 412
 1 BALLY RAPID FIRE GUN
 2 SEEBURG CHICKEN SAM, Conv.
 1 KEENEY SUPREME GUN

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.
 669-671 S. Broadway, Lexington 20, Ky.
 "WE ARE WHOLESALERS AND SELL FOR RESALE."

THRIFTEE-FIX

Forms unbreakable Mended Joint. Securely Mends Speaker Cones. Excellent for Phonograph or Pin Table Wood Parts Repair. Can't be beat for Pin Game Bumper and Stripped Threads. Thriftee-Fix is a liquid clear transparent cement, welds like iron; easily applied; welds over night. Sold on money-back guarantee. Send thirty cents for large test tube, not a sample, or \$1.75 per half pint. Thriftee-Fix sticks everything but the customer.

Alpha Distributing Co.
 1025 No. Highland Ave.
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CONSOLES

Paces Reels (Factory Rebuilt, in Original Crates), Combination Free Play & Payout \$269.50
 Paces Saratoga, Combination Free Play & Cash Payout, Rails 149.50
 Bally Club Bell, 4-Way Multiple 259.50
 Mills Jumbo, Free Play 89.50
 Jennings Cigarollas 89.50
 Bally Pimlico, 1 Ball, Mult. Play } Write for Price
 Bally Gold Cup, Multiple }

ARCAD E EQUIPMENT

Chicago Coin Hockey \$225.00
 Scientific Batting Practice 109.50
 Bally Rapid Fire 225.00
 Bally Torpedo 239.50
 Keenev Submarine Gun 200.00
 Bally Shoot the Bull, Revamped to Shoot the Jap 149.50
 Shoot Your Way to Tokyo 330.00
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MISCELLANEOUS ITEMS

Top Glass for Club Bell \$12.50
 Top Glass for High Hands 9.50
 Top Glass for Big Tops 9.50
 Super Bell Glasses 12.50
 Clocks for Club Bells 12.50
 Club Bell Springs of All Types and Description Write for Price
 Knobs for Mint Vendors50
 Pig Tail Wire, 50 Ft. 4.00
 5-Wire Cable, Per Foot15
 2A3 Tubes ..\$2.00 6J5 Tubes ..\$1.05
 5U4G Tubes .. 1.05 6L6 Tubes .. 2.00
 6A6 Tubes .. 1.65 75 Tubes .. .90
 6B5 Tubes .. 2.00 76 Tubes .. .95

PLEASE SIGN THIS AND SEND WITH ORDER FOR TUBES

"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

Signed

Above Merchandise Subject To Prior Sale
 Send One-Third Deposit With Order, Balance Sight Draft or Express C. O. D.

B. D. LAZAR CO.
 1635 FIFTH AVE. (Phone GRant 7818) PITTSBURGH, PA.

WANTED—SKEE BALLS FOR SALE

1 Exhibit Bike \$115.00
 1 Plaza Seeburg Music Box 224.50
 4 Gom Seeburg Music Boxes 185.50
 1 Chicago Coin Hockey 210.00

SLOTS

1 War Eagle, 5c \$110.00
 1 Futurity, 5c 110.00
 1 Blue Front, 5c 75.00
 1 Watling Rollatop, 10c 100.00
 1/2 Deposit With Order.

S & W COIN MACHINE EXCHANGE
 2416 Grand River Ave., Detroit 1, Mich.

Guaranteed Equipment

Mills Three Bells Buckley Track Odds 5c
 Mills Four Bells Yellow Front Castings, refinished like new.
 Buckley Daily Doubles 25c Roman Head Castings
 SLOTS, Mills, Pace, Watling and Extraordinary Castings
 Jennings in 1c, 5c, 10c, 25c and 50c play.
 Mills 236 Reel Strips, Reward Cards, Jackpot, Escalator and Reel Glasses for Mills Slots. Also all types of springs for Mills Machines. What are you in need of? What have you for sale? State lowest price in first letter.

Southwest Amusement Company
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LATEST COMPLETE PARTS LIST

Thousands of Items!
 Write for Your Copy Now.

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ATTENTION, 2A4G TUBE USERS

Available now, a perfect conversion unit allowing continued operation of all Seeburg Guns and Remote Music Equipment. You can use a 2051 Tube, which is a later development and far superior to the 2A4G, without removing amplifier or making any wiring changes. NO SKILL NEEDED, just plug in our adapter. This unit is a life-saver for you, and you will save considerable money in the long run. Send your orders in now.

\$14.50, Including 2051 Tube

TERMS: 1/3 Deposit With Order, Balance C. O. D.
 WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

ECONOMY SUPPLY COMPANY
 615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

Over 75,000 Now Giving Trouble-Free Service!

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\$9.90

WHILE THEY LAST!

Regular Price \$12.50.
 1/3 deposit with order.

Brand New

WINGS \$11.50
 YANKEES Ea.
 Floor Samples
 LIBERTY BELL \$11.50
 MERCURY Ea.
 CENT A SMOKE—
 New \$9.90
 CHAMPION—
 Used \$14.90
 1/3 Deposit With Order.

GERBER & GLASS
 814 DIVERSEY, CHICAGO 14, ILL.

FOR SALE

5 Panorams on location, high serials, complete with wipers, \$310.00 single; 5 for \$1500.00.

MOVA-AD. CO.
 211 Poledor Bldg. South Bend, Ind.

WANTED GENCO SEVEN UPS AND SLUGGERS

Take to your nearest distributor and receive \$30.00 each.

OR GET A NEW INVASION

for \$135.00 and your old Seven Up or Slugger.

WESTERHAUS AMUSEMENT CO.
 3726 KESSEN AVE. CHEVIOT 11, OHIO
 (Phones: MOnana 5000)

FOR GUARANTEED MILLS EQUIPMENT

BAKER NOVELTY COMPANY
 1700 WASHINGTON BLVD.
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JANUARY 14-31

PHONO MUSIC SPEEDS WAR WORK

4-Month Trial Period Boosts Plant Output

Twin City Plant Reports 22% Increase—Illinois Factory Tests Music

MINNEAPOLIS, Dec. 18.—The part played by a phonograph in stimulating war production, reducing absenteeism and creating happier plant personnel at the Twin Cities Ordnance plant has established new precedent for planned industrial music in this area.

Four months ago, according to officials of Hy-G Amusement Company, Seeburg distributor in this area, the management of the Twin City Ordnance plant obtained a phonograph and spent \$98.68 for new materials to install a temporary program of music for war workers.

Here are some of the results of the four-month trial plan, as announced by R. W. Roddy, area supervisor of production control for the ordnance company:

Production in two divisions of the plant jumped 22.14 per cent, with a saving of 7,641 man days.

During the period, unexplained absences in the two divisions dropped 34.1 per cent.

When the music was stopped for two days, at the end of the trial period, production dropped back to the level existing before the start of the experiment. "And," Roddy declared, "we received 454 unsolicited letters from employees asking that music be resumed."

These facts were related by Roddy at a meeting of the Twin Cities Society of Industrial Engineers. He explained the operation of the system. "We start each shift with marches and peppy music to avoid the dullness usually present when employees begin work. Then, just before the normal letdown period, we play over the loud-speaker system the 'lift' variety of music, which includes light numbers like *Roll Out the Barrel* and fox trots.

"During the lunch period, we play a solid 40 minutes of relaxing music, with a good many waltzes, especially the Victor Herbert numbers. The after-lunch schedule calls for two 20-minute periods of 'lift' music with the last one about an hour before quitting time.

Frank Sinatra?

"No, sir," Roddy answered, "we don't give them any Sinatra. He sings only ballads and they are too slow. And anyway, we wouldn't want any girl workers swooning at their machines.

"We select music that is a happy medium between what the worker wants and what is best for production," he said.

"And we found out whether workers liked the idea when we eliminated the music for only two days," Roddy said,

referring to the drop in production and the volume of written complaints.

Music During Working Hours Shows Surprising Results

ST. CHARLES, Ill., Dec. 18.—The exact effect of music on production when broadcast during working hours is being determined by officials of Operadio Manufacturing Company of this city. Careful checking of production figures during the first 10 weeks has revealed surprisingly favorable results.

The program was introduced gradually. The first week, music in the form of phonograph recordings was played during the 10-minute rest periods only, morning and afternoon. Employees immediately asked: "Why don't you play it during working hours?"

During the next two weeks the program was expanded to half-hour periods, morning and afternoon. During the fourth week it was increased to two half-hour periods each in the morning and afternoons. At this time, music was also played for opening as well as second shift.

The gradual expanding of the program was deliberate; care was taken to avoid forcing, the program growing out of the increased requests of employees themselves.

Results, calculated on a percentage basis of bonus earned in a plant on high production, were as follows:

First week45.15 per cent
Second week43.66 per cent
Third week48.25 per cent
Fifth week49 per cent
Tenth week51.8 per cent

Candy Firm Features Phono In Bid for Women Workers

CHICAGO, Dec. 18.—A de luxe phonograph was prominently displayed in a full-page newspaper advertisement of E. J. Brach & Sons which appealed for more women workers. "Here's just the job you want" said the ad, listing several of the features which made for pleasant working conditions at the huge Chicago candy manufacturing plant. The phonograph was pictured near a group of women workers, over the caption which said: "Music plays while you work in air-conditioned rooms, making, wrapping and packing Brach's candies."

TRADE SERVICE FEATURE PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

Platters and Pix

Decca's latest batch of releases includes Guy Lombardo waxing of *Talking It Easy*, new tune from MGM's *Two Sisters and a Sailor*, and *They're Either Too Young or Too Old*, done by Hildegarde. Former is just starting to work its way up on the air and will probably start spinning before film is released on the strength of the Lombardo name on the title strip. Latter is already well on its way up among the top hits, and even the Hildegarde's name is usually

MUSIC IN THE NEWS

By MARGARET S. WELLS

MUSICAL DIPLOMAT.—We've read bales of articles on music as medicine (the easy-to-take kind), as a morale booster, as an aid to production in war plants and as just all-round good entertainment, but this week something new has been added! A well-known musician has been named the first "musical ambassador of the Americas."

The *Chicago Sun* reports that 21 Latin American countries presented a scroll to Enric Madriguera conferring the honor upon him, thus recognizing the rumba, the tango and the conga line as instruments of international good will. He is credited with having introduced all these dances to the United States.

The presentation ceremony took place in the Pan-American Union Building, Washington, with officials of the Latin American embassies in attendance. The scroll praised Madriguera, a native of Spain, for popularizing Latin American music and "advancing Pan-Americanism thru the universal language." The scroll is signed by 21 ambassadors.

RETREAT FROM DIGNITY.—The *Christian Science Monitor*, about as staid a journal as one could find, has given official recognition to the juke box listeners' delight, *Pistol Packin' Mama*—and on the editorial page, no less!

Under the heading "Lay That Pistol Down," there is one of the *Monitor's* scholarly articles on inflation. The editorial writer even says, in part, "... with higher farm prices and higher wages almost within the hands of the various blocs it will not be easy for the pressure boys to 'lay that pistol down,' as Mr. Byrnes asks."

SONGFEST.—An old-fashioned songfest, featuring such gems of American music as *Roll Out the Barrel*, *Right in Der Fuehrer's Face* and *Pistol Packin' Mama*, was one of the features of a din-

ner meeting of the United Nations Relief and Rehabilitation Administration, *The Chicago Tribune* reports.

The foreign delegates were a little puzzled by the proceedings at first, but soon entered into the spirit of the gathering. One ambassador looked about for a door, chose between dignity and fun, and decided to remain. A visitor from Ethiopia looked puzzled, then joined in the singing of *Home on the Range*.

When it came time for the singing of *Der Fuehrer's Face*, the orchestra leader had a little trouble teaching his pupils from many countries the Bronx cheer. He explained that it was really only the bird or the razzberry, and surely they must have heard it. So the crowd rehearsed awhile and then gave the bird or razzberry in exactly the right places when he sang a song about Hitler and his "master race."

IRATE HILLBILLIES.—The *Milwaukee Journal* says the fabled mountain boys, the Martins and the McCoys, are gunnin' again. Not for each other, this time; they're looking for a city slicker they feel has talked out of turn.

The object of their hunt is Sigmund Spaeth, noted New York music critic, who claims that *Pistol Packin' Mama* is a direct descendant of *It Ain't Gonna Rain No Mo'*, that classic of the '20s.

The timber Toscaninis, as *The Journal* calls them, from the delta flats to the great Smoky Mountain fastnesses, took exception to this statement. To a man they recognized *Mama* as the venerable old ballad, *'Possum in the 'Simmon Tree, Shake Them 'Simmons Down*. Jug bands and back-country fiddlers have played the tune for generations at square dances and hoe-downs, and many a backwoods mother has lulled her children to sleep by its strains.

Spaeth said that if you hummed *It Ain't Gonna Rain No Mo'* with a little extra "oomph" on rain, you'd get *Mama*. That isn't even necessary with the 'Possum song, the original of which goes something like this:

"'Possum up the 'simmon tree
Raccoon on the ground.
Raccoon says you son of a gun
Shake them 'simmons down."

It isn't unknown for Tin Pan Alley to pirate old-time folk tunes. *Shortenin' Bread* was a catchy mountain number that had been sung in the South for 100 years. It was dressed up in semi-classic form and became a national favorite. *A-Tisket, A-Tasket* was a children's tune before it crashed the hit parade. *Stop Beating Around That Mulberry Bush* was known to generations of Southerners before it was picked up by Tin Pan Alley.

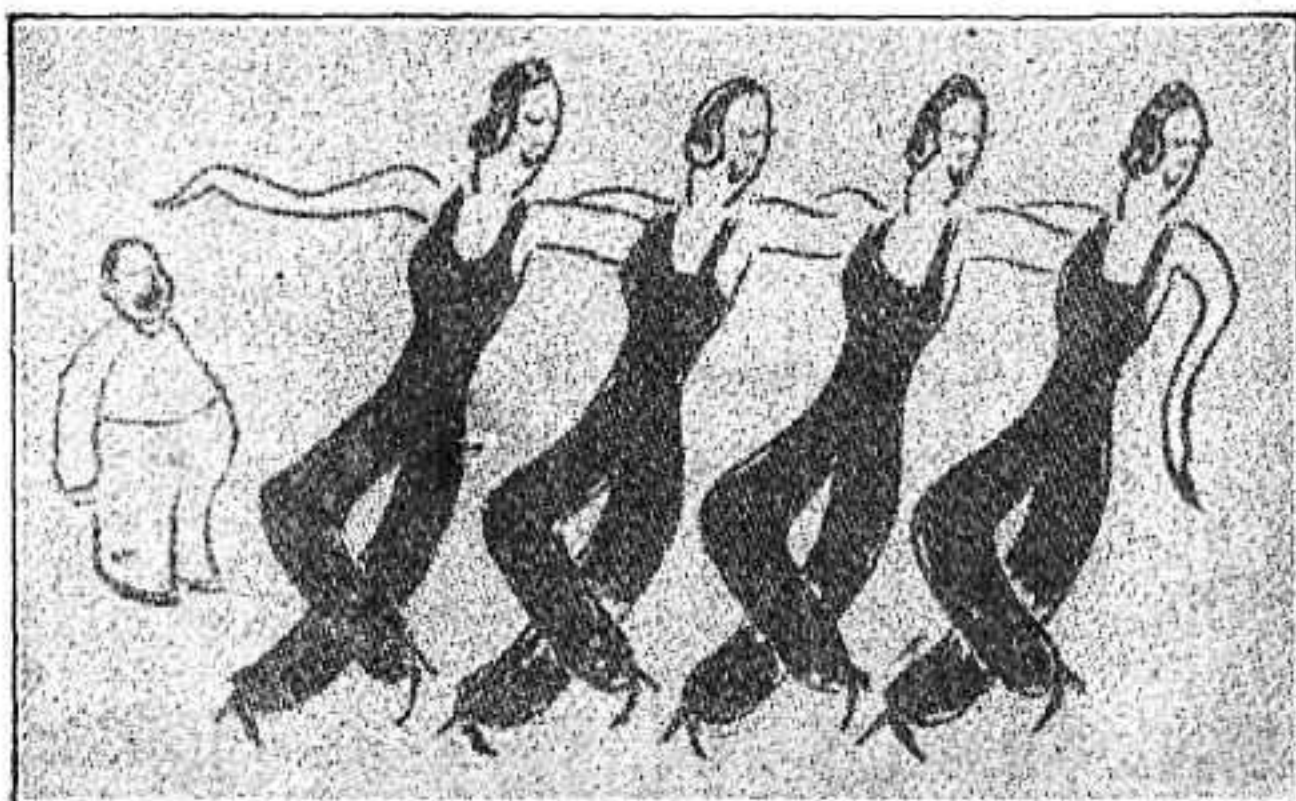
There's still gold in them hills, tho; among the unexploited tunes are such well-known ones (and beautifully titled!) as *Humped Back Mule*, *Chicken Reel*, *Chicken in the Bread Tray*, *Give the Fiddler a Drink*, *Leather Britches* and *Give Me Back My Fifteen Cents and I'll Go Home in a Hurry*.

SINGING SECRETARY.—The death of Marvin H. McIntyre, secretary to President Roosevelt, reminded a writer for *The Chicago Sun* of some of the incidents which made him one of Washington's most loved characters.

McIntyre knew when he joined the White House administration that he was a sick man, but he worked intensively on the various New Deal programs. For recreation he organized and sang with barbershop quartets which the reporter says sounded worse but had more fun than almost any quartet anyone has ever heard.

One of these little organizations was called the White House Quartet, and was composed of McIntyre and three newspaper correspondents. The group used to sing regularly at dinners of the National Press Club, at which the President was a guest.

At one dinner the emcee gave the quartet the usual lush build-up, then (See *Music in the News* on opp. page)



FOREMAN—"Punch the clock, girls, as you dance out." (Cartoon in *The Minneapolis Morning Tribune*, December 3.)

Cincy Ops Have War Stamp Tree At Yule Party

CINCINNATI, Dec. 18.—Talk of service calls, installations and locations were taboo at the annual Christmas party of the Cincinnati Automatic Phonograph Owners' Association held in the Victory Room of Hotel Gibson here, December 13. A patriotic spirit was shown with the floor prize, a Christmas tree decorated with \$25 worth of War Stamps. It was won by Abe Villinsky, of Alert Music Company. Favors for the ladies were passages with \$2 worth of stamps, and the men received books in which to place the government receipts for the money represented by the gifts. This novel idea was the creation of Ray Bigner, Wesco Novelty Company, chairman of the Christmas party committee. He had Phil Ostand, Koce Music Company, and Louis Foltzer, Foltzer Fix-It Shop, serving with him on the committee.

In addition to the committee, some of the large party of guests and members with their ladies, included President Sam Chester, Diamond Vending Machine; Vice-President Charles McKinney, Ohio Specialty Company; Secretary-Treasurer Charles Kanter, Ace Sales Company; Secretary Mrs. E. Batten; Mrs. Ruth Friedman, Crescent Novelty Company; Harry Hester, H. & B. Music Company; Jack Cavanaugh, Interstate Novelty Company; Mrs. Dolores Ganzmiller, Lincoln Amusement Company; John Nicholas, Nicholas Music Company; Peter Kappas, Rex Distributing Company; Sam Butler, William Fitzpatrick, Sam Gerros, Mrs. Ethel Hill, Jerry Levy, Tom Ruan, Mrs. Frank Schappacher Jr., Helen Winkeljohn, Saul Ostand, Jerry Levy, Howard Males, Sidney Hillman, Jule Fink, Jack Scheidt, Carl Wolz representative; Ed Wenninger; Phil Kennedy, attorney for the association; Joe Weinberger, Morris Berman, Frank Fritz, Jo Young, and Alvin Richard Plough, of *The Billboard*. Entertainment was provided by Rudy Lenzer, magician, and Mrs. Missouri Kinney, pianist.

Juke Box Entertains at Baltimore Navy Canteen

BALTIMORE, Dec. 18.—A juke box provides dance music in the newly opened Navy Canteen on St. Paul Street. The dance floor, with its juke box, is in the basement of the canteen, where accommodations permit dancing by several hundred hostesses and seamen.

MUSIC IN THE NEWS

(Continued from opposite page)

concluded, "It is with regret I announce it will not be able to sing tonight." President Roosevelt led the hearty applause.

One of McIntyre's most famous stunts was in popularizing *Home on the Range* as the President's favorite song. "Mac" liked the song himself, and when a radio announcer asked him early in Roosevelt's administration for the title of the Pres-

Powder Packin' Pretties at Mills



ALL WAR WORK and no play is not the case at Mills Industries. In fact, morale got a big lift out of the Mills Pin-Up Girl Contest. Leading the pin-up parade here is Arline Shaw, at right, the winner!

dent's favorite song, he thought a moment and said, *Home on the Range*.

Ever since, the President has heard good and bad singers, including some world-famous baritones, sing the song, they thought, for his enjoyment. One outstanding singer failed to sing "the President's favorite song" at a National Press Club party, and the club president hastily asked Mr. Roosevelt whether he wouldn't like to hear it.

"May as well," the President said resignedly, "I never have liked it, but I wouldn't want to disappoint Mac."

PICTURE TIE-UPS

(Continued from opposite page)

October 15, and *Rootin' Tootin' Rhythm*, December 1.

"Jam Sesh" Coming

Columbia's big musical *Jam Session*, which was delayed for a while in production, is now being readied for early release. Flicker features the orks of Glen Gray, Louis Armstrong, Jan Savitt, Jan Garber, Charlie Barnet, Alvino Rey and Teddy Powell, plus Jo Stafford and the Pied Pipers.

News Notes

Chuck Faulkner ork added to UA's *Song of the Open Road*, featuring Sammy Kaye. . . . 20th-Fox planning film version of the decade-old hit show, *The Band Wagon*, with music by Arthur Schwartz. . . . Harriet Hilliard and Ozzie Nelson ork set for Universal's *Anybody Here Seen Kelly?* Maurice Rocco doing a specialty number in Paramount's *Incendiary Blonde*, Betty Hutton starrer. . . . Miss Hutton is also set for a new musical, titled *Stork Club*, at the same studio. . . . Among Paramount pix now completed and awaiting release are *Going My Way* with Bing Crosby and *Rainbow Island* with Dorothy Lamour.

