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MARCH 18, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

RADIO

POST-WAR AIR \$ PROTECTION



BENNY GOODMAN
Tootling at 20th in a BG Pic
(See page 4)

GENERAL NEWS

Song Hits of Future Made In Nation's Factories?

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Future Songs Made in Factories?

Teen-Age Dance Clubs Are Cabarets Subject To 30% Tax; Ruling of I.R. Dept.

No Jittering, No Pay-Off

WASHINGTON, March 11.—The Bureau of Internal Revenue indicated this week that it is preparing to enforce the new nitery tax according to the letter of the law, when a spokesman told The Billboard that teen-age clubs, now growing up thruout the country, would be classified as cabarets if they offered dancing to juke-box music.

From here it looks like a severe ruling and one that shows how rigidly Treasury officials propose to apply the new law.

Despite the fact that teen-age clubs are being encouraged by the Federal Security Agency and other groups who look to these orgs as a means of wartime recreation to young people whose parents are in the service or employed at war plants, the Treasury is getting ready to class them as cabarets and tax the members the full 30 per cent—equal to the tax at El Morocco or the Stork Club—if they permit dancing to tunes from juke boxes.

It's the Law

Basis for the Treasury reading of the law is the provision that dancing, regardless of what kind of music, constitutes entertainment.

"It depends entirely on how the teen-age clubs are operated," a revenue bureau official asserted. "If they are operated as a public cafe or a lunch-room, and dancing is offered, the place would definitely be classed as a cabaret and full taxes would be collected, regardless of the fact that a juke box may be the only music.

"On the other hand, if the spot has a juke box alone, with no dancing or other entertainment, it would not be a cabaret, as the law exempts spots hav-

ing instrumental music alone."

Revenue bureau officials also pointed out that teen-age clubs could not avoid tax payments by charging admission. If admission is charged, taxes will be collected on the admission charge at the new rate of 1 cent for every 5.

If the teen-age clubs, which are now enjoying Uncle's protective wing, are nipped for the 30 per cent bite, it is pretty safe to assume that the Treasury plans to be relentless in its application of the law so far as niteries and the amusement business is concerned.

Carle May Move In on Old Gold

NEW YORK, March 11.—Frankie Carle and his ork, currently at Hotel Pennsylvania, may move in on the Sammy Kaye Old Gold program when Kaye goes on the road this month. Format of show will be revised.

Heretofore the program has emanated from the town in which Kaye was playing.

Production Music May Build New Buyers for Disks; ASCAP, Wired Music & Platters Cut In

Industry Set To Be Big Biz for Waxings

NEW YORK, March 11.—Post-war industrial music means more dough for everyone involved; composers, musicians, record manufacturers and distributors, wired music services, recording equipment makers, sheet music and juke box ops, distribs and manufacturers. Each will cut himself a slice of the freshly baked commercial cake.

Using the figures based upon RCA-Victor's Recorded Music Service for industrial plants, a fairly accurate picture of what the profits may be for the record companies can be determined. The initial 300 disks that make up a factory musical library are augmented weekly by at least 10 new waxings. Taking the American Society of Composers and Publishers'

estimate of 3,000 plants, which it believes it will soon license, as a basis, and if only half the factories used pop disks, 450,000 platters are required to start the libraries. With 15,000 new disks going out to the plants each week, a total of 780,000 a year, augmented by the original 450,000, a total of 1,230,000 records will be used in a year, and ASCAP figures are based only upon war plants.



While it is only a small portion of the estimated 110,000,000 records pressed in 1941, it is a far more sizable portion of current production, due to shortage of material, man power and the record ban. ASCAP's 3,000 estimate is admittedly a minimum and is expected to be much larger as more industries can be equipped with music services.

Who Will Get Biggest Cut?

How the aggregate take will be distributed. (See FUTURE SONGS on page 12)

"Folies Bergere" To Seattle on March 26

SAN FRANCISCO, March 11.—Clifford Fischer's *Folies Bergere* bows out of Winterland (2,850 seats) March 26, concluding a highly successful run started November 30. Troupe opens at the Seattle Civic Auditorium (4,500 seats) March 30 for 21 performances in 18 days under promotion of Frank Hixon and Al Wilson, who handled the Northwest appearances of the *Ice Follies* and *Ice-Capades*.

Following its Seattle run *Folies* moves to Portland, opening in that city April 19 for an indefinite stay. Meanwhile, Winterland here will remain closed awaiting the sixth season of the *Ice Follies* in mid-June.

AFM LOSES PANEL DISK CASE

No Unemployment To Justify Special WLB Decision, Says Majority Board Statement

NEW YORK, March 11.—The AFM has lost its case against the recording companies unless the National War Labor Board refuses to uphold its own panel. The WLB panel headed by Arthur S. Meyer, public member, appointed to hear the case, handed down its decision March 9 and made it public this afternoon. The decision, or "recommendation" as it is headed in the panel's report, is brief and to the point. It states: "The majority of the panel recommends that the board exercise its power to terminate the strike to the end that the conditions prevailing July 31, 1942, be restored." The report was dissented to in part by the industry member of the panel, Gilbert E. Fuller, and the "recommendation" was dissented in by the labor member of the panel, Max Zaritsky, who also dissented from some of the "findings and conclusions."

it carried with it a number of important implications.

It decided that a "strike" existed, a contention with which Prexy Petrillo of (See NO UNEMPLOYMENT on page 13)

'Yankee Doodlers' Aces With Boys; Skirted GI's OK

LONDON, Feb. 27.—After three months of rehearsal *Yankee Doodlers*, Special Service outfit of strictly GI talent, made its bow before soldier audiences in this theater of operations and received more mitting than Bob Hope.