V-MANNED FOUNDRY

(Continued from page 17)

Urged on by the U. S. Treasury Department, juke box makers and operators tried to get Irving Berlin's promotional song, *Any Bonds Today?* into the No. 1 spot in every one of the 300,000 coin phonographs of the land. A preliminary test in 5,000 Detroit juke boxes upped Defense Bond sales in the area."

Newspapers throught the country quoted a telegram received by Secretary Morgenthau, part of which follows:

"We, the entire membership of Automatic Phonograph Manufacturers' Association and representatives of all the major recording companies, enthusiastically pledge our support to you in a great nationwide drive to help our government publicize, promote and sell Defense Savings Bonds and Stamps." The telegram, after mentioning the objective of placing *Any Bonds Today?* on 300,000 phonographs, concluded with this prophetic statement: "This is only the beginning of our complete co-operation throught the period of emergency."

Since that time, music has gone to war in earnest—selling more bonds, boosting morale of both civilian war workers and members of the armed forces and, more recently, combating the causes of juvenile delinquency by attracting the na-

efforts of coin machine men.

Other equipment is provided, too. The American Red Cross Rainbow Center in London is equipped with a large assortment of American pin games to help our boys feel more at home. The games not only can be played without coins, but entitle fortunate players to prizes and merchandise awards.

The spirit of working, giving and buying characterizes coin machine men in wartime. A California distributor bids \$50,000 in War Bonds for the broken propellor from a Japanese plane shot down by an American. A Chicago distributor entertains a few personal friends and collects \$500 to buy turkey dinners for servicemen. Another Chicago man and his partner, arcade operators, donate \$500 to buy Christmas presents for boys in the service who will spend their first Christmas away from home.

And women of the industry have the same spirit. Women war workers at one coin machine factory gave 553 pints of blood, and baked 750 cakes to distribute to servicemen's centers in Chicago. Women at another Chicago plant, representing our industry, sponsored a party for wounded war veterans, complete with refreshments and gifts to all.

Two Philadelphia associations have sponsored a joint campaign to purchase a \$300,000 bomber with War Bond sales. In the same city, every known operator and distributor, as well as most of their employees, contributed to a Russian War Relief Drive.

In Detroit, an operator of Panoram movie-music machines installed equipment in a number of busy public centers, giving a constant showing of *Angels of Mercy* to recruit nurses and nurses' aids.

Scores of individual operators and distributors have used paid newspaper space and posters to stimulate War Bond sales, aid scrap collection campaigns and direct drives for needed funds or merchandise. The Ed George Music Company, of Akron, has used extensive newspaper space to promote War Bond sales. Full-page rotogravure display, in one instance, announced a plan for converting nickels spent for music into War Bonds.

One Pennsylvania operator used posters and ads to announce that a set quota of all music-machine collections were used to buy War Bonds.

Headlining the list of equipment furnished to entertain servicemen was the elaborate communication and broadcasting system donated by a Chicago manufacturer to an American warship.

Known activities and donations by coin machine men in support of the war effort and allied causes must be exceeded by the contribution of those who prefer to remain anonymous. Such is the spirit of a great and growing industry.

PERMO is happy to co-operate with the U. S. Treasury Department and The Billboard in their Bondbardier Drive.

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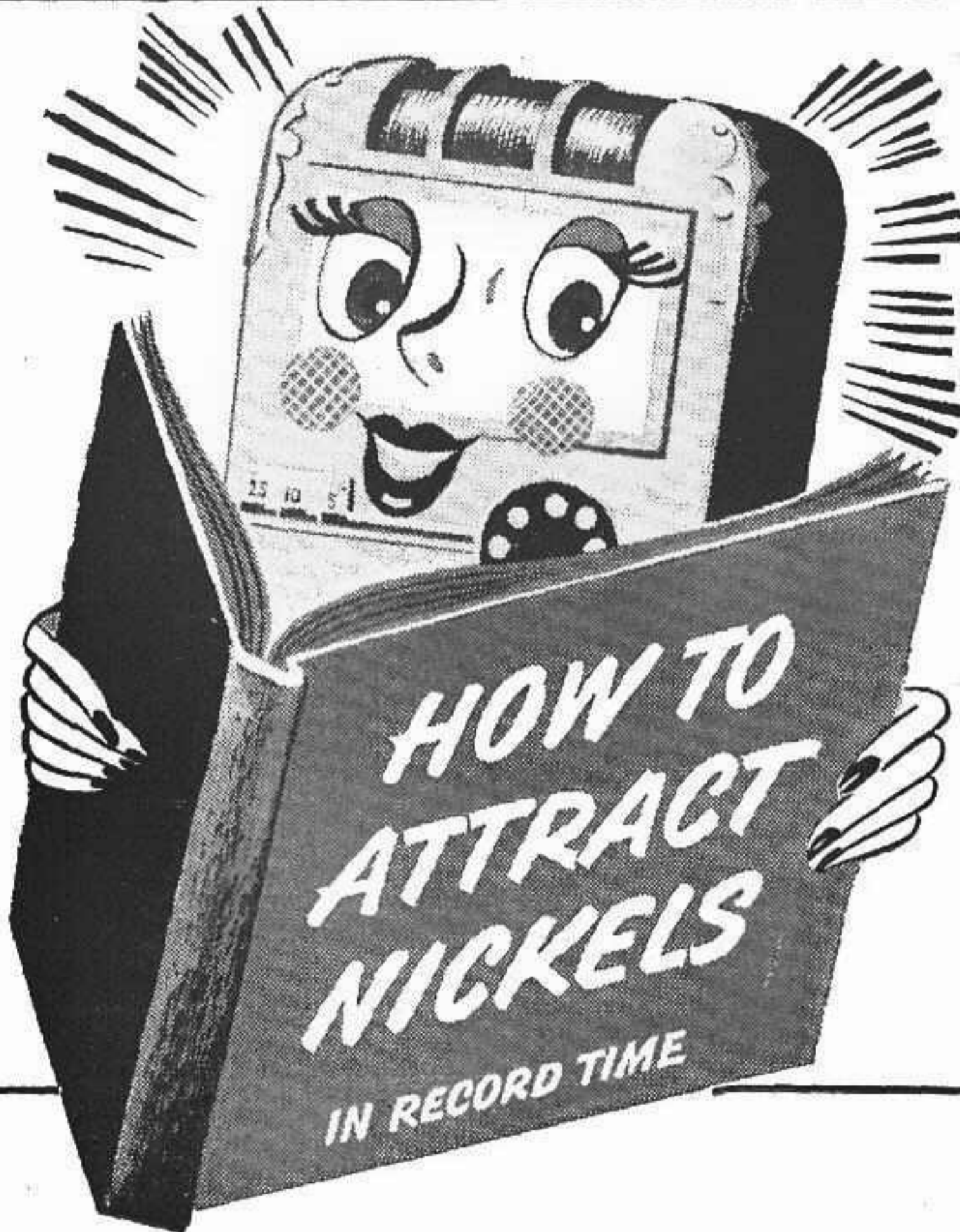
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1. **DO NOTHING TILL YOU HEAR FROM ME**
Duke Ellington 20-1547
2. **I'VE HAD THIS FEELING BEFORE**
Perry Como 20-1548
3. **IT MUST BE JELLY** ('Cause Jam Don't Shake Like That)
Glenn Miller 20-1546
4. **HOLIDAY FOR STRINGS**
David Rose 27853
5. **YOU TOOK MY LOVE**
Tommy Dorsey 20-1539
6. **DON'T CRY, BABY**
Erskine Hawkins 30-081?
7. **UNTIL TOMORROW**
Sammy Kaye 27262
8. **HIP, HIP, HOORAY**
Vaughn Monroe 27945
9. **YOU'D BE SO NICE TO COME HOME TO**
Dinah Shore 20-1519
10. **HOTCHA CORNIA**
Spike Jones 30-0818

TUNE IN: RCA's great show, "What's New?" To help us make new Victor and Bluebird Records for you, sell your old ones to your distributor.
A sparkling hour of music, laughs, news, drama, science. Saturday nights, 7 to 8, EWT, Blue Network.

THE TUNES THAT NAB THE NICKELS ARE ON VICTOR AND BLUEBIRD RECORDS!

BUY WAR BONDS EVERY PAYDAY

NEWS OF PRIORITIES and MATERIALS

Developments of the Week in All Industries

GASOLINE OUTLOOK.—A high-ranking government official and a war agency have made statements in the past week regarding the nation's gasoline supply, neither of which is designed to cheer commercial or private automobile operators.

The Petroleum Administration for War issued a statement that prospects of increased gasoline quotas for civilian use early in 1944 are extremely slight. In fact, it was said, unforeseen military requirements might make it necessary to reduce motor fuel allotments in some regions.

Quotas are entirely dependent on war needs, according to the administration, and a sudden acceleration of activity in any fighting zone might require quota reductions in the supply areas back of shipping points on either coast.

Harold L. Ickes, PAW administrator, has said that military use of gasoline, particularly high-octane airplane fuel, will increase during 1944 in both the Atlantic and Pacific war theaters.

Price Administrator Chester Bowles warned that another cut may be made in civilian gas supplies as the tempo increases in the war against Japan.

"Already four out of every 10 gallons produced on the Pacific Coast are going to war," he said in a radio address. "As soon as the offensive against Japan is increased in scope and intensity it will take half of our West Coast gas." He said that while at present more than three out of every 10 gallons produced east of the Rocky Mountains go to the armed forces, this diversion may be increased to four gallons as more men and more weapons are sent overseas.

METAL SURPLUSES.—Easing of government controls over several once-scarce metals is in prospect as big surpluses replace once acute shortages. Army and navy sanction are needed before the War Production Board can modify such controls.

Government records disclose that without important exception strategic metals

listed as super-critical only a few months ago are now available in ample quantities for all direct and indirect war needs. Among such metals are copper, lead, zinc, cobalt, aluminum, magnesium, nickel, chrome, molybdenum, vanadium and others.

Huge reserve stocks, considered adequate for any emergency, have been built up by industry and the government. Exact figures are not available, but industrial sources estimate that hundreds of millions of dollars' worth of surplus metals are included in these stocks.

POST-WAR PROSPERITY.—Experience gained by American industry during the last few years, coupled with intensive research work, will bring about all-round prosperity in the post-war era, according to Dr. Camille Dreyfuss, president of Celanese Corporation of America.

"American industry," he said, "has done an exemplary job in adjusting its facilities to the manufacture of weapons of war. We can expect it to accomplish as much in meeting the problems which are involved in changing over to the production of peacetime goods."

"Many new products will make their appearance on the market as quickly as the restraining influences of the wartime economy will permit. All of them are destined to make a definite contribution to the raising of the standard of living of the country."

SILVER FOR INDUSTRIAL USE.—The use of \$25,000,000 worth of Treasury Department silver as a substitute for scarce metals in engine bearings, brazing alloys, solder and other war items has been approved by WPB.

This is the first announcement of the amount of "free" silver—metal which is not held as backing for currency—which has been diverted to essential war industries.

The board announced its authorization after a meeting with the silver industry advisory committee, at which several producers predicted that domestic silver output (See **PRIORITIES** on page 82)

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

MY HEART TELLS ME... GLEN GRAY (Eugenie Baird) Decca 18567
JAN GARBER (Bob Davis and Quintet) Hit 7070

Last week this tune promised to be over the top in short order—and this week it kept its promise. Coins are being divided more evenly between the Garber and Gray versions, but Gray continues to pull the majority.

PISTOL PACKIN' MAMA.. AL DEXTER (Al Dexter) Okeh 6708
(22d week) BING CROSBY-ANDREWS SISTERS
(Vic Schoen Ork) Decca 23277
FREDDIE "SCHNICKELFRITZ" FISHER, Decca 4425

PAPER DOLL MILLS BROTHERS Decca 18318
(16th week)

PEOPLE WILL SAY WE'RE IN LOVE FRANK SINATRA Columbia 36682
(11th week) BING CROSBY Decca 18564

PUT YOUR ARMS AROUND ME, HONEY... DICK KUHN Decca 4337
(9th week) DICK HAYMES (Song Spinners) Decca 18558
CLAYTON McMICHEN Decca 6091

OH, WHAT A BEAUTIFUL MORNING BING CROSBY Decca 18564
(7th week) FRANK SINATRA Columbia 36682

VICTORY POLKA BING CROSBY-ANDREWS SISTERS
(4th week) (Vic Schoen Ork) Decca 23277

WHITE CHRISTMAS BING CROSBY Decca 18429
(2d week) FREDDY MARTIN (Clyde Rogers) Victor 27946
CHARLIE SPIVAK (Gary Stevens) Columbia 36649

I'LL BE HOME FOR CHRISTMAS BING CROSBY
(2d week) (John Scott Trotter's Ork.) Decca 18570

Names in parentheses indicate vocalists.



Industry Mentions Magazines -- Newspapers -- Radio

New Location

What will remain our favorite juke box story for a long time was reported by Elizabeth Clarkson Zwart in her column, "Front Row," for *The Des Moines Tribune* November 25. It seems that an Iowa family took their three-year-old daughter out to dinner where she made a game out of pretending to read the juke box title strips before deciding on the tune she wanted. After very serious study and intent "reading," the tiny tot said: "I've decided, Mother. Let's play 'Jesus Loves Me.'" You never can tell—if the demand from the younger generation gets heavy enough, there may be juke boxes in Sunday schools yet. At any rate, it looks as if they're catching 'em younger all the time.

Breger Boosts

"Private Breger Abroad" is the title of those cartoons drawn by Lt. Dave Breger, now stationed somewhere in England, for King Features Syndicate, Inc. The last sketch we saw (*Philadelphia Record* and *The Nashville Tennessean*, December 8) pictured a sergeant with the typical jutting jaw the artist gives all his non-coms hollering at chinless and bewildered Private Breger, rifle slung over one shoulder, and arms full of a slot machine complete with metal stand. The caption was: "Can't you think of some other kind of recreation for a fox hole?"

Could be this cartoon was inspired by the story of three slot machines which went overseas with our North African troops and after being abandoned by our boys during a German attack, finally ended up in an officers' club where they are paying for extra equipment for both officers and enlisted men. Stories and sketches like these and others we've reported previously make it obvious there'll be heavy post-war patronage of coin machines by the boys who are missing them now. Machines that are taking a beating for the duration should really see heavy action when our troops attack on the home front after the war.

Competition

The New York Times, December 13, ran a quarter-page ad which had a sketch of a juke box and three young people selecting their favorite tunes. Copy at the top of the ad said: "\$6.60 will get you 132 tunes on a juke box—660 on your dial gives you record-breaking free fun!" Local NBC station, WEAJ, the advertiser went on to say that "at a nickel each, that's a lot of records. Mama can pack quite a few pistols in that time—maybe a Springfield rifle besides."

It was a good ad and certainly won't hurt the juke box trade a bit—you know what the kids, or any of us for that matter, think. Thanks to the juke box, they can pick out the tunes they want when they want to hear them. When radios come out with another button that will enable the listener to talk back, maybe they'll cut into juke box trade—but that's one worry, at least, still far in the future.

Penny Pinchers

Cigarette venders were the subject of a real attack by Nixon Denton, sports editor of *The Cincinnati Times-Star*, in his column, "Second Thoughts," on December 9. Denton devoted more than half his column space to a discussion and condemnation of cigarette venders which don't return the three pennies in change they should under the OPA celling on single packs. He said that within three weeks he had been "rooked" on four different occasions when a pack of cigarettes bounced brazenly out of the vender without a copper to its name in change. When he objected to the location owner or clerk, he was told there's a war on, help is hard to get, there's a penny shortage, and that it's human to err. But, he said, refunds have been delicately ignored and there are rumors that these penny-pinching machines are all a part of deliberate attempts to circumvent price control efforts. Some establishments, Denton wrote, will make up the difference of

(See Industry Mentions on page 32)

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 ●

THEY'RE EITHER TOO YOUNG OR TOO OLD... JIMMY DORSEY (Kitty Kallen) Decca 18571
JAN CARBER (Liz Tilton) Hit 7069

Following right behind *My Heart Tells Me*, another tune from the *Thank Your Lucky Stars* score, this one is eyeing the Going Strong brackets in a way that indicates pretty clearly it intends to move over. It's shooting up in sheet music sales and number of air plugs—and phono fans seem to be just as enthusiastic in their liking for the tune.

THE DREAMER KAY ARMEN (Balladiers) Decca 18566
PETER PIPER Hit 7061

The Warner Bros. *Lucky Stars* pic has proven to be a lucky one for ops, with three of the film tunes establishing themselves as top coin-catchers. This one started out as the favorite of the three on coin machines, but it has now stepped aside in favor of *My Heart Tells Me* and *Too Young or Too Old*. It may be that the name bands on the title strips of the other two tunes have helped them to pass this one.

SHOO-SHOO BABY..... ANDREWS SISTERS (Vic Schoen's Ork) . Decca 18572
ELLA MAE MORSE (Dick Walfer Ork) . Capitol 143
JAN CARBER (Liz Tilton) Hit 7069

In its first appearance, this ditty is already close on the heels of the tunes above it. It's set to be featured in four different films, the first to be Universal's *Three Cheers for the Boys*, in which it is sung by the Andrews Sisters, and that kind of plugging should keep it spinning for quite a while. Andrews Sisters and Ella Mae Morse waxings are on a pretty even keel, with Garber getting just a couple of mentions.

BLUE RAIN GLENN MILLER (Ray Eberle) Victor 20-1536
BEA WAIN Bluebird

30-0816
After being nosed out of the top position a couple of weeks ago, this ballad gradually started to slip down in number of plays until now there's quite a span between it and the tune just one notch above it. However, it's still drawing a very fair share of coins and continues to outrank many newer offerings.

Double-meaning records are purposely omitted from this column.

Speaking of DECCA
K. F. WILKINSON
of the
UNITED AMUSEMENT COMPANY
San Antonio, Texas

Writes:

Mr. R. N. McCormick
Decca Distributing Corp.
517 Canal Street
New Orleans, Louisiana.
November 30, 1943.

Dear Mr. McCormick:

I want to take this opportunity to thank you for the splendid cooperation that both you and your local office headed by Mr. M. B. Bennett have given us during these trying times.

Our operations cover a great many of the Army Camps installations here in Texas, and we are sure that all of the thousands of boys in training in these camps appreciate the efforts Decca has made to keep us and them, in turn, supplied with the best possible music.

Decca's recognition of the automatic phonograph industry as being the heart and soul of the record business is most gratifying, and I am sure that this far-sighted view point will make us all anxious to give your organization every possible break in the great post-war prosperity years to come. In our sales work distributing coin machines and phonographs throughout the entire State of Texas, we find that these sentiments are often expressed by the operators.

Thanking you again for everything.

Sincerely,
KFW:vm
UNITED AMUSEMENT COMPANY
K. F. WILKINSON

Thanks, Mr. Wilkinson,
For your appreciation



Technical Topics

Tiny Wire Brings War Fronts To Fireside Radios

CHICAGO, Dec. 18.—War news from front lines or faraway islands can be heard on fireside radios with the development of the magnetic wire recorder which permits radio reporting without field transmitters.

Col. Edward M. Kirby, chief of the radio branch of the army's bureau of public relations, recently explained the device to several hundred educators attending a school-broadcast conference here. Developed by Armour Research Foundation, Chicago, the magnetic wire recorder is solving the problem of front line reporting where transmitters are not available.

Sound may be recorded on steel wire no thicker than a human hair, and can be played back immediately without the processing required of records, according to Colonel Kirby, who explained that a master recorder, weighing 46 pounds, records 66 minutes of sound on a spool of wire weighing about four ounces. The spool fits into a box small enough for a pilot to slip it into his pocket without bothering to wrap it or worry about breakage. The recorded messages can then be flown back to the nearest transmitter, promptly edited, and put on the air immediately. The master recorder has features which permit immediate play-back and the erasure of any portions not suitable for broadcasting.

The field set operates on 110-watt alternating current and can be powered

by a plane, landing barges, a jeep or by batteries.

Bull's-Eye of Light Enables Accurate Aerial Gunfire

CHICAGO, Dec. 18.—Accurate gunfire at 400 miles per hour is possible for pilots using a new kind of gunsight which throws a "bull's-eye" of orange light directly on the enemy plane. General Electric engineers produced a bulb bright enough for the purpose, after combat experience showed that the image had to be bright enough to show up against Sahara sands or bright clouds.

Simplifies Replacements of Hard-to-Get Radio Tubes

NEW YORK, Dec. 18.—"Replacing Hard-to-Get Tubes" is the subject of an illustrated article in the January *Popular Science* which shows how simple circuit changes may permit use of other tubes in radio sets. Operators may be able to get some ideas from the principles explained in this article. In the same issue, another article explains that resistance-coupled audio amplifiers will readily step up the output of a radio detector stage or phonograph pick-up to loud-speaker volume, affording room-to-room communication when using permanent-magnet speakers as microphones.

New Adhesive Agent Is Called Revolutionary

NEW YORK, Dec. 18.—A new bonding agent that joins metals, or joins dissimilar materials, that is stronger than the materials joined has been developed by the United States Stoneware Company. Known as the Reanite process, the new adhesive is considered revolutionary in both war and peacetime application.

With standard testing machinery, Reanite bond between metals was found to withstand pulls of 1,000 to 3,000 pounds

per square inch before breaking. The bond between rubber and metal withstood pulls up to 1,500 pounds per square inch, the rubber breaking before the bond.

Wartime uses include fabrication of airplane subassemblies, shock-resisting motor mounts, sound and vibration dampner units, instrument mounts, bonding of rubber or plastic insulation to wire or cable, etc. Hundreds of peacetime uses are planned when available for general use, including structural assemblies formed by joining thin sheets of stainless steel or aluminum with impregnated plywood, to be formed into housing units, boats, cabinets, furniture and automotive products.

Thermometer Type of Voltage Tester

CHICAGO, Dec. 18.—A thermometer type voltage tester is a new tool for electrical maintenance. Two needle-pointed prods, when connected across any line, causes the instrument to register the voltage, frequency and type of current.

Standardization of Tubes Approved at Conference

BALTIMORE, Dec. 18.—Standardization of radio equipment and parts, as long as it does not interfere with war production, was approved by leading radio manufacturers at the conference of the War Committee on Radio sponsored by the Radio and Radar Division of the War Production Board.

Standardization of tubes, component parts, instruments and other basic parts of the radio, were discussed at a panel discussion. Representatives of engineering and designing staffs, and WPB officials, agreed that standardization was a very important factor in the communications field of the armed forces. Applied standardization in the electronics and radio production industry was urged as a conservation of man-power resources.

The standardization of tubes and component parts, decided upon by the War Committee on Radio, is expected to be applicable in the manufacture of music boxes and coin movie-music machines after the war.

Cleveland Phono Men Plan Benefit

CLEVELAND, Dec. 18.—The Phonograph Merchants' Association here will stage a New Year's Eve dance at the Public Hall for the benefit of *The Cleveland Press'* Home-Coming Heroes' Fund. It was announced by Samuel L. Abrams, director of publicity for the association.

The event will feature four orchestras with variety acts, for the evening's entertainment. More than 100 entertainers are expected to perform.

All proceeds of the affair will go to the fund which *The Cleveland Press* is sponsoring to raise \$100,000 to equip the Grile General Hospital in Parma, O., with radios and phonographs for servicemen's entertainment.

Distributor, Authority on Boxing Dies December 4

CLEVELAND, Dec. 18.—Lewis N. (Lew) Bloom, phonograph distributor and an international authority on amateur boxing, died December 4 while attending the 55th annual convention of the National Amateur Athletic Union at Columbus, O. Bloom was president of B. W. Smith, Inc., of this city, radio and phonograph distributors. He was 58 years old.

INDUSTRY MENTIONS

(Continued from page 81)

three cents, but others have various excuses. He decided what should be done about it, tho. "A good substantial hammer, aimed at a vital spot, would seem to be the very thing."

Enough of such accounts widely circulated would certainly have a very adverse effect on public patronage of cigarette vending machines. Denton was right in that help and pennies are hard to get these days, and one or two such occurrences are easily forgiven and forgotten by patrons. Vender operators are facing all kinds of difficulties in the way of shortages, and the wonder is that machines are still in service at all. If local columnists could be informed of the true state of affairs, the public and the trade might profit.

Radio Quips

Jack Benny, on the Grape-Nuts program, in announcing the band's next number, said that *Choo-Choo, Baby*, would be played by Phil Harris and his activated juke box. . . . Charlie McCarthy's guest on a recent Chase & Sanborn program was that the late Fats Waller, who declared that his tuxedo is rather flashy—it has orange lapels. Charlie asked: "Doesn't it have a built-in juke box?"

PRIORITIES

(Continued from page 80)

put in 1944 would be somewhat smaller than in the present year.

The industry group expressed approval of a Treasury Department proposal to buy any surplus silver remaining in the hands of industry at the end of the war.

INDUSTRIAL CARTOONS.—Walt Disney, Hollywood producer, whose plant has been used extensively to produce governmental educational films to aid the war effort, has started a preliminary investigation in Toledo, of the piece motion pictures will have in the post-war industrial world.

The study will be on using motion pictures for indoctrination, training and entertainment of workers, Disney said. He described to officials of the Owens-Illinois Glass Company how war training films give workers an understanding of the way their individual jobs fits in with the actual production of aircraft, how members of the armed forces learn the tricks of the Japanese and how pictures assist in pilot training.

Disney's arrival in Toledo coincided with announcement of the establishment of an industrial films division in his company.

"TUNES THAT NEVER GROW OLD"

STANDARD RECORDS

ASK YOUR LOCAL JOBBER FOR A COMPLETE STANDARD RECORD CATALOG OR WRITE TO

MEAN BIGGER PROFITS FOR ALL MUSIC MACHINES!

STANDARD PHONO CO.

163 West 23 Street • New York 11, N. Y.

EVERY HIT IS ON RECORDS!



THE HIT RECORD

Every Side a Hit

EVERY HIT IS ON RECORDS!

RECORD NO. 7071

MY BRITISH BUDDY

and

BY THE RIVER OF ROSES

by Abe Lyman and His Californians


CLASSIC RECORD CO.

7 WEST 46th ST., NEW YORK 19, N. Y.

RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

TRADE SERVICE FEATURE



● POSSIBILITIES ●

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

NOTE

Victor is the only diskier to offer new releases this week, making available two Duke Ellington sides and two all-vocals by Perry Como. Ellington plays *Do Nothing Till You Hear From Me* and *Chloe*. First, which is being built up as a successor to *Don't Get Around Much Anymore*, by its publisher, was originally known as *Concerto for Cootie*. Release is timed to cash in on the increased attention Ellington is receiving because of his current concert tour, and ops in those cities where he played will remember that last year's concerts did a lot to spur demand for his disks. Como sings *I've Had This Feeling Before* from RKO's Show Business pic and *Have I Stayed Away Too Long?* Como is currently on a vaudeville tour, and personal appearances should give the disks a good start. Decca, which up to now has been the only company to keep up a steady stream of releases, is holding back until after the first of the year.

AMERICAN FOLK TUNES and TUNESTERS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

Phila. Goes for Folk Music

In spite of the tremendous popularity and sales of phonograph recordings of the folk ditties in Philadelphia, the appeal for such music, until now, has been for the mechanical reproductions. The hillbilly and cowboy musicians and performers went begging for bookings. And while every other number sung or played at the musical bars might be *Pistol Packin' Mama* or *No Letter Today*, the "in person" interpreters of such music and song found no buyers.

Influenced a great deal by the shortage of musical units, particularly for private affairs and parties, the ice has finally been broken by the exponents of folk music. The Central City Sketch Club is the first to turn their Saturday night functions into square dances. Until now, the cowboy units found employment in Philadelphia only at novelty affairs sponsored by the social set or the swanky country clubs. With greater appeal to the masses, the Sketch Club has called on Chris Anderson and His Bellevue-Chadd's Ford orchestra, a heavy favorite in the near-by rural communities, to come to town for the Saturday night square dances to be featured.

Penny Pickin's

Jolly Joyce Theatrical Agency, Philadelphia, heretofore depending upon the outdoor parks and groves to buy his Western attractions, announces the first of such bookings to a major big-city night club. Slim (Slonaker) and His Gloom Chasers, radio troupe of five, were booked by Joyce to open December 9 for a two-week engagement, with options, at Harry Altman's Town Barn, new supper club in midtown Buffalo.

Albert Delmonte, of the Three Hicks, standard hillbilly unit, is in a critical condition at Jefferson Hospital, Philadelphia, after a stomach operation. Although nine transfusions have been given, calls for volunteer blood donors are still being made. His son, Pvt. Harry Delmonte, drafted from the unit recently, has been given leave to be at his father's bedside. The Famous Cadets, popular Western unit in Eastern Pennsylvania, have been engaged for the Saturday night dances added at Fork Valley Tavern on Stockertown Road near Easton, Pa.

Tunester Tattle

Ernest Tubbs is featuring *I Believe I'm Entitled To You* on the *Grand Ole Opry* over WSM-NBC. Tune also has been recorded for Bluebird by the Carlisle Brothers.

Curley Bradley, baritone and an honest-to-goodness cowboy singer, will be featured along with Reggie Cross and His Harmonica Quartet on the new quarter-hour show *Ranch House Jim* which makes its bow on the Blue Network from Chicago, January 3. Show will feature tangy Western melodies.

Carson J. Whittaker writes from Leavening, Calif.: "Up here in the mountains 100 miles from Reno the favorite tunes are *When My Blue Moon Turns to Gold*, by Walker and Sullivan, and *Rosalita* (Dexter)."

Bill Boyd recently signed a new contract with RCA-Victor. Boyd is in the midst of another brief bond selling tour with Harold Goodman and His Gang and playing thru Texas.

Dude Martin's radio show, *Western Hit Parade*, over KGO, San Francisco, is a favorite thruout the West. There's a young lady with Martin's combo known as Miss Carolina who has a personality and voice that will bear watching.

A song that has gained momentum for several months is *Is There Room Up In Heaven for an Old Rocking Chair*. Lew Mel, one of its composers, also received credit for *Texas Rose*, recently recorded by Denver Darling and His Texas Cowhands and also by Slim Duncan and His Texas Torpedos.

Location Comment

The Crosby version of *Pistol Packin' Mama* continues to climb in many sections. But Dexter is holding his own in most spots. In Chicago, Philadelphia,

Los Angeles; Austin, Tex.; Richmond, Va., and Portland, Ore., the Crosby version holds full sway. Crosby and Dexter divide honors in San Francisco, Toronto, Louisville; Bridgeport, Conn.; Miami and New Orleans, while in Dallas, Fort Worth and Tulsa, Okla., the Dexter disk has the upper hand.

No Letter Today is in second place in Salt Lake City, San Francisco, Fort Worth and New Orleans.

New Ones Coming Up

Newer numbers are showing up on the ops' reports from many cities. In Austin, Tex., Dick Robertson's *I Walk Alone* is gaining in popularity. *Paper Doll*, on reverse of Dexter's *PPM*, is going good in Baltimore, and *No Letter Today* is reported gaining. In Cincinnati ops report that *It's Too Late To Be Sorry* (Jimmy Wakely) and *PPM* (Dexter) are going down, while Crosby's *PPM* is going strong. Best hillbilly in Dallas, according to the ops, is Floyd Tillman's *They Took the Stars Out of Heaven*.

In Indianapolis the most popular numbers, aside from Crosby's *PPM*, are *Precious Jewel* (Roy Acuff), *Pay Me No Mind* (Jimmy Davis) and *Glad I Met You After All* (Ernest Tubbs).

Hillbillies are not popular in Toronto, but Roy Rogers's *I Sold My Saddle for an Old Guitar* is getting a good play.

Memphis: Op 1, *PPM* (Crosby) going strong. Op 3, *They Took the Stars Out of Heaven* (Tillman) and *I Walk Alone* (Dick Robertson) gaining.

New Ones in Tulsa

Tulsa, Okla.: The week saw two hillbilly tunes rise to sudden popularity on the jukes, with ops putting Ernest Tubbs's *That's When It's Coming Home To You* at top of the hit list. *Try Me One More Time* also reported getting very heavy play. However, Popular Music Company contends that these numbers are not the best by Tubbs and only the inability to get a wider assortment of disks has forced these two tunes to the front. "In normal times these two tunes would be snowed under by a better grade of stuff," says Popular Music, "but right now it's hillbilly they want and this is what they're picking." *PPM* was finally booted off the pedestal as a meager supply of fresh records filtered into Tulsa. Both *PPM* and *They Took the Stars Out of Heaven* are reported going strong.

Buffalo: *No Letter Today* is practically out of the running now, after being a good, but not outstanding, tune for weeks. Ops are taking this one off many machines. *PPM* also is dropping off, and while ops are leaving this disk on for the time being, its nickel-drawing power is definitely diminished.

Erie, Pa.: Op 1, *Rosalita* (Dexter) gaining. Op 3, *PPM* (Dexter) going strong; *Rosalita* (Dexter) gaining.

St. Louis: About the most popular hillbilly tunes in this section now are *I Hung My Head and Cried* (Gene Autry) and *Miss Molly* (Bob Wills). Also going strong are *PPM* (Crosby) and *No Letter Today* (Daffan).

space in order to be sure of their position in the industry.

Active participation of the old New Orleans Coin Machine Operators' Association in the local industry is noted with the return to presidency of Julius Pace who also has become active head of the Dixie Coin Machine Company. Meetings are to be held regularly. Two former head officers are Jules H. Peres, secretary-treasurer, and Frank Allesli, vice-president.

The Dixie Coin Machine Company, one of the largest distributing houses in the South, has recently taken over management of two other firms and has tripled its office and service space at 910-12 Poydras Street.

Charles Wicker, former office manager for the J. H. Peres Amusement Company, is now associated with the big Consolidated-Vultee plane plant here, and is also doing part-time work as a member of the sports staff of *The Times-Picayune*.

Lucille Micelli is the new secretary of the Dixie Coin Machine Company.

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

IN AN effort to get some new tunes on the market, Victor cut four sides with Perry Como, which will put to a test the strength of all-vocal waxings when they're stacked up against name band versions of the same tunes. Columbia hasn't made any new all-vocals yet, but it is expected that the disk will cut some sides, with Frank Sinatra singing tunes from his *Higher and Higher* pic. . . . Firm tone of the brief submitted to the War Labor Board panel last week by counsel for Victor and Columbia indicates that these firms won't be making instrumental disks for quite a while yet. Niles Trammell, head of NBC, informed the Senate Interstate Commerce Committee that "We'd rather go out of the record business than sign with AFM under the same terms as Decca," but when that statement was taken literally by the trade RCA-Victor issued a denial to squelch "wholly unfounded rumors," announcing that Victor "has no intention whatsoever of retiring from the record business. . . .

Freddie Slack, who has been doing quite a bit of picture work recently, broke up his band last week when he enlisted in the navy. Slack reported for duty Friday (17) . . . Randy Brooks, star trumpeter with Les Brown, has worked out a deal with Brown and Joe Glaser, Brown's manager, for them to finance a new band fronted by Brooks after the war. . . . Tommy Dorsey is starting a 15-minute program every Monday thru Friday from 8:15 to 8:30 over the Blue Network January 6, sponsored by Ford Motor, and originating from wherever the band is playing. . . . Herbie Fields, who has been leading a Fort Dix army band over the airwaves, is back in civilian life with a new outfit, currently rehearsing in New York.

Territorial Favorites

DES MOINES:

Let's Start the New Year Right. Bing Crosby.

Des Moines went overboard for holiday songs giving heavy play to this year-old ditty in addition to *White Christmas* and *I'll Be Home For Christmas*. This tune, too, stems from the *Holiday Inn* flicker

which gave *White Christmas* its start, and it can be found by turning over the Bing Crosby waxing of the Yuletide favorite.

DETROIT:

Hitler's Funeral. Don Baxter.

This ditty came out a few weeks ago on the Muscraft label, and it seems to have aroused the curiosity of the war workers in this industrial town, because it's been showing up on reports from Detroit ever since it arrived. Apparently it's not only curiosity play, tho, because the tune is now listed among those with the heaviest coin-appeal.

LOUISVILLE:

When the Lights Go on Again. Lucky Millinder.

It has been almost a year since this tune hit its peak of popularity but now it's back practically as strong as ever in Louisville. Perhaps the optimistic spirit inspired by the Moscow and Teheran conferences is reviving interest in this ballad with the hopeful lyrics and ops in other areas might try it for a comeback.

Note

For a listing of songs played most often over the radio for the week ended Thursday, December 16, 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 sepian best sellers under Harlem Hit Parade.

New Orleans

NEW ORLEANS, Dec. 18.—A surprising number of coin machine ops in the Crescent City area are sharing their time working in war plants in spite of mounting man-power and repair-part difficulties. Nearly every aggressive distributor and operator in this city tell of ambitious plans for post-war business, with two large firms already taking added

WHO MAKES THE BEST SELLING RECORDS?

We don't make them all; BUT what SAVOY makes, makes SAVOY the fastest growing record manufacturer in the U. S. A.—one scoop after another, the result—SAVOY is sold out before our records are on the market. Why?—because dealers and operators all over the U. S. A. and possessions and Canada have placed standing orders for every new release that we make. Let us remind you of our famous records still selling as fast as we make them.

- 102 Don't Stop Now
- 104 He Knows How To Knock Me Out
- 109 Bunny's Boogie
- 110 I Don't Stand for That Jive
- 112 So Long
- 107 As Time Goes By
- 108 It Can't Be Wrong
- 115 Pistol Packin' Mama
- 116 Put Your Arms Around Me
- 510 Johnny Doughboy Polka (Inst.)
- 500 Sugar Foot Stomp (Hot Jazz, feat. Coleman Hawkins)
- 1000 Is There Anybody Here?
- 1001 Fountain of Blood (Spiritual)

AND NOW We Proudly Announce:

- 114 They're Sending the Judge to Jail You Put a Patch on My Broken Heart
- 119 She Didn't Lay That Pistol Down. Cuddle Up a Little Closer



TO BE RELEASED IN A FEW WEEKS:

- 118 Make With the Bullets, Benny Oh, Theodora
- 117 A new vocal arrangement of that sensational European Hit: Johnny Doughboy Polka Send Me Some Roses

AND THAT AIN'T ALL—

Please be patient—Our entire staff is dead on its feet. So get your order in NOW, and remember that the early bird gets the worm.

Write—Wire—Phone

Sorry, no less than 25 of a number can be shipped—Consumer inquiries and sales not solicited.

Savoy Record Co.

58 Market St., Newark, N. J.



HOME RUN
The New Outstanding Ball Gum Vender— with a fascinating amusement feature. It BATS THE BALL THRU THE AIR. 1 Home Run (with 25 lb. carton ball gum)

All for only **\$24.50**

Size: 11"x21"x15"

VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only...\$8.50 Each. (Porcelain Finish \$1.00 additional.)



VICTOR'S TOPPER

Tops in Modern Design. Vends everything. Capacity 6 lbs. bulk mds. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.

Standard Finish Topper only...\$7.95 Each. (Porcelain Finish \$1.00 additional.)

Terms: 1/3 Cash, Balance C. O. D. (Or Send Full Amount and Save C. O. D. Charges).

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

CIGARETTE AND CANDY VENDING MACHINES



Ready for Location

- National 9-30\$67.50
- National 6-30 22.50
- Natl. 6-26 (No Stand) . 19.50
- DuGrenier Model "S" . 38.50
- DuGrenier "Candyman" . 37.50
- Lute Nat. Cig. & Candy Mchs. also available.

Subject To Prior Sale. 1/3 Dep., Bal. on Delivery. Write for Descriptive List.

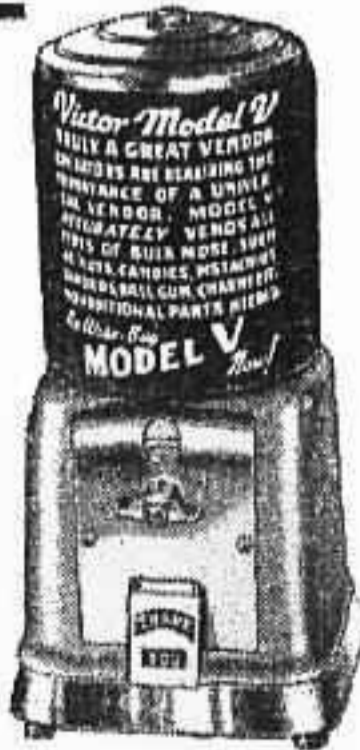
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LOUIS H. CANTOR COMPANY
250 WEST 54TH ST., NEW YORK CITY

VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only...\$8.50 Each.

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).



TORR 2047 A-50. 68 PHILA., PA.

JOIN THE MARCH OF DIMES FIGHT INFANTILE PARALYSIS JANUARY 14-31

MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

Forecast Cut In Candy Bars

Army needs come first—labor, packaging materials affect production

CHICAGO, Dec. 18.—An even more drastic shortage of candies is in prospect for 1944, it was predicted by delegates to a meeting of the Western Confectionery Salesmen's Association. Not only will there be fewer chocolate bars available, but the varieties will be reduced. About 200 representatives of candy manufacturers in 36 States attended the meeting.

More than one-fourth of the nickel candy bars made during the last 12 months went to army post exchanges and navy ship's service stores, according to Robert Amster, secretary-treasurer of the association, and next year even more will be set aside for them.

"The army considers candy a fighting food, a source of quick energy as well as a good morale up-lifter," Amster said. He pointed out that candy bars are included in many of the army rations and chocolate itself forms a large percentage of the emergency ration D.

Workers in war plants must also get their candy before the civilians whose mouths are watering for one big bite of chocolate, Amster emphasized. "Efficiency has increased sharply after the worker eats a candy bar, industrial research has shown," he added.

Amster prophesied that manufacturing difficulties in 1944 will further cut down the amount of candy left for civilian consumers. Labor shortages and the lack of packaging materials may force manufacturers to cut production below their quota of 80 per cent of 1941 output, despite increased quotas of sugar, he said.

To increase the candy dealers' problems, civilians have developed a strong sweet tooth since the war began. Amster estimated that candy consumption has doubled since 1941.

Additional Cig Venders Reduce Servicing Calls

BALTIMORE, Dec. 18.—Gasoline rationing and Office of Defense Transportation regulations limiting cigarette deliveries to locations, continues to cause

Women Don't Click In Servicing Field, Baltimore Op Says

BALTIMORE, Dec. 18.—Despite the general belief that this is a woman's age, and women can handle almost any job, at least one Baltimore cigarette machine operator has found from experience that women don't click in the cigarette machine servicing field.

This concern, faced with the loss of efficient servicemen, who were being drafted, hired a number of women. After two weeks they were found unsuitable for the job, so the concern has had to do the best it could with the available men.

It was found from this experience that men and women do not mix, when it comes to servicing cigarette venders at restaurants, taverns and other spots which cater principally to men. A certain technique is needed which women were found to lack, in doing this type of work. They also lacked the necessary tact in getting locations.

"A man is capable of handling some situations that may arise, where a woman will bog down. The feminine touch is welcomed in many types of activities, but the cigarette vending field is not one of them, the operators declared.

The large operator referred to has been the only one in the local market to give women a real tryout in handling the servicing job, and the results indicate this is a field women will do well to stay out of. This operator says there may come a time when women may become a welcome adjunct to the business, but that time is not now.

concern to operators. The Baltimore Cigarette Service, one of this market's leading operators, has managed the situation by installing additional machines. In locations equipped with one cigarette machine, a second one has been installed. Where it formerly was necessary to service a machine twice a week, one service call each week now takes care of two machines. Spots that have had two units, now are equipped with three and so on, thus eliminating at least one service stop each week per location.

This has met with the approval of the OPA, and has complied with the ODT regulation, without affecting service.

Fortunately, Baltimore Cigarette Service has been in position to effect additional unit installations where and when needed by having a reserve of equipment and by employing a factory-trained cigarette vending machine mechanic to keep all units in operating condition.

Help Shortages Cause Locations To Seek Venders

BALTIMORE, Dec. 18.—The help situation is resulting in heavy requests for cigarette vending machines at restaurants and other spots, according to operators. Owners and managers of these establishments finding they are unable to hire a girl or a man to wait on the tobacco counter, principally in selling cigarettes, have sought to get around this shortage problem by requesting cigarette vending operators to install one or more machines.

Operators formerly found it possible to furnish a cigarette vender for such new accounts. But today, as surplus equipment is fast dwindling, some operators are forced to say "no" even tho they would be happy to accommodate them. This is a reversal of experience for operators who, heretofore, had to virtually beg permission to install a cigarette vender.

Operators are accommodating as many owners and managers as possible. They believe that when the war is over and production of venders is resumed, these new locations will keep the venders and accept additional machines.

The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., Dec. 18.—Weather thruout the Virginia-North Carolina section has been favorable during the past week for picking and movement has been heavy to moderate in volume. The bulk of the Virginia and Spanish crop in this section is over and will be completed within the next ten days or two weeks. Small scattered lots in isolated sections are yet unpicked because of labor difficulties. These crops are expected to move from time to time until after the first of the year. CCC schedule prices prevail on sales of farmers' stock. The market on Virginias is firm and offerings are becoming less frequent. Spanish peanuts are scarce. Many shellers are (See PEANUTS on page 86)

THINK it over

Any product manufactured today depends on its acceptance tomorrow. Operators everywhere know that Pan Hard-Shell Candies is the original and has been accepted for years... after the sirens all over this world scream out their final warning... Pan Hard-Shell Candies will again be available to operators for successful operation—thanks for waiting.

VICTORY FIRST

PAN CONFECTIONS
345 WEST ERIE ST.
CHICAGO, ILLINOIS

AT YOUR SERVICE!



Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading The Northwesterner. It's free!

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835 E. Armstrong St.,

Morris, Ill.

VENDER SUPPLY NOTES

RESTRICTIONS ON GLASS CONTAINERS TO CONTINUE.—Because of new production problems facing the industry, there is no possibility of an early easing of restrictions now in force on the use of glass containers, it is agreed by the industry and the War Production Board's container division.

The director of the division has issued a statement specifically asking that no commercial user of new glass containers make any plans based on the expectation of an easier supply. Industry leaders are frank in saying that it may be difficult next year to meet 1943's estimated output of 93,000,000 gross.

Manufacturers have not been able to meet their orders, even with the 65 per cent cut in consumption ordered by WPB. Therefore, even if demand continues at the same level, the industry will still be far behind. In addition, in-

ventories have been cut to a minimum, about 41 per cent below last year, leaving no "cushion" to fall back on.

As in so many industries, man power is the No. 1 problem. Many of the plants are located in areas where the labor shortage is already acute, and personnel managers find themselves in direct competition with war industries in recruiting workers.

For the first time the industry is becoming apprehensive over the raw materials situation, since supplies of soda ash are becoming very tight. Should the situation become more acute, a corresponding drop in production will result.

BURLEY PRICES.—Prices established by OPA covering the 1943 crop of burley tobacco (type 31) are expected to reflect the same season average price which existed in 1942.

(See Vender Supply on opposite page)

ARCADE NEWS

Arcade Owners Seek Seasonal Adjustment in Federal Taxes

Following is text of the message delivered by Alfred W. Blendow, president of the Arcade Owners' Association of New York, before members of the Senate Finance Committee at the recent hearing:

Mr. Chairman and Gentlemen of the Committee: I am here at the invitation of your committee to represent the Arcade Owners' Association, which is national in scope, and to lay before you the opinion and recommendations of our membership with reference to Section 3267 as amended by Section 617 of the revenue laws of 1942, which refers to the excise tax on coin-operated amusement and gaming devices. The interest of our membership is solely in coin-operated amusement devices, and they have no interest in gaming devices whatsoever.

When Section 3267 and its amendment, Section 617, became law, it was unfortunate that the Penny Arcade was not considered as a separate entity.

This section deals with coin-operated amusement devices from the standpoint of individual devices being operated singly in retail establishments. As you gentlemen undoubtedly know, a Penny Arcade is a business in itself, and we believe should be treated as such. An arcade should not be confused with those who place individual machines with retailers, paying them a percentage of the gross receipts. The Arcade Owners' Association defines a Penny Arcade as a place of business wherein 10 or more coin-operated amusement devices are located, all of the machines in such an establishment being operated as a unit, and played by the public for amusement only—no gambling being permitted.

With this definition of a Penny Arcade in mind, we recommend that an amendment be added to this section that would apply solely to amusement devices insofar as this tax should apply to Penny Arcades.

Many Arcades Are Seasonal

A majority of Penny Arcades are individually owned and operated by men not subject to the draft, and in these times of stress is usually an individual who does practically all of his own work, and in many instances is assisted by his wife and other available members of his immediate family in the operation of the business. His only source of revenue is the income that he derives from his personal efforts in operating his business.

The Chairman: How much is the tax? Mr. Blendow: The House made no change in the tax of last year—please we are not asking for a change in the tax.

Senator Davis: You want to include certain types of machines?

Mr. Blendow: No; we are asking for relief for the seasonal trade, where a man is operating not for the full year, but for only a part of a year.

The Chairman: It is difficult to see how we could differentiate between one type of machine and another kind.

Mr. Blendow: We are not asking for a definition of the machine, Senator. The tax on the machines is \$10 per year per machine. Further a good many Penny Arcades are today located in cities and towns where no other source of amusement is available to the general public and civilian war workers. In other instances, Penny Arcades located near army and navy camps are the only source of amusement available to members of our armed forces, and we sincerely believe that our membership and all other operators of Penny Arcades are more than doing their share in helping maintain the morale of both our civilian population and members of our armed forces. Beside which, the public is able to secure hours of entertainment in Penny Arcades at a nominal cost to themselves. In other words, gentlemen, a Penny Arcade is exactly what the name implies—it deals in pennies and offers cheap, clean entertainment to the public.

My reason for appearing before this committee is to ask for some measure of relief for what is commonly known as the seasonal Penny Arcade. There are

well over a thousand such arcades operating thruout the United States who only operate from 3 to 6 months each year. Such arcades are operated in summer resorts, seaside resorts, amusement parks and picnic groves.

No Objection to Paying a Tax

These arcades open their doors for business on Decoration Day and close immediately after Labor Day. There are also arcade operators who are open for business only during the winter season, located in winter sport centers and southern winter vacation spots where a good many members of our armed forces are in training. Under the present law these arcades are compelled to pay a full year's tax on each amusement machine within their place of business. This is obviously unfair to the taxpayer. Under the present tax law he is actually paying a triple or double tax as he only enjoys from one-third to one-half a year's business while being compelled to pay a full year's tax. He is naturally paying more in taxes than the taxpayer who operates his Penny Arcade 12 months each year.

Our membership does not object to paying taxes—on the contrary, they are all patriotic reputable American business men who are only too glad to bear their just burden of taxes, but they do object to being asked to pay an inequitable tax and in many cases being forced out of business because of such taxation.

Senator Davis: You don't object to the tax on these machines, but you want different treatment given to operators who only operate these machines for certain months of the year.

Mr. Blendow: That is correct. Senator Davis: What relief do you ask for?

Asks Quarterly Payments

Mr. Blendow: I am coming to that. I would also like to call your attention to the fact that Penny Arcade operators are also required to bear their share of taxes by the States, counties and cities in which they operate, and in some cases are also required to pay a gross business sales tax, which in most instances amounts to 2 per cent of their total gross receipts. We ask, therefore, that the present law be amended so that a taxpayer will only pay this tax for the actual length of time he is operating his business. This can be very easily accomplished by merely permitting payment of this tax every three months, payable, of course, only when the taxpayer is actually operating his taxable amusement devices. As the fiscal year for payment of this tax begins July 1, it is recommended that if it is the pleasure of this committee to grant our request that this tax for Penny Arcades be payable every 3 months, that these periods be divided so that the tax may be paid the first of July covering the months of July, August and September; that the second taxable period shall be payable October 1 covering the months of October, November and December; the third taxable period shall be payable January 1 covering the months of January, February and March, and that the fourth taxable period be payable April 1 covering the months of April, May and June.

Senator Davis: \$2.50 each quarter?

Mr. Blendow: That is right. I might interpose here that, taking the New York City arcades that operate in the summertime, they run practically from April thru September, so that in this period if they paid their April to September taxes, they would pay 6 months and just cover their period of operation.

Senator Davis: I think we see your position and you can just submit the rest of your statement for the record, if you wish.

Mr. Blendow: Thank you. At this point, I would like to call your attention to the fact that most other excise taxes are payable on a monthly basis.

Cites Arcade Failures

Another factor to be considered in the payment of taxes under the present law

whereby this tax is collected for a full year in advance, is the fact that at times a Penny Arcade operator will open a new business with the thought in mind that he will be successful and finds after several months of operation he was wrong in his assumption and has to close his doors. As I stated before, under the present law, he has already paid a full year's tax and under the law, he has no recourse nor is he entitled to any refund when he is forced to go out of business for reasons beyond his control.

Let me repeat that a Penny Arcade is a penny business and when taxes become too heavy, the operator is forced out of business, which is something I am sure you gentlemen would not approve. A man who is forced out of business does not pay income tax during any period of idleness.

At the conclusion of the 1943 summer season, just passed, quite a few Penny Arcades located in seaside resorts, particularly in those sections where black-outs have materially hampered the operation of their business, have already gone out of business, finding it impossible to pay this tax for a full year and show a profit.

I am quite sure that your committee is going to grant us some measure of relief so that other Penny Arcade operators are not forced to make this same decision before the 1944 season opens on Decoration Day.

In conclusion, let me say that we are only asking for a fair adjustment of the coin-operated amusement section of the 1942 Revenue Act so that our membership and other Penny Arcade operators may remain in business, pay their just share of taxes and be able to pay their income taxes at the end of the year.

VENDER SUPPLY NOTES

(Continued from opposite page)

Slight variations in last year's regulation were made to provide for a more practical application of price control to the auction marketing of the 1943 crop. Chief burley producing States are Kentucky, Tennessee, Virginia, North Carolina, Ohio and West Virginia. Twenty-one grades have been added to the schedule used last year to provide for refinements in the grading of the crops.

This year's regulation provided for an increase of \$3 per hundred pounds over last year's prices to assure growers' re-

turns from this crop equivalent to those received in 1942.

This year the demand for burley will exceed production more than at any time since 1936. War-created demand for cigarettes and chewing tobacco would cause prices to soar on an uncontrolled market, OPA said.

NUT MARKET.—Inquiry in the New York nut market continues strong. The scant supply situation is expected to ease up some time after the first of January. Extremely limited quantities of California almonds, pecan pieces and fancy cashew pieces were reportedly available.

EARNINGS REPORT.—Operations of Dixie Cup Company this year are reflecting the growing shortage of materials, as well as increased man-power problems. For the 12-month period ending September 30, Dixie Cup reported a net of \$849,924, or \$1.99 a share, compared with \$871,770, or \$2.10 a share, in the comparable period last year.

REPORT.—The Wall Street Journal recently printed the following summary of the soft drink industry:

"Desite curtailed use of sugar, crowns and transportation facilities, the soft drink industry has made an impressive showing under wartime conditions. Most leading units in the industry will this year report volume and profits above last year. Maintenance or expansion in volume reflects the large business being done with the government or with the military post exchanges, for which production the producers are allowed unrestricted use of sugar and other ingredients as well as crowns. Sugar, one of the most important commodities used by the industry, has been in increasing supply. In August, the quota for industrial users was stepped up from 70 per cent to 80 per cent of the amount used in 1941, while a bonus of 10 per cent additional was granted for November and December. To bolster the supply of sugar, the industry has used some substitutes, while several cola drink manufacturers are bringing in flavored or processed sirup from Mexico and Cuba, which have not been subject to the sugar quota. Citric acid, which is essential to the industry, is allocated on a month to month basis. The crown supply has been helped by the reduction in weight of the metal used (now only black plate) and important progress in the use of reclaimed crowns. A tight bottle supply and problems of transportation appear now as chief difficulties of the industry."

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A Million Coin Machines In Nation's Bowling Alleys

Bowling is big business—ranks near top as sport—provides 180,000 top-notch locations for coin machines of all kinds

CHICAGO, Dec. 18.—Bowling is big—as a business, as a sport, and in terms of locations for coin-operated machines. As a business, bowling is estimated to have 15,000,000 steady customers. This number of fans participated in the sport in 1942. To accommodate them, 180,000 bowling alleys are in operation. As a sport, bowling is outranked in total attendance and interest only by basketball, football and baseball. But there is a wide difference between spectators and participants. Bowling's 15,000,000 are folks who pay to play, rather than to watch. As top-notch coin machine locations, bowling alleys are believed to accommodate profitably more than 1,000,000 coin-operated machines of various kinds. This estimate is based on an average of less than six machines per bowling alley. That the total number of coin machines in bowling alleys might reach several million is indicated by the survey conducted by a *Billboard* representative in Baltimore.

60 Machines in One Alley

Recreation Center, located on North Howard Street, Baltimore, regarded as the world's largest bowling alley, contains more than 60 coin-operated machines of various kinds, including games, venders, arcade and novelty machines. Seven other bowling alleys in Baltimore, operated by the same management, account for an additional 150 machines.

The Charles Bowling Center on Charles Street, an independent alley with 70 lanes, accommodates 30 coin-operated machines of all types.

The total number of machines in all Baltimore bowling emporiums is estimated at more than 500.

League competition has been resumed in bowling alleys thruout the nation, bringing peak season capacity. However, bowling has become a year-round sport and most alleys are open 365 days a year. Not only that, proprietors of some alleys report that they have "thrown away the keys" because the alleys are open "around the clock" and front doors are never locked.

Bowling represents both fun and phys-

cal fitness to its participants. It's a real game, one that tests the skill as well as the physical stamina of any player.

Until the old muscles are adjusted, declares one authority, you really know that you have been doing something out of the ordinary.

During recent months, research organizations, reporters, health commissioners, personnel managers and employment managers have isolated the principle causes of absenteeism at industrial plants. Heading the list is illness on the part of the worker or some member of the family. As a result, bowling has been suggested as an ideal sport for war workers because it puts into action practically every muscle in the body, and encourages physical fitness.

All Can Afford To Bowl

Bowling is regarded as a sport that most anyone can afford. In the average bowling alley, the cost of a single game for an individual is around 25 cents. And during hours of peak crowds, a player is often limited to a single game during the evening. Some alleys give out starting times, like golf clubs on busy Sundays.

After bowling interests advertised that trimmer figures often result from bowling, women became intensely interested in the game. In most cases, real benefits resulted, not only in trimmer figures, but in increased physical efficiency.

With 15,000,000 people seeking sport in the nation's bowling alleys, many of them bowling several nights a week, it is understandable that more than a million coin-operated machines are needed to serve them. Cigarettes, candy bars, peanuts and other edibles, soft drinks—all are in heavy demand. While waiting to bowl, or while waiting for friends to finish their lines, amusement machines provide additional diversion to bowling fans. In some cases, arcade installations in bowling alleys are popular enough to be considered main attractions, offering entertainment and hilarious fun to those who bowl as well as those who find all alleys engaged for the evening.

PEANUTS

(Continued from page 84)

still refusing additional orders on futures because of present heavy bookings.

The movement of Spanish and Runners in the Southeastern section has practically stopped and all lots not already in shellers' hands are being cleaned up rapidly. Spanish No. 1's are scarce and the active demand exceeds the supply. Due to the absence of Spanish No. 1's, the trade is turning to Spanish No. 2's, and Runners, both for prompt and future delivery.

Most of the crop in the Southwestern section has been harvested and moved to shellers and warehouses. Labor shortages have delayed picking in many cases, however, and a light scattered movement is expected to continue until late this month. Weather still remains a governing factor, of course, and if conditions become unfavorable, the movement may continue until after the first of the year.

Thruout the peanut-growing sections CCC schedule prices prevail on farmers' stock, with occasional hauling costs being paid in addition. Some shellers are refusing orders at ceiling prices for future delivery because of their heavy bookings at present. Offerings in all sections have eased off due to shellers previously contracting the bulk of their allotments and being unable to buy farmers' stocks against these allotments.

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Clean, Pleasant Surroundings Pay Biggest Arcade Profits

PHILADELPHIA, Dec. 18.—Sound advice on maintenance of a coin machine arcade was offered by Sam Lerner, head of Stanley Amusement Company and operator of the Stanley Amusement Arcade, giant amusement center at Wildwood, N. J. summer resort. Pointing out that shabby looking and dirty machines serve to drive away players when just the opposite is needed, Lerner also reminded that no new equipment is being manufactured for the duration and arcade operators will have to do the best they can with the tools they now have.

One of the most important things is to keep the arcade swept and clean at all times, suggested Lerner. With the arcades now attracting a fine clientele, Lerner warned that repeat patronage cannot be expected if players leave the arcade with suits and dresses soiled by dust gathered on machines. It only takes a few minutes daily to have cleanliness pay dividends, he added.

Neatness in the attire of attendants is also an important factor, he said. It only costs a few dollars to dress your attendants in neat and trim uniforms, and to have a spare suit that can be

sent out for cleaning at least once a week. If pleasant and clean surroundings are provided, Lerner stated, players will remain longer and play more machines. He also added that when a machine goes out of order, a sign must be placed on the machine until it can be removed or repaired. It saves a lot of time for the attendants and keeps from discouraging players who always take it out on the entire arcade when they put a coin into a machine that may not be in proper working order.

Lerner also suggested that arcade operators pay strict attention to providing pleasant decorations for the walls and windows of arcades. Above all, he cautioned, make sure that the windows are washed at least once a week. Where scores are posted on walls, Lerner suggested that the operator have a regular sign painter get up an attractive sign. Patriotic posters, always available, make for ideal wall decorations to fill out the walls, said Lerner. Above all, he warned, make 'em feel they are coming into a place of amusement. It doesn't have to be lavish, but it should be clean and neat at all times.



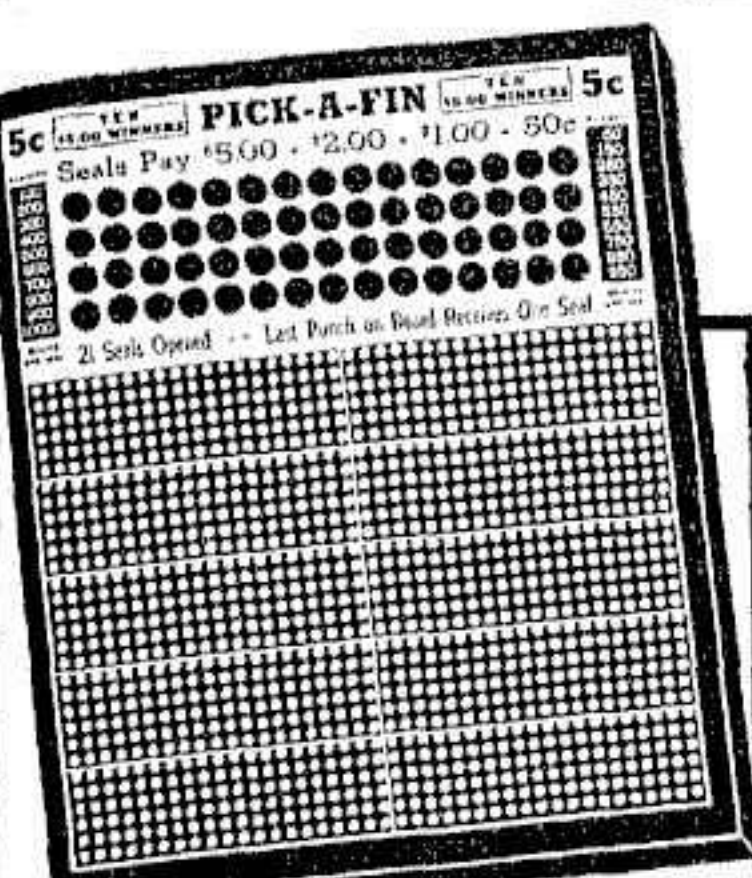
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2040 (Five Fold) Stapled
\$36.00 PER DOZEN
\$400.00 PER GROSS
1/3 Deposit, Balance C. O. D.

LA LUZERNE NOVELTY CO.
1442 Emilio Street, Green Bay, Wis.
In Business Since 1925

FOR SALE

900 Model D-112 National Slug Rejectors at \$3.00 each. In lots of ten or more—\$2.50 each.

Mills Sales Co., Ltd.
1640 18th Street Oakland 7, Calif.

REAL VALUES From DIXIE SALES COMPANY

682 MADISON AVENUE NEW FACTORY REBUILT GAMES

Second Front\$159.50
Midway 175.00
Invasion 165.00

RECONDITIONED FREE PLAY GAMES

Jeep\$129.50
Keep Em Flying 139.50
Bombardier (was Victory) 99.50
Loader 49.50
Play Ball 64.50
Texas Mustang 69.50
Eureka 39.50
Hit the Japs (was Gold Star) 49.50
Wild Fire 49.50
Sink the Japs (was 7 Up) 59.50
Big Chief 49.50

Contest, Multiple, 1 or 5 Ball Play\$139.50
1-2-3, 1940 Model, Extra Clean 99.50
Boomtown 99.50
Commodore 99.50
Suspense, Novelty, No F.P. 24.50
Volvet 49.50
Anabol 34.50

ARCADE EQUIPMENT

Tokyo Gun\$330.00
Texas Leaguer 45.00
Slap the Japs Ray Gun 139.50
A.B.T. Targets 22.50
Western Race Horse 29.50
Pockets (by Bally) 49.50

MEMPHIS 7, TENN. CONSOLES, SLOTS, ETC.
Keeney's Triple Entry\$138.50
Keen Kubes 139.50
Paces Saratoga Junior . 149.50
Bally Favorite 109.50
Mills Flasher, Table Type Slot 59.50
Evans Jungle Camp, F.P. 69.50
Jennings Bob Tail, F.P., New 189.50
Bally Club Bells 254.50
Keeney Super Bell 249.50
Paces Races Write for Price
Keeney 2-Way Super Bell, 5-5 Write for Price

MISCELLANEOUS EQUIPMENT

Jap. Insert for Seeburg Gun\$ 12.50
Back Glasses for the Following Games: Stratoliner, Gold Star, 7 Up, Victory\$4.50 Each.

IF WHAT YOU NEED IS NOT LISTED, WRITE US—WE CAN GET IT.
TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

FOR GUARANTEED JENNINGS EQUIPMENT BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

WILL PAY

\$225.00 per case for .22 Shorts Ammunition. Also top price for 2 inch and 4 inch Eastman D.P.F. 1944 dating.

J. ZOTTER
423 12th St. (Playland) Oakland 7, Calif.

JAR DEAL TICKETS

1936's \$300 Per Gross
1440's \$225 Per Gross
Immediate Shipment.

UNIVERSAL DISTRIBUTING COMPANY
DES MOINES, IOWA



Christmas 1943...

The cause of Freedom moves forward, and at Christmas, 1943, we may discern the first faint glow of a dawning final Victory. How soon that Victory shall shine forever in the skies above all free men depends not alone upon those who fought at Guadalcanal, Dunkirk, Sevastopol, who swept the Hun from North Africa, who now attack along the Road to Rome, in China and in the jungles of the South Pacific. It depends also on us who, safe in blessed America, dare not forget "there's a war going on"—must remember that we, and only we, can give our fighting men the weapons with which they will wipe out tyranny. Let us not fail them, and we shall not fail our hopes for the future!

"Let's All ATTACK—with WAR BONDS!"

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

Two Billion Ration Tokens in Process

WASHINGTON, Dec. 18.—Two billion ration tokens are now in the process of manufacture, it is announced by the Office of Price Administration. The tokens are smaller in size than originally planned and will be produced by the Osborne Register Company of Cincinnati.

The order calls for the manufacture of 1,100,000,000 red tokens to be used in making "ration change" in buying meats and fats, and 900,000,000 blue tokens to be used in buying processed foods.

OPA increased the number of tokens on order because it is necessary to insure an adequate supply to meet all needs starting from the day the plan goes into effect. By reducing the size of tokens, the total number is being more than doubled without increasing the quantity of limited material originally allocated for token manufacture.

The new ration token plan will go into effect February 27, 1944.

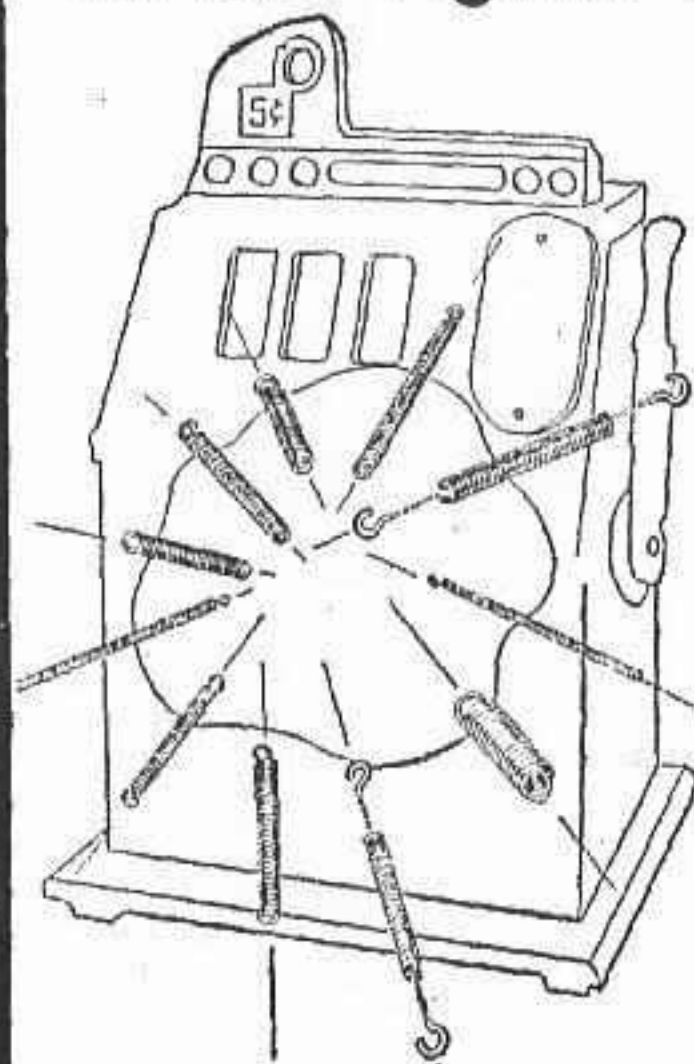
Cohen of Myco Automatic Buys Partner's Interest

COLUMBUS, O., Dec. 18.—Mike Cohen has purchased the entire assets of Myco Automatic Sales Company, which, for the past five years, Chess Goldstone and Cohen operated as partners. Cohen has expanded in Columbus as well as Cincinnati, where he has an interest in several Penny Arcades, including the large downtown arcade on Vine Street.

In Columbus Mike and Chess have operated juke boxes and machines of all types. They opened the first downtown arcade at Gay and High streets about 18 months ago and the spot has been doing a sensational business. Cohen is active in civic affairs here and has created much good will for the arcade and coin machine business.

The Bond Buying signs used nationally are now in every Cohen machine in the city. Recently a local newspaper featured a story on how the juke box was helping to sell bonds.

DON'T JUNK OLD CLUNKS Bring 'Em Back To Life Again



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, WRITE WE STILL CARRY THE MOST COMPLETE STOCK OF COIN MACHINE PARTS.

HARRY MARCUS CO.

816 W. ERIE ST., CHICAGO, ILL.

"MIDGET SKEE BALL"

While MIDGET SKEE BALL is only 6' long by 22" wide, it is scientifically proportioned to give it the same playing appeal, fascination and thrill as the larger alleys—plus the advantage of an adjustable scoring unit playing field.

IT'S MADE FOR ANY LOCATION—ANYWHERE!

- Takes up less room . . . takes in more money . . . operate one or a battery.
- No more crawling underneath alleys for repairs . . . entire head removable from table by loosening 2 screws.
- Simple, fool proof, scoring and ball release mechanisms . . . scoring totals adjustable.



• Can be carried inside your car with back seat out—or on top—legs are removable.

OPERATOR'S PRICE **\$239.50** F. O. B. BKLYN., N. Y.

1/3 Deposit, Balance C. O. D. **AMUSEMENT SPECIALTIES, INC.** 1011 WINTHROP STREET BROOKLYN 12, NEW YORK Phone: President 4-6194

RUBBER BALLS

Size 2 1/4"—Inflated—for **POKERENOS**

First quality balls—all hand finished. Limited supply. First come—first served. Minimum quantity 100 balls. Write, Wire, Phone for Prices Today.

MELROY BALL CO., 6 N. Austin Avenue, Ventnor, N. J.

Phone: Ventnor 2-0587

RECTIFIERS REPAIRED

YOUR OLD RECTIFIERS REBUILT LIKE NEW

Keep your Games and Phonographs in A-1 operating condition. Send us your OLD RECTIFIERS to be rebuilt to give New-Unit Performance and Longevity. We have rebuilt thousands. All Makes, Types and Sizes Rebuilt for You.

At \$2.50 Each

Detach Rectifiers from Transformers before shipping. Transportation to us must be prepaid. All rebuilt units are returned C. O. D., plus transportation.

LANDAU LABORATORIES 540 W. Randolph Street CHICAGO, ILL.

MACHINE MADE TIP BOARDS

120's AT VERY, VERY REASONABLE PRICES

BASEBALL BOARDS

COLUMBIA SALES CO.

JACKPOT BOARDS

323 MAIN STREET

WHEELING, W. VA.

CONSOLES

- 6 Keeney's Super Track Time. Ea. \$300.00
- 4 5c Play Jennings Good Luck. Ea. 45.00
- 2 5c Play Evans Jungle Camp, Cash Play. Ea. 75.00
- 2 Bally Royal Flush, Cash Play. Ea. 50.00
- 1 5c Exhibit Races, Cash Play. Ea. 100.00
- 2 5c Fast Time, Cash Play. Ea. 75.00
- 1 5c Triple Entry, Cash Play. Ea. 135.00

Terms: 1/3 Deposit, Balance C. O. D. Phone 4-1109.

AUTOMATIC COIN MACHINE CORP.

338 CHESTNUT ST., SPRINGFIELD, MASS.

ARCADE MACHINES

- 1 Evans Twin Barrel Roll . . . \$135.00
- 2 Skee Ball Elite . . . 125.00
- 1 Mystic Mirror . . . 89.50
- 1 Electricity Is Life . . . 89.50
- 2 Galle Hug and Push . . . 119.50
- 1 Donkey Bray . . . 149.50
- 1 Tiger Pull . . . 129.50
- 1 Monkey Pull . . . 149.50
- 2 Evans Ten Strikes . . . 69.50
- 2 Keeney Guns . . . 69.50
- 1 Ray O Lite Gun . . . 119.50
- 1 Strike Me . . . 40.00
- 1 Weight Lifter . . . 79.50
- 1 Radio Rifle with 3 Rolls of Film . . . 125.00
- 1 Striking Clock . . . 135.00
- 1 Jennings Roll in Barrel . . . 119.50

COUNTER GAMES

- 1 Three Meter Love Machine . . . \$79.50
- 1 Electric Defense Gun . . . 17.50
- 4 Gottlieb Single Grip . . . 7.50
- 3 Holly Grippers . . . 10.00
- 4 Electric Shockers . . . 7.50
- 4 Gottlieb Three Way . . . 12.50
- 1 Arcade Strength Test Three Way . . . 29.50
- 4 A.B.T. Guns . . . 7.50
- Genuine A.B.T. Steel Shots for A.B.T. Air Rifle Range. Per Thousand . . . 4.00

THE SPORTSMEN'S CLUB

359 24th Street, Ogden, Utah

WANT TO BUY

.22 SHORTS AMMUNITION

ANY AMOUNT WILL PAY HIGHEST PRICES Immediate Cash!

PEERLESS VENDING MACHINE CO. 220 West 42nd St., New York, N. Y. Wisconsin 7-8610

X. L. SALES CO. MACHINES

- 50 9-Col. W-DuGrenier Cig. Machines, Ref. & Reb., Like New . . . \$ 69.50
- 1 Mills Golf Ball Machine, 25c Console, Used 3 Weeks . . . 225.00
- 3 Mills Gooseneck Wolf Heads, 5c, 2/4 P.O., Clean . . . 47.50
- 2 Mills Gooseneck Wolf Head, 25c, 2/4 P.O., Clean . . . 57.50
- 1 Mills War Eagle, 5c, C.H., S.J.P., Ref. & Reb. . . 119.50
- 1 Mills Extraordinary, 5c, C.H., S.J.P., Ref. & Reb., 3/5 . . . 110.00
- 1 Caille 5c Silent Sphinx, Used 3 Weeks . . . 79.50
- 1 Jennings Gooseneck, 5c, 2/4 P.O., Clean . . . 69.50
- 1 Jennings 25c Victoria, 2/4 P.O., Clean . . . 79.50
- 1 Paces Races, Brown Cabinet, 5c, Clean . . . 200.00
- 1 7-Way Caille, 5c, Clean . . . 69.50
- 1 Mills 25c Skyscraper, 3/5 P.O., C.H., S.J.P., Ref. & Rebuilt . . . 125.00

WALL BOXES

- 75 Seeburg Wall Boxes, 30-Wire Gold \$10.00
- 10 Packard Boxes . . . 30.00

One-Third Deposit With Order. Write, Phone or Wire.

A-1 SLOTS AND CIGARETTE

959 Hope St. PROVIDENCE 6, R. I. Tel.: Plantation 0316.

WANTED

'39 and '40 Rockolas, Wurlitzer 500-600-700-800-750-850, Seeburg 8800-9800-7850, BALLY RAPID FIRE, BALLY SKY BATTLE. Give us your price and condition of machine crated F.O.B. shipping point.

HERMITAGE MUSIC CO.

416 A Broad NASHVILLE 3, TENN.

FOR GUARANTEED BAKERS PACERS

PACES RACES and SERVICE BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**JOIN OUR BOYS
Over There in Their
Christmas "Greetings"
to the Axis!**

**Let's ALL BACK THE ATTACK
BUY MORE
WAR BONDS**

HOLIDAY SPECIALS

MUSIC

1 Buckley System, complete with 2 Bar Boxes and about 150 ft. Wire; 1 Hideaway Steel Cab. with 2 12-Record Rockola Mechanism; 2 Permanent Magnet Speakers in Cabs. & Rockola Amplifier, A-1 Condition \$174.50
1 Twin 12 Wurlitzer in Steel Hideaway Cabinet 99.50
We are dismantling a Seeburg Wired Music System and invite your inquiry for any parts you may need.

ONE BALLS

Just Off Location—in Excellent Condition!
Club Trophy \$340.00
Fortune 335.00
Skylark 285.00
Thistle-down 65.00
Fleetwood 29.50
Fairgrounds 29.50
Breakneck 29.50
Gold Cup 49.50
Late 1939 Mills 1-2-3, Completely Overhauled by Mills 89.50
Mills Owl, Like New 94.50
Mills Owl, Brand New in Orig. Crates 149.50

FIVE BALLS

ABC Bowler \$44.50	Miami Beach \$44.50
All American 29.50	Monicker 84.50
Bandwagon 29.50	New Champ 59.50
Bang 12.50	Pan American 39.50
Belle Hop 44.50	Polo 19.50
Big Chief 29.50	Pylon 24.50
Big Parade 99.50	Red, White & Blue 29.50
Big Six 14.50	Repeater 39.50
Big Time 34.50	School Days 44.50
Bola Way 59.50	Snappy '41 39.50
Broadcast 39.50	Sparky 29.50
Defense (Genco) 89.50	Sport Parade 39.50
Defense (Baker) 29.50	Spot Pool 54.50
Dixie 24.50	Stratoliner 34.50
Dude Ranch 29.50	Target Skill 34.50
Duplex 39.50	Ten Spot 39.50
Entry 29.50	Tex. Mustang 59.50
Five & Ten 129.50	Thumbs Up, Rev. 69.50
Fishin' Rev. 69.50	Twin Six 39.50
4 Diamonds 34.50	Velvet 34.50
Fox Hunt 24.50	Victory 84.50
Knock Out 99.50	Wild Fire 34.50
Legionnaire 49.50	Wow 24.50
Majors '41 39.50	Zig Zag 49.50
Metro 84.50	

COUNTER GAMES

Cubs, 5¢ \$ 4.95
Aces, 5¢ 4.95
Liberty, 1¢ 6.95
American Eagles, Like New, 1¢ 9.95
Lucky Smokes (New) 9.95

SLOTS

CAILLE Commander or Playboy (Exceptionally Clean), 5¢ \$59.50
10¢ 64.50
Write for our attractive prices on late Slots, Blue Fronts, Brown Fronts, Copper Chromes, Silver Chromes. Also 3 Balls and 4 Balls.

CONSOLES

Overhauled, Checked and Cleaned
Jennings 4-Coin Mult., Brand New \$ 69.50
Used 39.50
Jennings Liberty Bell, Flat Top 17.50
Slant Top 27.50
Derby Day, Flat Top 17.50
Slant Top 27.50
Keeney Kentucky Club 79.50
Exhibit Tanforan 29.50
Bally Ray's Track, Serial over 4300 94.50
Bally Long Champ (Large) 39.50
Bally Solitaire Flicker 39.50
Stoner's Zippers 34.50
Bally "The Favorite," 9-Coin Head Sugar King, P.O. (Floor Sample) 69.50
Jennings Good Luck 29.50
Pace Saratogas, Convertible to Free Play or Pay Out 149.50

1/3 Deposit — Balance C. O. D.

State Distributor for Seeburg Phonographs and Accessories

BACK THE ATTACK WITH WAR BONDS!
Please address mail to Milwaukee 8, Wis.

Milwaukee COIN MACHINE CO.
3130 W. Lisbon Ave., Milwaukee, Wis.

JAR DEAL TICKETS

1836 Count Combinations
2280 Count Combinations
2040 Count Red, White and Blue 120 Tips
With 10 Seal Cards, Also Sales Boards.
Write for New Low Prices.

AUTOMATIC AMUSEMENT COMPANY
633 Massachusetts Ave. Indianapolis 4, Ind.

FOR SALE!

ARCADE OR EQUIPMENT
Very Successful in Springfield, Mass.
Owner in Service. Apply

PEERLESS VENDING MACHINE CO.
220 W. 42nd St. NEW YORK, N. Y.
Wisconsin 7-8610

**Tune Inn for Teens
Sponsored 2d Club**

HOUSTON, Dec. 18.—A teen-age canteen will be centrally located in downtown Houston, it was decided at a meeting between representatives of the city parks and recreation department and a young group, headed by Rudy Hagelman, owner and operator of Tune-Inn for Teens, on Post Oak Road.

The canteen will be open afternoons and Friday and Saturday nights, all teen-agers eligible. It was decided there should be fountain drinks, sandwiches and dancing. One adult from the parks and recreation department will be on duty at all hours.

**Petering, King Directors
Of New Amusement Film**

ALBANY, N. Y., Dec. 18.—Articles of incorporation have been filed with the secretary of state for the Petering Amusements, Inc., of Niagara County, authorized to deal in amusement devices and coin-operated machines, with capital stock of \$3,750.

Subscribers to the capital stock, each with one share, are Kendall Williams, Walter Hoffman and William A. Hamlin, all of 120 Broadway, New York. Directors until the first annual meeting are Ernest Petering and DeWitt L. King, North Tonawanda, N. Y., and Horatio S. Mitchel, Cleveland, O. The papers were filed by James A. Curtis, 1786 Union Commerce Building, Cleveland.

**OUTSTANDING BUYS
IN CIGARETTE VENDING MACHINES**

Just because these Machines are being sold at these Low Prices does not mean they are not in A-1 operating condition. Every one of these Machines is in operative condition or else is in operation at the present time. If you need Machines do not hesitate to purchase these, as they are really a steal at the prices quoted below. We are cutting down the extent of our operations and for that reason are offering them at these very low prices.

7 Col. STEWART-McGUIRE, MODEL "B" (15¢ and 20¢ Operation)
With Double Shift Container, holding 325 Packs.
\$30.00 Each in Lots of 10.
Single Machines, \$35.00 Each.
With Standard Container,
\$20.00 Each in Lots of 10.
Single Machines \$25.00 Each.
8 Col. U-NEED-A-PAKS
\$20.00 Each in Lots of 10.
Single Machines, \$25.00 Each.
6 Col. ROWE IMPERIALS
\$22.50 Each in Lots of 10.
Single Machines, \$25.00 Each.
8 Col. ROWE IMPERIALS
\$27.50 Each in Lots of 10.
Single Machines, \$30.00 Each.
1/3 Deposit, Money Order or Cashier's Check,
Balance C. O. D., F. O. B. St. Louis.

**AUTOMATIC
CIGARETTE SALES CO.**
2208 LOCUST ST. ST. LOUIS, MO.

SLOT MACHINES

Reconditioned and Guaranteed. Expert Repairing and Refinishing.

10 5c Mills Cherry Bells, 3-5 Pay Out. Ea.	\$185.00
10 5c Mills Cherry Bells, 3-10 Pay Out. Ea.	175.00
1 10c Mills Extraordinary. Ea.	150.00
1 25c Mills War Eagle. Ea.	150.00
1 5c Pace Deluxe Console Slot.	175.00
1 5c Pace Rocket, Slug Defector	115.00
1 10c Pace Rocket, Slug Defector	125.00
2 25c Sky Scrapers, 2-4 Payout. Ea.	75.00
1 5c Watling Rollatop. Ea.	75.00
2 5-10-20c Play Jennings Triplex. Ea.	225.00

Terms: 1/3 Deposit, Balance C. O. D. Phone 4-1109.

**AUTOMATIC
COIN MACHINE CORP.**
338 Chestnut St. SPRINGFIELD, MASS.

**WANTED TO BUY
MILLS EMPRESS
KEENEY SUPER BELLS
EXHIBIT STARS
HOCKEY**

Write or Wire Quantity and Best Prices.
Write for Latest Parts Bulletin
ATLAS NOVELTY CO.
2200 N. Western Ave. CHICAGO 47, ILL.

*At Christmas time, we realize
more than ever the importance
of the American Way of Life and
the sanctity of the Four Freedoms*

*This Holiday Season resolve
to do more to
preserve them.*

Let's All

Back the Attack—

**BUY
MORE
WAR
BONDS**

D. Gottlieb & Company

CARL TRIPPE Price Plus Guaranteed Satisfaction

A-1 RECONDITIONED CONSOLES

1 Bally High Hand	Each \$129.50	1 Pace's Races (Brown)	Each \$149.50
2 Big Game	69.50	6 Silver Moon	89.50
2 Dixie Bally Race Horse	75.00	3 Tracktime, Late Head (Auto.)	39.50
1 Keeney Super Bell, 5c	225.00	1 Keeney Super Bell Twin, 5c-5c (Auto.)	375.00

A-1 RECONDITIONED 1 BALL FREE PLAYS

2 Blue Grass	Each \$150.00	7 Mills 1-2-3, 1940	Each \$ 75.00
3 Club Trophy	249.50	3 Pimlico	365.00
5 1941 Derby	285.00	1 Record Time	109.50
2 Long Acres	450.00	2 Sports Specials	119.50

GUNS REPAINTED RED, WHITE AND BLUE, ARMY AND NAVY DECALS. LOOK AND OPERATE LIKE NEW.

Axis Rats (Seeburg)	\$169.50	Parachute (Seeburg)	\$169.50
Jap Gun (Seeburg)	169.50	Rapid Fire (Bally)	249.50
Keeney Air Raiders	249.50	Tank Guns (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun)	149.50
1 New Tokyo Gun	330.00	1 New Keeney Submarine	229.50

8 MILLS PANORAMS (Film Wipers and Front Program Holders) ...\$325.00 EACH

WE WILL TAKE YOUR ROCKOLA AND WURLITZER PHONOGRAPHS IN TRADE ON ANY OF THE ABOVE EQUIPMENT.

Terms: One-Third Deposit, Balance C. O. D.

IDEAL NOVELTY CO. Phone: Franklin 6544
2823 Locust St. St. Louis, Mo.

**SALESBOARDS
OUR PRICES GREATLY REDUCED**

*Write For Our Catalog Before Stocking Up,
You Will Save Money*

A. N. S. CO. 312 Carroll St., Elmira, N. Y.

ATLAS

Courtesy

ISN'T RATIONED

We refuse to take the "don't you know there's a war on" attitude toward our customers. We are staffed to give you prompt, intelligent, and, above all, courteous attention NOW.

Another Atlas Special Service

Get your copy of the new simplified Atlas Parts List. Thousands of parts for all types of equipment. New bulletin saves time, enables you to order needed parts fast and easily.

Make It a Real American Christmas..

Let's All Back the Attack—
BUY MORE WAR BONDS!

PLEASE ADDRESS MAIL TO CHICAGO 47, ILL.

Atlas NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES: ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG



Tobacco Situation Likened to Liquor Distilling Muddle

NEW YORK, Dec. 18.—Tobacco men represented at the weekly Tobacco Table meeting, recently heard a warning that all branches of the tobacco industry must be on guard lest they find themselves "in the same predicament faced today by liquor distillers." Maurice Mermey, of Baldwin & Mermey, public relations counsel, was the speaker.

Citing recently published statements that there was barely enough tobacco to cover the 1944 requirements of 300,000,000,000 cigarettes, Mermey said that all the factors bearing on production and sale should be made known to the public long before an acute shortage develops.

In this way, he declared, public opinion will develop on the basis of intelligent understanding rather than "emotional outburst," adding that business must consider the opinions of people not only as consumers but also as citizens.

"These opinions may and have often diverged," he said. "A classic example may be seen in the case of chain stores, where it was found that a majority of the public preferred to shop in the chains because of low prices, but a majority also advocated more taxes to bring prices to a level at which independents could more successfully compete."

ARCADES--SPORTLANDS MACHINES--SUPPLIES

- "TRAP THE JAP," Munves' Sensational Chicken Sam Conversion, It's New—It's Different—It's Original, Doubles Your Take!... \$169.50
- Test Pilot... 235.00
- Groochon Skill Jump, New Model With Stand... 55.00
- Keeney's Texas Leaguer, Deluxe... 45.00
- Keeney's Texas Leaguer... 40.00
- Major League Western Baseball... 175.00
- Rock-Ola World Series... 85.00
- Scientific Batting Practice... 115.00
- Evans Ten Strike... 52.50
- Gottlieb Skeeball... 82.50
- Ganco Play Balls, Late Models... 189.50
- Exhibit Floor Size Card Machines... 25.00
- ABT Coin Chutes, New, 1¢ or 5¢, Ea... 2.95
- Rectifiers, New... 4.50
- Bulbs: 8.8 Screw & Bay, Nos. 46, 50, 55, Box of 10... .50
- Bulbs: No. 1129... 1.00

SENSATIONAL! New Midget Skee Ball \$239.50

Write for complete price list of equipment or parts!

MIKE MUNVES 520 W. 43d St. New York, N. Y. Bryant 9-6677

Active's Super Values!

- CONSOLES
- Fast Time, F.P. ... \$ 79.50
- Big Game, F.P. ... 95.00
- Jumbo Parade, F.P. ... 99.50
- Hi Hand, F.P. ... 154.50
- ONE BALLS
- Mills '40 1-2-3, F.P. ... \$ 79.50
- Bally Sport Special, F.P. ... 167.50
- Keeney Contest, 1 or 5 Ball, F.P. 149.50

1/2 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.

TWO CLUB DAILY BASE BALL BOOKS \$40.00 per gross

- Tip Books... \$42.00 Per Gross
- 10 Seal Jack Pot Books... 44.25 Per Gross
- 15 Seal Jack Pot Books... 43.00 Per Gross
- 120 Take Books... 45.00 Per Gross
- JAR DEALS
- 1850 Red, White and Blue... \$30.00 Per Doz.
- 1930 Red, White and Blue... 31.00 Per Doz.
- 2040 Red, White and Blue... 31.50 Per Doz.
- COMBINATION TICKETS
- 1440 Tickets... \$26.00 Per Doz.
- 1836 Tickets... 30.00 Per Doz.
- 2280 Tickets... 36.00 Per Doz.
- Combination Jar Games—Red, White and Blue Deals—1000 Numerals Punched.

7-11 NOVELTY COMPANY
Post Office Box 735 Anderson, Indiana

ARISTOCRATIC IN PLAYING APPEAL-- UNIVERSAL'S JACKPOT CARDS

THE WORLD'S GREATEST!!
TRIED — TESTED — PROVEN
THE SYMBOL OF ACCURACY—
UNIVERSAL'S ORIGINAL JAR-O-DO JACKPOT CARDS HOLDS THE PINNACLE OF PLAYERS POPULARITY!!
THE ORIGINAL JAR-O-DO JACKPOT CARD CAN BE MADE TO ANY SPECIAL SPECIFICATION OR IN CONNECTION WITH ANY BLANK BOARD — SALES-BOARD OR ON ANY SIZE OR TYPE JAR GAME!!



Photograph Copy of the Original JAR-O-DO JACKPOT CARD
ORIGINAL CIRCLE SEWING ON ALL SEALS PLUS SPECIAL LAQUER GLOSS FINISH ON ALL CARDS GIVE JAR-O-DO JACKPOT CARDS SUPREME LUSTRE!!
WRITE FOR QUANTITY PRICES!
"The Industry's Fastest Growing Factory"
UNIVERSAL MANUFACTURING COMPANY
405 E. 8th Street, Kansas City, Mo.
"WE MANUFACTURE ONLY"

WANTED TO BUY FOR CASH!

PHONOGRAPHS	WURLITZER	5-BALL FREE PLAY
ROCK-OLA SUPERS, MASTERS STANDARDS DELUXES	500 600 — 750E 800 — 850	STARS SUNBEAM WEST WIND DO RE MI DOUBLE PLAY

Send us your list for quick action! WE PAY HIGHEST PRICES!

ARCADE EQUIPMENT

Shoot the Chutes... \$139.50	Rock-Ola 10 Pin, Low Dial... \$42.50
Batting Practice... 129.50	Kicker & Catcher... 27.00
Bally Shoot the Bull... 100.00	ABT Challenger... 27.50
West. Baseball DeL... 94.50	ABT Streamline, Model F... 27.50
Tom Mix Rad. Rifle... 85.00	Pikes Peak... 19.50
Skee Ball Ette... 85.00	Gott. Triple Grip... 18.50
Keeney Anti-Aircraft... 79.00	Advance Shocker, on Metal Stand... 12.50
Evns. 10 Strike, HI-Dial... 65.00	

5-BALL FREE PLAY GAMES

Double Feature... \$24.50	All American... \$37.50	Champ... \$47.50
Sparky... 29.50	Broadcast... 37.50	Ten Spot... 49.50
Flicker... 27.50	Silver Skates... 37.50	Hi-Hat... 49.50
Pan American... 32.50	School Days... 39.50	Zig-Zag... 52.50
Dixie... 32.50	Horoscope... 47.50	Jungle... 57.50
Sport Parade... 37.50	Snappy... 47.50	Topie... 84.00
Stratoliner... 37.50	Miami Beach... 47.50	Moniker... 84.00
Big Chief... 37.50	Sea Hawk... 47.50	Gobs... 95.00
Metro... 37.50	ABC Bowler... 47.50	Yanks... 95.00
Gold Star... 37.50	Mystic... 47.50	Big Parade... 109.50
		Four Aces... 119.00
		5-10-20... 129.50

CONSOLES

Bally Record Time, 1 Ball, F.P. ... \$188.00	K'ney Kentucky Club \$115.00	Mills Jum. Parade, F.P., Brown ... \$75.00
Bally Sport Special, 1 Ball, F.P. ... 160.00	Jenn. Good Luck, 5¢... 35.00	Mills Spin, Reels, PO. 87.50

Curved Glass for Evans Ten Strike
Laval Marvelous Cleaner for Pin Ball Games and Phonographs, Gal. ... \$2.75
1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

BACK THE ATTACK WITH WAR BONDS!

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. / Phone: BUCKingham 64661 CHICAGO

SIMON SALES

FOR SALE!

Nameplate Tape for Roovers Machine, Per Lb. ... \$ 3.00	ABT 2¢ Coin Chutes (New) ... Write
Hand Operated Direct Positive Camera Using 1 3/4" Paper, Including 75 Rolls of Eastman Direct Positive Paper, 250' Per Roll, Complete ... 1500.00	1 Groochon Mountain Climber ... \$125.00
Eastman Direct Positive Paper, 1844 Dating, 1 1/2 "x250", Sealed in Original Boxes, Per Roll ... 7.50	2 Big Parade, Each ... 109.50
	2 Five, Ten, Twenty, Each ... 110.00
	2 Horoscope, Each ... 39.50
	2 Zig Zag, Each ... 39.50
	1 Jungle ... 49.50

WILL BUY .22 SHORTS
152 W. 42nd Street, New York 18, N. Y. Phone Pennsylvania 6-9495

OLIVE'S SPECIALS THIS WEEK

- SLOT MACHINES**
- Mills 5¢ Blue Fronts (Serials about 400,000) ... \$175.00
 - Mills 5¢ Blue Fronts (Serials about 400,000), Drill Proof ... 200.00
 - Mills 10¢ Blue Fronts (Serials about 400,000) ... 200.00
 - Mills 10¢ Blue Fronts (Serials about 400,000), Drill Proof ... 225.00
 - Mills 5¢ Brown Fronts (Serials around 450,000), Drill Proof ... 250.00
 - Mills 10¢ Brown Fronts (Serials around 480,000), Drill Proof ... 275.00
 - Mills 5¢ War Eagles, Factory Re-built, 3-5 Pay ... 150.00
 - Mills 10¢ Roman Heads (Serials 475,000) ... 150.00
 - Mills 5¢ New War Eagles, Knob Action, Drill Proof (Serials 475,000) ... 250.00
- 1 BALL FREE PLAYS ON HAND FOR IMMEDIATE DELIVERY. WRITE FOR COMPLETE LIST.**
- Everything We Ship Guaranteed in Perfect Condition. Money Refunded if Not Satisfied Within 10 Days.
Terms: 1/3 Dep. With Orders, Bal. C.O.D.
- ## OLIVE NOVELTY CO.
- 2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 8820)

ALL GAMES CLEAN, SCRAPED AND READY FOR LOCATION

- | | |
|--|--|
| CONSOLES | PIN BALLS |
| 1 Bally Club Bell (like new) \$210.00 | Pan American \$34.50 |
| 1 Fast Time ... 75.00 | Sara Suzy ... 29.50 |
| 3 Liberty Bells, Ea. ... 35.00 | Anabel ... 22.50 |
| 1 Derby Day ... 44.50 | Target Skill ... 22.50 |
| 1 Jennings Multi-Uple Cubes ... 50.00 | MUSIC |
| | 2 Wurl. Counter Model 61's ... \$84.50 |
| | ARCADE EQUIPMENT |
| 36 Lbs. Nameplate Tape ... Make Offer | |
| 4 Converted Chicken Sams to Hitler and Mussolini, 2 Figures Moving Up and Down at Same Time, Ea. ... \$89.50 | |
| 1 Western Baseball DeLuxe ... 99.50 | |
| 1 Chicken Sam Converted to Jap and Hitler ... 129.50 | |
| 1 Evans 10 Strike ... 39.50 | |
| 1 National 6 Column Cigarette Mach. ... 29.50 | |
| | ONE BALL |
| Gottlieb's Daily Races ... \$35.00 | |
| 4 Mills 1-2-3 for Parts, Ea. ... 10.00 | |
| | 1/3 Deposit, Balance C. O. D. |
- ## R. K. SALES CO.
- 265 South 60th St. PHILADELPHIA, PA.

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 Z O M B I E

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

Operators! Arcade Owners!

IF YOU HAVEN'T SEEN

THE SENSATIONAL CONVERSION OF

PANORAM TO SOLO-VUE!

You're Missing Something BIG!

By this conversion . . . only the person who inserts the coin can see the picture . . . everyone present can hear the music.

THERE IS AN ABUNDANT SUPPLY OF A WIDE VARIETY OF FILMS!

1/3 Deposit
Balance C. O. D.
or Sight Draft

PRICE ONLY
\$495.00

WRITE FOR DETAILS

or visit our display room for demonstration.

GEORGE PONSER COMPANY

763 SOUTH 18TH STREET NEWARK, N. J.

MISS AMERICA '44

(A Conversion for All American)

Players will actually stand in line to play MISS AMERICA. The colorfully designed score glass has all the come-on appeal that can be packed into one game. Here is really a lively number for that dead location. Five big ways to win, including HIGH SCORE. Only five minutes required to make the change-over.

\$9.50 each. Cash with order, F. O. B. Chicago, Illinois

Each conversion packed complete with a NEW MULTI-COLORED SCORE GLASS, a NEW SET of TWO-TONE, LARGE SIZE, ILLUSTRATED BUMPER CAPS made to fit small or large bumpers. And NEW INSTRUCTIONS and SCORE CARDS.

STILL GOING STRONG—

WORLD SERIES	for	Seven-Up	SLAP the JAPS	for	Stratoliner
BOMBARDIER	for	Victory	SINK THE JAPS	for	Seven-Up
KNOCK-OUT the JAPS	for	Knock-Out	HIT the JAPS	for	Gold Star
BOMB the AXIS RATS	for	Star Attraction	SMACK the JAPS	for	Ten Spot

WRITE, WIRE OR PHONE YOUR ORDER TODAY.

VICTORY GAMES, 2140-44 Southport Avenue, Chicago 14, Illinois

Telephones: DIVersey 5680-5681.

Eastern Distributor: LEADER SALES CO., 131 N. Fifth Street, Reading, Penn.

A-1 RECONDITIONED EQUIPMENT FOR SALE

ONE BALLS	Each	1 10¢ MILLS BLUE FRONT	Each
4 RECORD TIMES	\$165.00	2 5¢ MILLS BROWN FRONTS	\$215.00
1 BLUE GRASS	165.00	1 5¢ MILLS FUTURITY	115.00
1 1941 DERBY	395.00	1 MILLS GOLD AWARD	100.00
1 MILLS 1-2-3, 1940	80.00	1 5¢ MILLS SKY SCRAPER	60.00
CONSOLES		AUTOMATICS	
2 JENNINGS SILVER MOONS (Free Plays)	\$ 99.50	1 BALLY LONG SHOT (Auto. Payoff)	\$250.00
SLOT MACHINES		1 BALLY GRAND STAND	79.50
10 5¢ MILLS BLUE FRONTS (Late Serials)	\$165.00	1 KEENEY SUPER TRACK TIME (Comb. Cash or Ticket Model)	275.00

Terms: 1/3 Deposit With All Orders, Balance C. O. D.
ST. LOUIS NOVELTY CO. 2718 GRAVOIS AVE. ST. LOUIS 18, MO.

NEW! WESTERHAUS INVASION—THE LATEST 5-BALL CONVERSION: PRICE \$165.00.

SPECIAL! NAME IN HEADLINES PRINTING PRESS—AN ARCADE MUST! PRICE \$295.00

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS	
MUTOSCOPE LATEST CARD VENDERS.	\$ 45.00
BALLY RAPID FIRES, A-1	225.00
MUTOSCOPE ACE BOMBER	429.50
SINGLE GRIPPERS	9.50
KEENEY ANTI-AIRCRAFT GUN	79.50
ADVANCE SHOCKER	13.00
KICKER & CATCHERS	24.50
EXHIBIT KISS-O-METER, Like New.	250.00
CARLINA SCALE	29.50
BINGO-COUNTER ARCADE GAME	12.50
CARD VENDER, Floor Size Life Up.	24.50
BACK GLASS FOR BALLY 1-BALLS	6.00
USED 5c F. P. COIN CHUTES, A-1	1.50
1939 WESTERN BASE BALL	\$ 94.50
PIKE'S PEAKS	19.50
JAP CONVERTED CHICKEN SAMS	149.50
SEEBURG TWO PLAYER HOCKEY	84.50
KEENEY TEXAS LEAGUER, A-1	49.50
EXH. HAMMER STRIKER & STAND	79.50
CASINO GOLF, Like New	39.50
BATTING PRACTICE, Latest	129.50
ABT ASTROLOGY SCALE & CARDS	129.50
EVANS TOMMY GUN-TRACER LITE	169.50
ANTI-AIRCRAFT SCREENS, New	9.50
PHOTO CELLS, SEEBURG & BALLY	3.50
PIN GAME LOCKS, Per Dozen, Used	3.50

WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

SLOTS—ONE-BALLS—CONSOLES

CASH P. O. WATL. BIG GAME, New.	\$150.00	TURF KING, New, Original Crate.	\$625.00
ABOVE, FACTORY RECONDITIONED.	130.00	CLUB TROPHY, Like New	345.00
JENN. SILVER MOON F. P., A-1	119.50	SPORT SPECIAL, Perfect	160.00
BALLY SUN RAY F. P. CONSOLE F.S.	159.50	BALLY LONG SHOT, A-1	345.00
BIG GAME CASH P. O., Used, A-1	115.00	BALLY RECORD TIME, Like New	169.50
4-BELLS, 5c-5c-5c-25c, Perfect	695.00	MILLS OWL, Like New	74.50
PACES RACES, Brown, Perfect	139.50	KEENEY FORTUNE, Cash or F. P.	345.00
EXH. RACES, 7 Coin Console	79.50	KEENEY SKYLARK, Cash or F. P.	265.00

PIN GAMES—NEW AND USED

SKY CHIEF, Like New	\$169.50	STREAMLINER, New	\$195.00	ACTION, New	\$145.00
BOLAWAY	64.50	TWIN SIX	57.50	MIAMI BEACH	49.50
TOPIC	84.50	JEEP, Like New	119.50	SILVER SKATES	44.50
BIG PARADE	109.50	FOX HUNT	35.00	NEW CHAMPS	54.50
GUN CLUB	69.50	STAR ATTRACTION	52.50	DUPLEX	47.50
ZOMBIE	47.50	BANDWAGON	39.50	WILD FIRE	39.50
SPEED BALL	49.50	ZIG ZAG	54.50	BELLE HOP	54.50
SPOT-A-CARD	69.50	BROADCAST	39.50	SCHOOL DAYS	39.50
TEXAS MUSTANG	69.50	METRO	39.50	BIG CHIEF	42.50
SEA HAWK	42.50	ALL AMERICAN	39.50	STRATOLINER	39.50
SPOT POOL	57.50	CHAMPS	47.50	SPORT PARADE	39.50
TEN SPOT	47.50	HOROSCOPE	47.50	DIXIE	39.50
LEGIONNAIRE	49.50	5-10-20, Like New	124.50	HI HAT	49.50
SNAPPY	49.50	FLICKER	39.50	DUDE RANCH	32.50
SHOW BOAT	49.50	LEADER	44.50	MAJORS, '41	49.50
CAPTAIN KIDD	59.50	PLAY BALL	42.50	FOUR DIAMONDS	49.50

WE WILL PAY \$40.00 EACH FOR EXH. WEST WINDS, SUN BEAMS, DO-RE-MI AND DOUBLE PLAY


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

TALK ABOUT PROFITS!

HERE'S A PROFIT OF... **\$17.37**

AT LIST PRICE OF ONLY... **\$3.17**



THE 720-BABY BELL

Sure—we're shoutin' it from the house-tops. The 720 Baby Bell is another Gardner profit-maker that's makin' history. Think of it—a nice, cool profit of \$17.37. You'll be amazed the way it rakes in those shekels... you'll agree it has everything—striking-display and quick-action. It's a money-getter 720 hole 5c board with slot symbols. And if you want others—we got 'em. Write for new price list 438-2.

GARDNER & CO.
2309 ARCHER • CHICAGO

—FOR SALE—

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.

L-C SALES CO.

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Beaumont, Texas

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 20 MILLS PANORAMS, like new.....\$325.00
- 5 PANORAMS, CONVERSIONS PEEK SHOW..... 495.00
- 5 BALLY HIGH HANDS, Comb., late serials..... 149.50
- 12 JUMBO PARADES, C. P., A-1 condition..... 99.50
- 10 JUMBO PARADES, F. P., A-1 condition..... 89.50
- 5 SILVER MOON TOTALIZERS, F. P., like new..... 109.50
- 2 BOBTAIL TOTALIZERS, F. P., like new..... 109.50
- 2 BALLY BIG TOPS, F. P., animal reels..... 89.50
- 5 WATLING BIG GAMES, C. P., A-1..... 109.50
- 2 WATLING BIG GAMES, F. P., A-1..... 99.50
- 5 SUPERBELLS, comb., F. P., like new..... 249.50
- 1 2-WAY SUPERBELL, like new, 5c-5c..... 399.50
- 1 PACE SARATOGA, A-1, C. P..... 89.50
- 2 CHARLI HORSES, C. P., 5c-5c..... 149.50
- 3 JENNINGS CIGAROLLAS XV 5c and 15c play..... 109.50
- 2 MILLS 4-BELLS, serials over 2400, look like new... WRITE
- 1 4-WAY SUPERBELL, 5c-5c-5c-25c, like new..... WRITE



Wolf Solomon

5 Mills 1940 1-2-3, \$89.50 Each.

5 Brand-new Buckley 32 Selection Wall Boxes, Adapter and 175 Ft. of New B-8 Wire Cable, all \$225.00.

Used Keeney Wall Boxes, 24 Selection, \$5.00 Each.

2 TWIN 12 Wurlitzer Kitchen Cabinets, Complete with Adapter, \$75.00 Each.

BUY WITH CONFIDENCE

- SLOTS**
- 5c BLUE FRONTS, rebuilt, knees, C. H.....\$169.50
 - 10c BLUE FRONTS, rebuilt, knees, C. H..... 199.50
 - 25c BLUE FRONTS, new crackle, knees, C. H..... 275.00
 - 5c BROWN FRONTS, 3/10 P. O., knees, C. H..... 249.50
 - 10c CHERRY BELLS, 3/5 P. O., knees, C. H..... 275.00
 - 25c CHERRY BELLS, 3/5 P. O., knees, C. H..... 299.50
 - 10c BONUS BELL, A-1..... 269.50
 - 5c-10c WAR EAGLE, 3/1, knees, C. H..... 139.50
 - 5/10/25c JENNINGS CLUB CONSOLE CHIEFS, set..... 750.00
 - 5c CHROME BELL, 1 cherry P. O., newly rebuilt.... WRITE
 - 10c CHROME BELL, 1 cherry P. O., newly rebuilt.... WRITE
 - 1c Q. T.'s BLUE FRONTS..... 49.50
 - 6 JENNINGS GRANDSTANDS, cig. reels, check P. O... 29.50

- ARCADE EQUIPMENT**
- TOMMY GUN, Late, Tracer.....\$165.00
 - HOCKEYS, Late..... 209.50
 - DATYING PRACTICES..... 119.50
 - TEN PINS, Low Dial.....\$39.50
 - POISON THE RAT..... 22.50
 - CHESTER POLLARD GOLF..... 89.50

- PIN BALLS**
- GENCO DEFENSE.....\$99.50
 - HOME RUN, '42..... 79.50
 - SNAPPY..... 49.50
 - ZIG ZAG..... 59.50
 - 5-10-20..... 129.50
 - SPOT-A-CARD..... 72.50
 - TOWERS..... 79.50
 - BOLOWAY..... 72.50
 - SKYLINE..... 29.50
 - ARGENTINE.....\$59.50
 - LEGIONNAIRE..... 49.50
 - ANABEL..... 39.50
 - SEA HAWK..... 45.00
 - PAN AMERICAN..... 45.00
 - SPARKY..... 39.50
 - DUDE RANCH..... 32.50
 - BROADCAST..... 32.50
 - MYSTIC..... 32.50
 - DUPLEX.....\$59.50
 - SOUTH PAW..... 59.50
 - ZOMBIES..... 49.50
 - GUN CLUBS..... 59.50
 - SPORT PARADE..... 45.00
 - HI-HAT..... 59.50
 - CROSSLINE..... 32.50
 - REPEATER..... 39.50
 - WOW..... 32.50

- MUSIC**
- REGAL, A-1.....\$225.00
 - REGAL, RC, A-1..... 279.50
 - CLASSIC, RC..... 315.00
 - ROCKOLA, Counter, Stand and Speaker, 1940..... 129.50
 - SEEBURG MAJOR, ES.....\$335.00
 - SEEBURG VOGUE, RC, with 21 3-Wire Wall Boxes, Wire and Brackets..... 965.00
 - ORGAN SPEAKERS, 2..... 39.50

1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.

514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

HARLICH

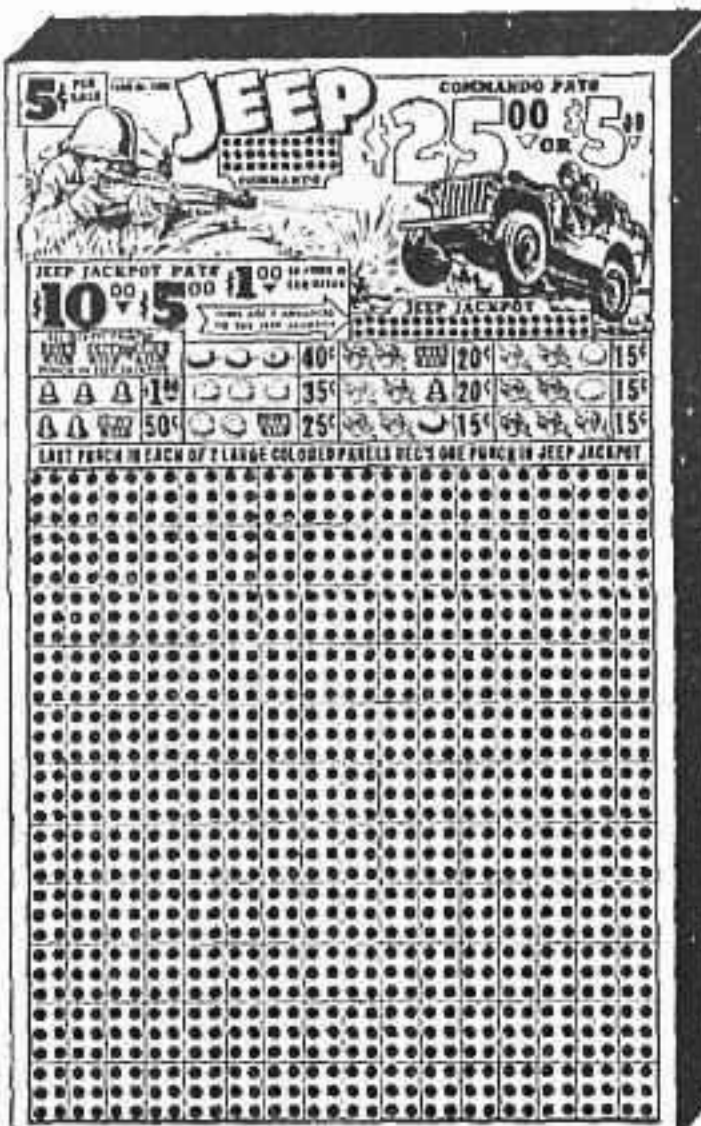
SALESBOARDS JEEP

Brings Quick Profits

A Sensational Money Maker Everywhere

- LARGE HOLES
- LARGE BRILLIANT TICKETS
- COLORFUL FRONT
- SEMI-THICK BOARD
- BIG PROFITS

1056 Holes. No. 11858 ONLY
 Takes In.....\$52.80 \$2.58
 Av. Payout.....\$26.83
 Av. Gross Profit...\$25.97 NET



ORDER NOW! DON'T GET CAUGHT SHORT

The government has granted us permission to make only 65% of 1942 production. And there is a critical shortage of labor and material, so order now. Stock up while boards are still available. Don't delay!

STOCK UP ON THESE HARLICH PROFIT-MAKERS

Board Size	Price Per Sale	Name	Price Each	Board Size	Price Per Sale	Name	Price Each
120		Tip Board—Thin	.39	1000	25c	Charley—Thick	\$1.40
120		Tip Board—Thick	.57	1000	25c	Jackpot Charley—Thin	1.42
240		Tip Board—Thin	.56	1000	25c	Jackpot Charley—Thick	1.92
240		Tip Board—Thick	.78	1200	25c	Texas Charley—Thick	2.32
300		Tip Board—Thin	.49	1200	25c	Cheerful Charley—Thick	2.73
400	25c	"V" Notes—Thick	.96	1836	10c	Jar of Jack—Thin	2.63
400	5c	Silver Dollars—Thick	.96	1836	10c	Barrel of Jack—Thin	2.63
400	5c	Win a Buck—Thin	.66	2000	10c	Jar of Jack—Thick	4.02
1000	25c	Charley—Thin	.99	2000	10c	Barrel of Jack—Thick	4.02

ALL PRICES ARE NET CASH.

1c Cigarette Boards with flashy girl picture. 1000 holes. Take in \$10.00. All standard payouts. 10 or 20 sections. State payout and sections wanted. **94c NET**

Regular Midget Plain Boards, 30 Holes to 1000 Hole Size **82c NET**
 3000 Holes. Prices on request.

Order from this ad. Sorry, No Catalogs!
 25% deposit with order, balance C. O. D.

HARLICH MFG. CO.

1413 W. Jackson Blvd. (7) Chicago, Ill.

McCALL'S BIG SPECIAL SALE

All Equipment is Thoroughly A-1 Reconditioned Before Shipping.

CONSOLES

- 25 Baker's Racers, D.D.....\$295.00
- 20 Pace's Races, Brown Cabinet..... 165.00
- 75 Mills Jumbo, P.O..... 85.00
- 5 Mills Square Bells..... 125.00
- 5 Mills Track Times, 1938..... 275.00
- 45 Keeney's Super Track Times..... 85.00
- 10 Keeney's Domino..... 129.50
- 5 Galloping Domino..... 219.50
- 5 Jennings Silver Moon, P.O..... 189.50
- 15 Bally Club Bells, Comb..... 139.50
- 10 Bally Roll-Em, P.O..... 89.50
- 5 Bally High Hand, Comb..... 89.50
- 5 Bally Games, F.P..... 89.50
- 5 Bally Big Top, F.P..... 89.50

ONE BALLS

- 10 Mills Jumbo, F.P.....\$325.00
- 20 Jennings Silver Moon, F.P..... 75.00
- Race Kings, P.O..... 450.00
- Billy Grand Stands, P.O..... 189.50
- THOROBRED, F.P..... 295.00
- 1943 VICTORIOUS, COMB..... 75.00
- PIMLICO, F.P..... 175.00
- 1940 1-2-3, F.P.....
- DARK HORSE, F.P.....
- 12 Mills Brown Fronts, Club Handle.....\$225.00
- 10 Mills Vest Pockets..... 49.00

3147 LOCUST ST. ST. LOUIS, MO.
 Terms: 1/3 Deposit, Balance C. O. D.
 WE BUY, SELL AND EXCHANGE.

PANORAM PEEK

CHANGEOVER Panel and Screen

Complete and Ready To Install

\$40.00

Panoram Peek Sound Films
 New Release Weekly

Write for Information

LES LORDEN FILM EXCHANGE

244 S. WESTERN AVENUE, LOS ANGELES 4

WANTED....500 PHONOGRAPHS

WURLITZER PHONOGRAPHS 600, 750, 750E OR LATER MODELS

Will pay highest cash price or will trade you brand new Slot Machines for your complete route.

Write at once, giving models, price and guaranteed condition.

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va. Phone—Day, 3-4511, 3-4512. Night, 5-5328

WANTED TO BUY

SEEBURG PHONOGRAPHS

MODELS REX, ROYAL, GEM, REGAL, CONCERT GRANDE, CROWN, CASINO, PLAZA, MAYFAIR, VOGUE & CLASSIC

Write or Wire Quantity, Quality and Best Prices.

W. B. NOVELTY CO., INC.

917 BROADWAY KANSAS CITY, MO. ||| 1903 WASHINGTON BLVD. ST. LOUIS, MO.

WANTED

Mechanic for small music route. Prefer married man interested in permanent position. Salary \$100.00 weekly.

BOX D-165, Care of The Billboard, Cincinnati 1, Ohio

QUALITY MERCHANDISE---LOWEST PRICES

3 Pace Reels, Latest Model, 5c. Cash or Check Payout and Free Play, Chronic Reels, Each.....\$215.00

1 Bally Club Bell, 5c, Cash Payout or Free Play, Multiple Coin.....\$215.00

12 Marvels, 1c Play, Like New, Each..... 12.50

We Will Buy Your Pin Games and Phonographs. Send List, Stating Condition and Price Wanted.

TERMS: 1/3 Certified Deposit, Balance C. O. D.

THOMPSON MUSIC CO. 3214 McCLURE AVE., PITTSBURGH (12), PA.

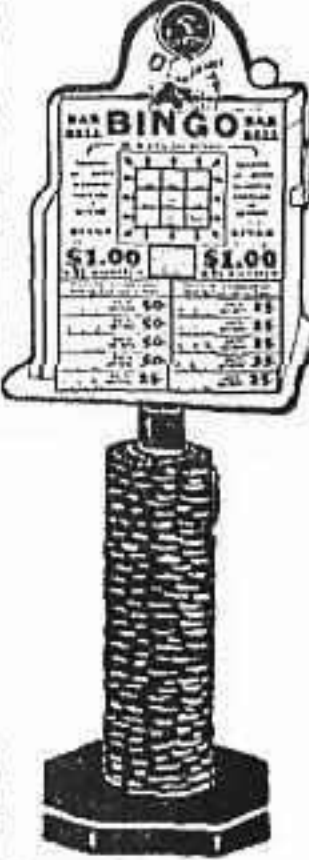
ORIGINAL ROLL O' DO ORIGINAL ROLL O' DO

ROLL IN THE DOUGH

WITH
UNIVERSAL'S ORIGINAL ROLL-O'-DO!
UP THE TAKE-DOWN THE COST—
SUGAR YOUR PROFITS WITH CONSTANT REFILLS!

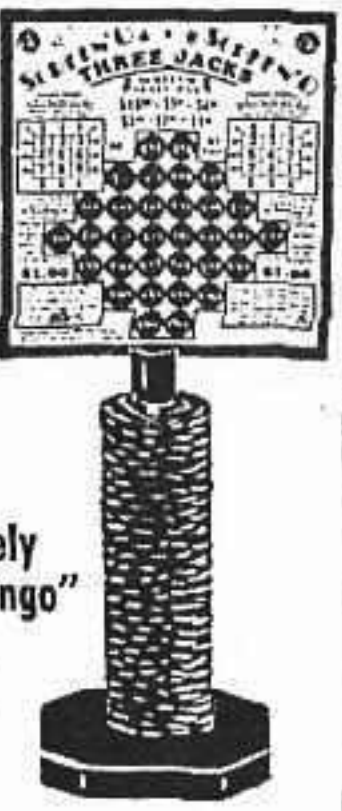
THE ORIGINAL ROLL-O'-DO REFILL
WILL FIT ANY METAL STAND
ON THE MARKET

TAKE A TIP—BUY



ORIGINAL ROLL-O'-DO 'BAR BELL BINGO'

SPECIAL!
Die-Cut
Gloss Finished
Jackpot Cards!
Special!
New, Original
Slot Machine
Symbol Tickets!



ORIGINAL ROLL-O'-DO 'SCREENO'

SPECIAL!
Seven
Outstanding
Distinct
Colors!
Special!
Two Entirely
Different "Bingo"
Plays on
One Card!


YOU WIN!

Takes in:
1080 Tickets
@ 5¢ \$54.00
Pays out (actual) 40.75
Profit (actual) \$13.25

**WIDER DISTRIBUTION—
GREATER REPEATS!**

The original Jar-O'-Do Dangling Docket Refills are available in 1020, 1260, 1200, 1600 and 3000 sizes!!

Write for Quantity Prices!




YOU WIN!

Takes in:
1600 Tickets
@ 5¢ \$80.00
Pays out (avg.) 54.75
Profit (average) \$25.25

**TOP LOCATIONS—
GREATER PROFITS!**

Actual Photo of Dangling Docket Refill in Vertical Position.



Actual Photo of Dangling Docket Refill in Roll-o-Do Style.

YOU WIN!

Takes in:
1600 Tickets
@ 5¢ \$80.00
Pays out (avg.) 54.75
Profit (average) \$25.25

**TOP LOCATIONS—
GREATER PROFITS!**

A supply of "Bar Bell Bingo" and "Screeno" can be shipped within a reasonable length of time!!

Write for Quantity Prices!

"The Industry's Fastest Growing Factory"
UNIVERSAL MANUFACTURING CO.
405 E. 8TH STREET "WE MANUFACTURE ONLY" KANSAS CITY, MO.

ORIGINAL ROLL O' DO ORIGINAL ROLL O' DO

Now Converting

Blue Grass, Record Time, Dark Horse, Sport Special, Sport Event

Into

SPORTSMAN

TRIED! TESTED! PROVEN!
Similar in player appeal to Longacre and Thoroughbred
Here is the Service we give:

1. We create and design a new play board for your games—colorful, original, spectacular.
2. We replace the old 17x23 inch back-board and glass with a new backboard cabinet and glass, size 23x23.
3. All mechanical parts are thoroughly checked—adding parts where necessary for mechanical perfection.
4. Cabinets are redesigned in their entirety—new, smart, colorful.
5. New moldings—new legs—to make of the finished product a game of real beauty.

NOW ON DISPLAY AT

Monarch Coin—Chicago.
Sam May—San Antonio.
United Amusement Co.—Kansas City, Mo.
Ideal Novelty Co.—St. Louis.
California Amusement—San Francisco.
Paul Laymon—Los Angeles.
Herb McClellan—Los Angeles.
Charles Washburn & Co.—Los Angeles.



BELL PRODUCTS CO.
2000 N. OAKLEY CHICAGO, ILL.

CHROME COIN COMPANY

CONVERTING! REBUILDING! REFINISHING!

MILLS ALL PACE MODELS One Cherry or Late Two Cherry Payout
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

GUARDIAN

SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

BEWARE OF IMITATIONS
Buy Guardian and You Won't Come to Grief



No. 450—COMPLETE, STILL ONLY.. \$7.50
CONTAINS Silver Points, Phosphor Bronze Leaves, Lifters, Switches, Bakelite Bushings, Separators, Contact Point Adjusters, Brass Rivets, Copper Pig Tail Wire, Fish Papers. Ask for our free Parts and Supplies Catalog!

No. 1200—New Service Kit . . \$14.50
This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. Plus 60 Extra Assorted Genuine Phosphor Bronze Leaves, Value \$4.00. Plus 144 Assorted Silver Contact Points, Value \$6.00, in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known Guardian Contact Kit.

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.
GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

SALESBOARDS PRE-INVENTORY SALE 33 1/3 OFF

OF THE FOLLOWING PRICES

Our Victory Boards are the sensation of today—efficient, economical, with a new concept. A trial order will convince you. Order today. Our stock is limited.

Name	Sales	Per Sale	Takes In	Maximum Profit	Price Each
Victory Cigarette Boards	432	2c	\$ 8.64	\$ 4.04	66c
Victory Dollar Game	432	5c	21.60	8.60	77c
Victory Jackpot Charley Jr.	462	5c	21.60	9.70	\$1.25
Jackpot Jim	1000	5c	50.00	20.50	2.55
Jackpot John	1000	10c	100.00	33.00	2.93
Victory Jackpot Charleys	432	25c	108.00	36.00	1.35
Jackpot Charley (Thin)	1000	25c	250.00	56.00	2.35
Jackpot Charley (Thick)	1000	25c	250.00	56.00	2.93

Regular Push Cards—Any Following Sizes: 20-25-30-35-40-50-120 or 150 Hole, \$3.50 per 100. Terms: Minimum Order \$25.00. One-Third With Order, Balance C. O. D.

TEXAS WHOLESALE NOVELTY HOUSE
P. O. BOX 4186 DALLAS, TEXAS

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.

COIN MACHINE MOVIES

16MM. SOUND FILM for use in Panorams and other makes of Coin Operated Machines or any ordinary 16MM. Sound Projector.

FOR SALE—\$32.50 TO \$39.50

Reel of 8 Subjects. Just Enough "Spice and Oomph" to Bring in the Dimes. (Specify if for use in Panorams.) 1/3 Deposit With Order, Balance C. O. D.

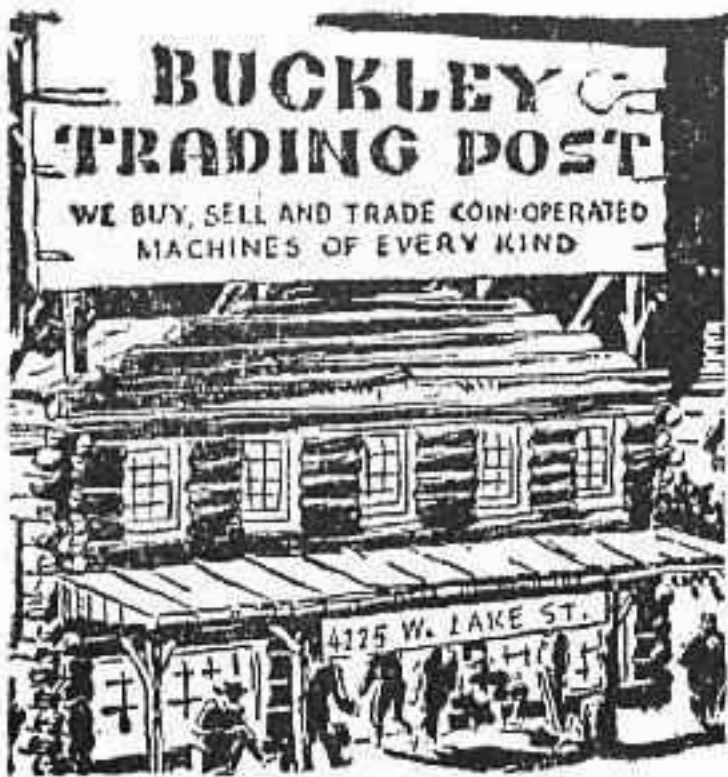
1667 N. McCADDEN PL. **PHONOFILM** HOLLYWOOD, CALIF.

WILL BUY ANY QUANTITY

1c Mills Blue Fronts. Mills Golf Ball Vendors—10c or 25c Play. Saratoga—Comb. War Eagle. Any Mills Slot with Escalator. Wire or write us your best quotation in first letter.

COIN MACHINE DISTRIBUTING COMPANY

5746 BAUM BLVD. HILAND 7000
PITTSBURGH, PA.



**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	Mills Four Bells
Seeburg Regal	Rockola Standards	Time	Pace Reels—Combination
Wurlitzer 500	Rockola DeLuxes	Keeney '38 Skill	
Wurlitzer 600		Time	
SLOT MACHINES			
Mills	Jennings	Watlings	
Mills Vest Pocket Bells			

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	Mills Compulsory Skill	80.00
Jennings Fast Time, F.P.	80.00	Stanco Bell—Single	125.00
		Bally Roll-Em	175.00

FOR SALE

Routes and Complete Arcade. Owners going into service and retiring, get complete information today.

ONE BALL PIN GAMES

Mills Owl	\$ 75.00	Challenger	\$185.00	Thistledown	\$ 75.00
Bally Hawthorne	89.50	Victorious Turf Champ	184.50	Keeney Skylark	165.00
Bally Blue Grass	175.00	Bally Sport Special	165.00	Keeney Contest	135.00
Mills 1-2-3, F.P.	82.50	Bally Victory	95.00		

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND\$55.00 | REBUILT DE LUXE\$100.00

SLOT MACHINES

Mills—Jennings—Watling—Caille. Tell us your requirements.

SUPPLIES

Perforated Program Strips.		Buckley Long Life Needle	\$0.35
Per M. Sheets	\$3.50	Buckley 275A Bulbs12

All Prices Subject to Prior Sale. Terms—Cash With Order.

BUCKLEY TRADING POST
4225 W. LAKE ST. CHICAGO 24, ILLS. Ph: Van Buren 6636

REMEMBER
FOR
**DISTINCTIVE
SALESBOARDS**

REMEMBER

**YOUR CHERISHED
INHERITANCE...
FREEDOM!**

**SECURE THIS FREEDOM
BY BUYING MORE
WAR BONDS
THIS CHRISTMAS**

SUPERIOR PRODUCTS
14 NORTH PEORIA ST. CHICAGO

JENNINGS'
Symbol of Service
CONTACT US ON ANY
COIN MACHINE SUBJECT
37 Years' Experience
O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the change-over that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7	#205—2A4G to 2051 (Seeburg Guns)
110—5Z3 to 5U4G	210—2A4G to 2051 (Remote Music)
125—80 to 5T4, 5V4G, 5Y3 or 5Z4	215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
126—83 to 5U4G or 5X4	

\$3.00 Each in Lots of Six | \$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY
416A BROAD ST. NASHVILLE 3, TENN.

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 1880

MILLS VEST POCKET BELL
5c Play Only
Complete With Automatic JACK POT
Pays Out Automatically Just Like a Big Slot.
Rebuilt Machines From \$50.00 to \$75.00.
WRITE FOR CIRCULAR
VALLEY SPECIALTY CO., INC.
1061 Joseph Ave., Rochester 5, N. Y.

SALESBOARDS
ALL ORDERS SHIPPED SAME DAY RECEIVED

400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00	\$.85
850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT \$24.63 PROT.	2.75
1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT \$29.45 PROT.	3.10
1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20	2.50
1200 HOLES VICTORY BELL, SPEC. THICK "C," 5c, AVERAGE PROFIT \$38.57 PROT.	3.60
1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT \$24.75	3.25
1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT \$52.00 PROT.	2.50
1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT.	3.00
1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT FROM 26 PKG. TO 40 PKG.	1.00

LARGE STOCK PLAIN, TIP AND JACKPOT BOARDS. WRITE FOR PRICE LIST, STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D.

MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

BUCKLEY EQUIPMENT FOR SALE

Buckley Steel Cabinets	\$12.50	New Type Light-Up 24 Boxes	\$15.00
All Types of Buckley Adapters	15.00	Buckley Steel Pedestals	3.50
Old Type 24 Boxes	5.00	Buckley Bar Brackets	1.00

WE HAVE IN STOCK FOR IMMEDIATE DELIVERY all types of COILS, KNOCKOUT PINS, SPRINGS, TRANSFORMERS, CANCEL COILS, TOGGLE SWITCHES, COIN CHUTES, LOCKS, SCREWS and all other parts for Buckley Systems.

1/3 Deposit With Order, Balance C. O. D.
SUPREME ENTERPRISES 557 ROGERS AVE. BROOKLYN, N. Y.

RADIO TUBES for the COIN MACHINE TRADE

All Prices Net as Shown in This Ad

SPECIAL! 7½-WATT BULBS CASE OF 120 \$10.75

We Have PHOTO ELECTRIC CELLS For Bally Gun, Chicken Sam, Parachutes, etc.
2 For \$5.00 (No C. O. D.'s)

Write for Prices of GUN LAMPS for Chicken Sam, Parachutes, Rapid Fires, Etc.

1B5 \$1.45	6B8M \$2.00	6L7M \$1.85	6X5 \$1.05	47 \$1.15
IN5 1.65	6C6 1.05	6R7 1.15	6Y6 1.55	56 .85
2A3 2.00	6D8 1.65	6S7 1.65	7B5 1.35	58 .95
2A4G write	6F6C .95	6SC7 1.85	7B6 1.35	75 .90
3Q5 1.65	6F6M 1.25	6SL7 (Re-	7F7 1.65	76 .95
5X4 1.15	6F8 1.25	places 6SC7	12Z3 1.45	77 .95
5U4G 1.05	6H6G 1.15	—No change	12K8 2.35	78 .95
5Y3 1.00	6J5 1.20	in Socket—	24 .95	80 .95
5Z3 1.60	6J7 1.35	Reverse #1	30 1.45	83 1.35
6A4 1.65	6K6 1.15	& #3 Wires	37 .90	70L7 2.85
6A6 1.65	6K7 1.15	\$1.75	38 1.15	2051 2.60
6A7 1.15	6K8 1.35	6SQ7 1.15	41 .90	25Z5 1.25
6D6 1.05	6K7M 1.35	6V6M 1.35	42 .90	117Z6 2.35
6A8 1.35	6K7G 1.15	6V6C 1.15	45 1.20	
6B5 2.00	6L6 1.90			
6B8G 1.35	6L7G 1.60			

18 Inch Lumiline Bulbs....\$0.95 #55 Bulbs, Box of 10...\$0.65 box
12 Inch Lumiline Bulbs.... .85 #63 Bulbs can be used
#51 Bulbs, box of 10..... .65 instead of \$81, box of 10. .75

Special Polish for Phonographs.....\$3.00 Gal.

SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

Signature

Date

PLEASE CLIP AND MAIL THIS COUPON WITH YOUR ORDER

NO ORDER SHIPPED UNDER \$5.00—½ DEPOSIT MUST ACCOMPANY ORDER

RUNYON SALES CO. 123 W. RUNYON ST. NEWARK, N. J.

WE WILL PAY HIGHEST PRICES FOR MUSIC ROUTES OF ANY SIZE!

RUNYON SALES CO., 123 W. RUNYON ST., NEWARK, N. J.

LOS ANGELES SEE BILL HAPPEL **BADGER'S BARGAINS** MILWAUKEE SEE CARL HAPPEL

SPECIAL Hollywood Peekshow Conversions SPECIAL
Conversions to change Panorams to "Peep Shows," complete with large Beautiful Front Display, Colorful "Pin-Up Girl" Pictures, Signs, Parts and Complete Instructions. Change-over can be made in five minutes. Order immediately to avoid delay in delivery.
\$42.50
Express Prepaid in U. S. A.

SPECIAL MILLS PANORAM SOUNDIES
COMPLETELY RECONDITIONED AND REFINISHED, PERFECT CONDITION. LARGE STOCK OF SNAPPY SOUND FILMS IN STOCK.
\$350.00

SPECIAL PANORAM CONVERTED TO PEEK
SHOWS REBUILT AND REFINISHED. GOOD SPICE AND OOMPH FILMS IN STOCK. FOR SALE OR RENTAL.
\$395.00

24 MILLS JUMBO PARADE
Combination Free Play & Payout. Used Only 30 Days. Look Like New Machines.
\$189.50

14 KEENEY SUPER BELLS
Combination Free Play & Payout. Used Only 30 Days. Look Like New Machines.
\$244.50

RECONDITIONED CONSOLES
Evans Lucky Star (Late '41 Model) ..\$189.50
Pace Reels, 5¢ & 10¢, Double P.O. ... 295.00
Pace '41 Saratoga (Comb), F.P., P.O. 159.50
Pace Reels Jr. (Late '41 Models), P.O. 149.50
Pace Saratoga Jr. (Late '41 Models), P.O. 129.50
Pace Saratoga Sr. (Kill Field '41), P.O. 129.50
Baker Pacers (Late Dally Doubles) ..\$295.00
Pace's Racer, 25¢ (Late Brown Model) 295.00
Bally Club Bells (Late Serials) 249.50
Bally Roll 'Em (Refinished Like New) .. 189.50
Mills Jumbos, Late (Like New), P.O. 159.50
Mills Jumbos (Free Play) 89.50

ALSO IN STOCK FOR IMMEDIATE DELIVERY
NEW MILLS GOLD CHROMES, NEW JENNINGS CHIEFS, VICTORY CHIEFS AND SILVER CHIEFS, MILLS BLUE FRONTS, MILLS 4 BELLS, KEENEY 2-WAY SUPER BELLS, WURLITZER, SEEBURG, ROCK-OLA PHONOGRAPHS.
Write for Prices on All Coin Machine Equipment Not Listed.

RECONDITIONED ARCADE EQUIPMENT
Supreme Shoot Your Way to Tokyo ..\$330.00
Chicago Coin Hockey 225.00
Seeburg Shoot the Chutes, New, Modernized Rock-o-Lite 179.50
Exhibit K.O. Pull-Up Puncher 169.50
Mutoscope Grip-o-Graph 189.50
Exhibit Punching Bag Trainer 249.50
Exhibit Chinning Rings 195.00
Caille Push or Hug 89.50
Caille Push or Grip 89.50
Western DeLuxe Baseball, All Modernized New Rock-o-Lite 129.50
Exhibit Striking Clock 89.50
Bally Basket (Refinished) 89.50
Love Teller (Floor Model), Refinished. 149.50
Uncle Sam Grip 89.50
Groetchen Pikes Peak 19.50
Mills Flip Skill 49.50
Casino Golf 49.50
Stewart-McGuire Cig. Machine 89.50
KeeneY Texas Leaguer 39.50
Bally Bull's Eye 95.00
Exhibit Hi-Ball 79.50
Genco Playball (Late Lite-Up)\$189.50
KeeneY's Submarine 225.00
Seeburg Chicken Sams, Modernized New Axis Rats, New Rock-o-Lite 179.50
Exhibit Rotary Merchandisers 179.50
Kirk's Blow Ball (Modernized Jap) .. 89.50
Bally Basket Ball 89.50
KeeneY Anti-Aircraft, Modernized in Red, White, Blue 79.50
Exhibit Foot Ease Vitalizer 79.50
Exhibit Magic Eye (Modernized) 89.50
Jennings Barrel Roll 169.50
Exhibit Cock-Eyed Circus (Each) 59.50
Exhibit Love Nest (Each) 59.50
Exhibit's All Late Model, Like New Love Meters, Wheels of Love, Wise Owls, Ea. 49.50
Exhibit Tiger Pull 89.50
Electric Chair (Refinished) 129.50
Gottlieb 3-Way Gripper 19.50
Exhibit Late Model Card Venders 29.50
Groetchen Zooms 24.50
Owl Dial Lifter 59.50
Radio Rifle 79.50

WANTED—USED MACHINES—HIGHEST CASH PRICE PAID

Send List of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by airmail.

All Machines Reconditioned, Ready To Operate. ¼ Cash With Order, Balance C. O. D. All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.
BADGER SALES COMPANY 1812 WEST 1100 BLVD. LOS ANGELES 15, CALIF.
BADGER NOVELTY COMPANY 2848 NORTH 30TH STREET MILWAUKEE 10, WISCONSIN

WHIRLAWAY!!! WHIRLAWAY

ALL TIME TOP MONEY MAKER

SEND IN YOUR

BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT

WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

ROY MCGINNIS COMPANY

2011 MARYLAND AVE. BALTIMORE, MD.

HEY, LOOK! JUST WHAT YOU'RE LOOKING FOR

MILLS EMPRESS In Beautiful Condition and a good buy. A-1 mechanically. Includes Bar Box, Adapter and Wiring. **only \$190.00**

STAPLES FOR SALE For Standard Machines such as Ace, Pilot, Ajax and others. Priced at 5M., \$1.75; 100,000 for \$30.00; 1,000,000 for \$275.00. All packed 5 M. in a box, 200 in a row.

COOKIE JAR TICKETS Have 3 Gross Five Fold 2050's. Will sell the lot at \$1,000.00, or 2 gross for \$700.00; 1 gross \$380.00. This is a great saving.

1/3 Deposit on All Orders, Balance C. O. D., or 2% Allowed Only When Full Remittance Comes With Order.

Write **F. R. W. B. SPECIALTIES** P. O. BOX 72, MANITOWOC, WIS. Phone 4343

WRITE WIRE PHONE VISIT
MILLS
for coin machine information
VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

ED, AL and JACK RAVREBY says—

FIRST: BUY WAR BONDS—ALL OUT FOR VICTORY
Whether you want to BUY or SELL—music, arcade, pin or slot machines, write for our prices.

OWL MINT MACHINE COMPANY, 245 Columbus Avenue, Boston 16, Mass.



ROTOR TABLES

Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

ONLY A FEW LEFT—\$79.50

NATIONAL NOVELTY COMPANY 183 MERRICK ROAD, MERRICK, L. I., N. Y.

\$100.00 WANTED FOR CASH **\$100.00**
SEEBURG'S "CHICKEN SAMS"
"JAIL-BIRDS"

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.

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.

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	1.35	6B5..	2.00	6Q7..	1.35	7B6..	1.35	38...	1.15
1H4G.	1.05	6B8..	2.00	6Q7G.	.90	7F7..	1.65	41...	.90
1H5G.	1.35	6B8G.	1.35	6R7G.	1.15	12SK7GT		42...	.90
2A3..	2.00	6C5G.	1.05	6SC7.	1.35	1.10	43...	1.10
1Q5GT	1.65	6C6..	1.05	6SF5GT		12SQ7GT		45...	.85
2051	2.60	6D6..	1.00	1.00	1.10	47...	1.15
5U4G.	1.05	6F5G.	1.15	6SJ7GT	1.15	24A..	.90	56...	.85
5V4G.	1.65	6F6G.	.95	6SK7.	1.05	25L6GT		57...	.95
5W4G	1.05	6F8G.	1.35	6SQ7GT		1.15	58...	.95
5Y3G..	.75	6H6GT	1.15	1.15	25Z5.	1.10	59...	.90
5Y4G	.80	6J5..	.95	6SR7.	1.05	26...	.75	75...	.90
5Z3..	1.15	6J7..	1.35	6V6G.	1.35	27...	.70	76...	.95
6A4..	1.65	6J7G.	1.15	6V6GT	1.15	30...	1.05	77...	.95
6A6..	1.65	6K7G.	1.15	6X5GT	1.05	31...	1.05	78...	.90
6A7..	1.00	6K8GT	1.35	6Z4/84		32...	1.35	79...	1.65
		6L6G.	2.00	1.10	35Z5GT		80...	.75
		6L7..	1.6585	83...	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.

 Signature

 Date

SEND WITH ORDER

PHOTO ELECTRIC CELLS (#CE-23) \$2.50

(Can be used on "CHICKEN SAMS," "JAP," "CHUTES," "RAPID FIRES" and other Ray Guns)

Our Expert Service Department
RE-BUILDS • RE-CONDITIONS •
RE-FINISHES

Your Old Run-Down "CHICKEN SAMS" and "JAIL-BIRDS" and Converts Them Into "SHOOT THE JAP" Ray Guns.

for **\$59.50** F. O. B. Chicago

We Repair Cabinets and Re-Condition Amplifiers.

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.

BUY QUALITY



SAVE MONEY

You get the very best in phonograph plastic replacement parts when you order an "ACME" product—no burns, no warpage, no dents, no wrinkles, no shrinkage!

Our two years of enviable experience in manufacturing plastic replacement parts for phonographs, combined with our "know how," assures you of complete satisfaction and the finest replacements money can buy. **IMPORTANT!** We guarantee prompt delivery on all merchandise listed in this "ad."



We are pleased to announce that the volume of business we enjoyed during 1943 substantially reduced our investment in moulds, dies and machinery used in the manufacture of unbreakable plastic replacement parts.

In Line With the Above We Can Now Offer a

REDUCTION IN PRICE

The Plastics Listed Below Can Be Purchased in Any Quantity at One Low Price to All!

UNBREAKABLE PHONO PLASTIC REPLACEMENT PARTS

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

DETERMINE "RIGHT" OR "LEFT" AS YOU FACE THE MACHINE
WURLITZER MODELS

	Ea.
24 Top Corners (Red)	\$ 1.20
24 Lower Sides (Red)	4.00
61 Top Corners	3.40
500 Top Corners	5.40
700 Top Corners	14.00
700 Lower Corners	14.00
750 Top Center	7.00
750 Top Corners	14.00
750 Bottom Corners	14.00
850 Top Corners	15.00
850 Bottom Corners	14.00
950 LOWER SIDES	15.00

ROCK-OLA MODELS
 Deluxe, Standard, Master, Super

	Ea.
Top Corners	\$14.00
Lower Sides	14.00
Top Door Plastics	7.60
Top Door Plastic for "Master"	4.00
1940 Junior Top Corners	4.00
1940 Junior Lower Corners	5.40

THE ABOVE AVAILABLE IN SOLID RED, GREEN OR YELLOW.

ROCK-OLA COMMANDO PLASTICS

Top Corners . . . \$10.00 Ea. Top Center . . . \$8.00 Ea. Long Sides . . . \$14.00 Ea.
 Combination Yellow and Red Blended Color Scheme

SEEBURG HI-TONE MODELS 8800 and 8200

Bottom Corners (Solid Red or Green) \$16.50 Ea.

We have the following pliable SHEET PLASTIC available (size of sheet approximately 20"x50"—1000 square inches)

40 Gauge Yellow Plastic (Thickness of a New Dime)	2c Per Sq. In.
60 Gauge Red Plastic (Thickness of a New Half Dollar)	3c Per Sq. In.
60 Gauge Green Plastic (Thickness of a New Half Dollar)	3c Per Sq. In.
80 Gauge Red Plastic (Thickness of a New Silver Dollar)	4c Per Sq. In.

WE CUT SHEET PLASTIC TO DESIRED SIZE. 20% DISCOUNT ON COMPLETE SHEETS.

We have on hand a small stock of ORIGINAL Wurlitzer Plastics

MODEL	EA.	MODEL	EA.
71 Top Corners	\$3.50	800 Top Center Plastics (Onyx)	\$4.00
71 Bottom Corners	4.50	800 Upper Back Sides (Green)	6.50
500 Grille Plastics	3.50	800 Top Red Plastics (Above Front Door)	8.50
700 Red Top Plastics (Above Front Door)	2.00	850 Direct Top Center (Red)	14.50

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT!
 WE MAY HAVE IT IN STOCK!

TERMS: 1/3 DEPOSIT WITH ORDER. REMIT FULL PAYMENT AND SAVE C. O. D. CHARGES. CHECKS ACCEPTABLE!

ACME SALES CO. 414 W. 45th ST. NEWYORK 19, N.Y. CIRCLE 6-7740



THIS YEAR THEY HAVE SAID IT WITH WAR BONDS

Each year scores of coin machine advertisers have joined with hundreds of show business people and used paid advertising space in The Billboard's holiday issue to wish their friends and customers greetings of the season.

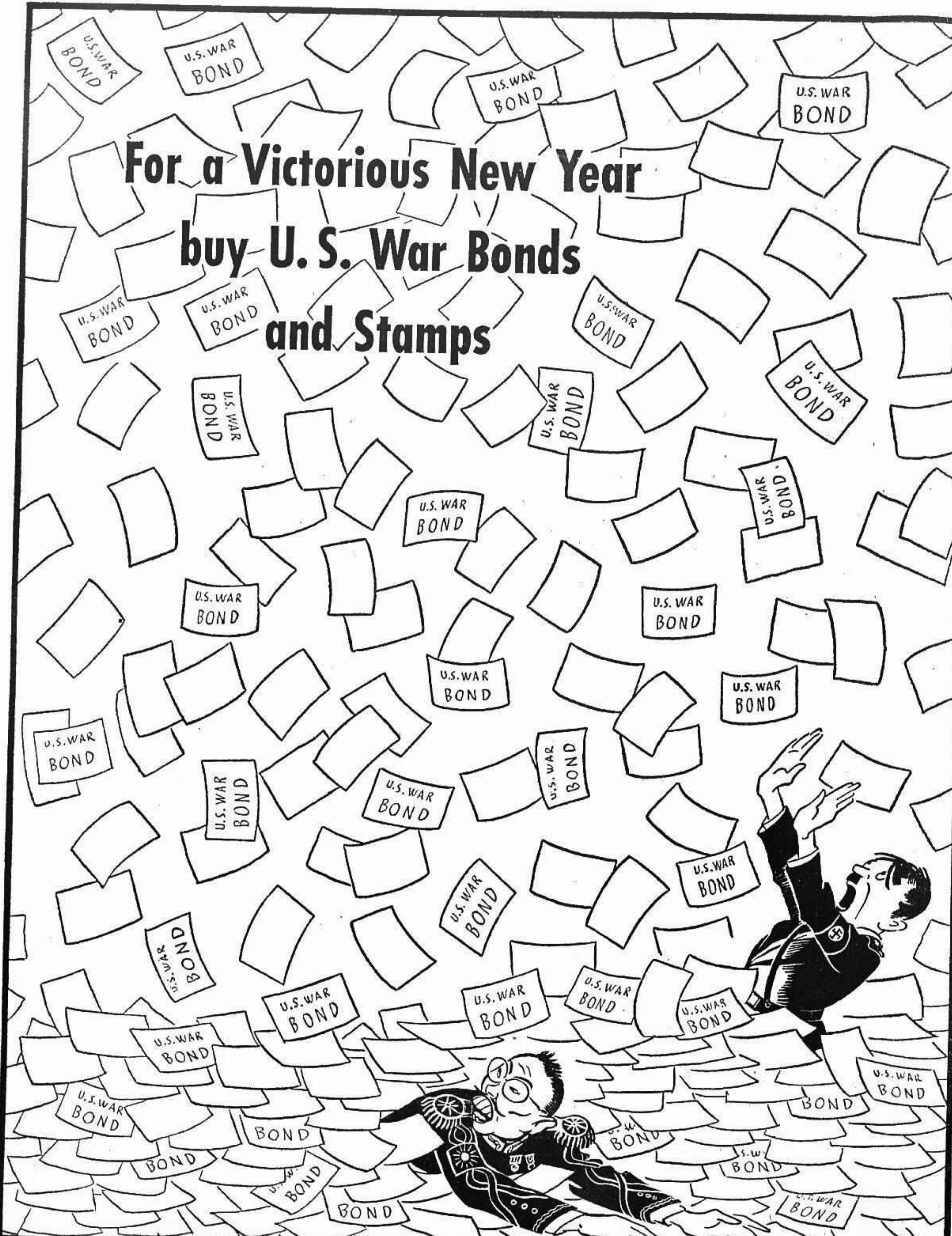
In this, a crucial war year, The Billboard requested everyone not to buy a greetings advertisement but instead to invest the money in an EXTRA war bond. That is why you will not find any greetings advertisements in The Billboard's Bondbardment Number . . . the issue which in other years would be the Holiday Greetings Number.

Instead you will find a special 20-page section in the front of this issue outlining the part the coin machine business as well as all show business has played in winning the war. You will also find a list of the people and companies who have purchased EXTRA war bonds instead of greetings advertisements.

This issue, published with the full approval of the War Finance Committee of the Treasury Department, is serving as one more indication of the unselfish contribution of the Coin Machine Business to the victory effort.

TURN TO PAGE 3

**For a Victorious New Year
buy U.S. War Bonds
and Stamps**



LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



HOME

OF THE FAMOUS

Bally

GAMES AND VENDERS*

*Distributed by Bally Manufacturing Company



Seeburg

FINE MUSICAL INSTRUMENTS SINCE 1902

AT THIS SEASON, THOUGHTS TURN TO THOSE
SERVING OUR COUNTRY, AT HOME AND ABROAD.
THEY HAVE PLACED EVERY ONE OF US DEEPLY
IN THEIR DEBT, FOR ALL THAT IS PRECIOUS IN
AMERICA'S HERITAGE, INCLUDING THE IDEALS
WHICH CHRISTMAS ITSELF BEST EXPRESSES, IS
HOMAGE; IN THEIR VALIANT KEEPING . . . TO THEM, OUR
MAY THE NEW YEAR BRING VICTORY TO THEIR
ARMS AND PEACE AND JOY TO ALL THE WORLD.

J. P. SEEBURG CORPORATION
CHICAGO, ILLINOIS

It's your way to "Let 'em have it"



PUT YOUR MONEY INTO WAR BONDS

Maybe you can't press the button that sends shells and bombs crashing into the enemy. But you can loan the money it takes to build and buy their instruments of warfare that clear the road to Victory.

War Bonds are your way to "let the enemy have it where it hurts!" Buy as MANY and as OFTEN as you can. The Rudolph Wurlitzer Company, North Tonawanda, New York.



WURLITZER

THE NAME THAT MEANS *Music* TO MILLIONS