In line with the new Special Service policy of organizing soldier units for (See 'Yankee Doodler' Aces on page 14)

AAAA Fights IRB Nixing Withholding

NEW YORK, March 11.—The Four A's are on record in opposition to a recent Internal Revenue Bureau ruling which permits theater and night club owners to cease deducting withholding tax from the earning of performers. The ruling, which is purely of an interim nature, was issued February 21.

The Four A's held a special meeting here yesterday morning, at which a resolution was adopted to the effect that the "ruling is contrary to the facts," as they apply to withholding tax on performers. A telegram giving the sense of the resolution was sent to the IRB. The conferees felt that the IRB was wrong in ruling all performers "independent contractors," and hence not liable to withholding tax. Should this notion become permanent, the Social Security and old-age pension rights of performers may be endangered.

The ruling was made temporary by the Internal Revenue Bureau because the government is at present considering how to maintain its hold, for tax purposes, (See 4-A's FIGHTS IRB on page 14)

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While the recommendation was brief

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Fly Still Buzzin' in Wilderness As He Has His Day in Court; Pearl Harbor-WMCA Hide 'Im

Truth Still Hidden in Politics

WASHINGTON, March 11.—The Federal Communications Commission this week finally reached the witness stand to testify in its own behalf before the House Committee which has been investigating it for about a year, but before an FCC witness could be sworn in, the opposition started screaming "foul."

It was the same old game the tightly knit opposition has been playing since the start of its attempt to destroy FCC. By raising enough smoke they feel they will convince the public there's a fire.

As Chairman James L. Fly was called to the stand and offered an opportunity to refute about 1,600 pages of testimony taken against his agency in the hearings which have been conducted since early in the summer, the Republican members of the investigating committee commenced to toss charges and, aided by Former Chairman E. E. Cox and others of the opposition, managed to divert a good part of the attention away from Fly's testimony. It has been their favorite strategy.

Accusations Fly

Before Chairman Fly could start singing his song, Representative Miller and Representative Wigglesworth, GOP members, started accusing him of mixing an army and navy plan to eliminate Jap language problems from Hawaiian stations before Pearl Harbor. When Fly replied that the army and navy did not want the broadcasts stopped and that therefore he could not interfere with a non-existent plan, the opposition swiftly shifted to the WMCA sale and charged that the FCC had aided the administration in covering "darker secrets."

As Fly sought to answer charges in the

committee room, Representatives Miller and Wigglesworth thought up new ones and let them go on the floor. Miller de-

(See FLY STILL BUZZIN' on page 14)

Burly Takes Lacing From D.C. Critic; No Blue Squawk

WASHINGTON, March 11.—The present-day quality of burly took a terrific lacing this week from a Washington dramatic critic who gave two columns Wednesday (8) to a review of the current Hirst Circuit offering at the Gayety. Blasting the line, the peelers and the comics, the drama scribe summed it all up as an experiment he wouldn't care to repeat.

The bitter attack was not based on blue material or off-color humor of the Gayety show, but on what the critic, John Maynard, of *The Washington Times-Herald*, held was a cheesy performance.

In giving the Gayety a once-over lightly, these were some descriptions used: The Featured Stripper—"Miss Garrett's turn consisted of walking around as tho she were delicately stamping out a series of smoldering cigarette butts . . ."

Once out of the gown, he said, she "was dunked in a series of progressively dimmer spots so that at the end you had no idea to what extent she had disrobed, and not much more than a vague one that she was still on the stage."

The line—One of the girls looked as tho she were having a good time, he said. "Two were putting up a good front, two others tended to refute the whole idea, and the sixth frankly was bored to despondency."

The comics—"Two fat men alternated. . . . And I found it difficult to tell them apart."

All in all, it was as stinging a review as has been hung on any show here for some time.

Seabees Revive Eastport Showbiz

QUODDY VILLAGE, Me., March 11.—The establishment of a Seabee training base at Quoddy Village, site of the ill-fated Roosevelt tidal harnessing power project, has injected life into a pretty dead horse on both sides of the border along Passamaquoddy Bay and the St. Croix River. The horse is the nitery biz.

With about 2,000 Seabees at the new school (Camp Lee-Stephenson), the demand for night life facilities has been stimulated about 1,000 per cent. Dance halls have been springing up in Eastport, of which Quoddy Village is a suburb, and also in Lubec, across the harbor; Robbinston, Perry, Red Beach, Calais, Baring, Woodland, on the U. S. side, and at St. Andrews, Campobello and Deer Islands, Oak Bay, Milltown, St. Stephen, St. George, on the Canadian side.

Added to the Seabees are the Royal Canadian Air Force and Canadian Army on the Canadian side of the border. The pepped-up urge for dine and dancing has created a scarcity of musicians. Most of them are working every night. Male and female pop singers are also in keen demand.

DES MOINES, March 11.—Katherine Dunham and her tropical revue turned in one of the best grosses of the winter at Shrine Auditorium here last Saturday (4). Nearly 3,500 attended the show, filling the aud almost to capacity. Gross was estimated at close to \$8,000.

D. C. Showbiz Hopper

By CASKIE STINNETT

The following calendar lists bills now in Congressional hopper which will have effect on showbiz:

CANNON-MILLS BILL.—This measure would divide up a juicy \$15,000,000 melon strictly among black-and-white advertisers and would leave radio holding a sack. It's all for War Bond advertising, but, incidentally, it wouldn't make back-home newspapers mad with the local congressman. In Rules Committee awaiting a rule which it may have soon. Then it'll be placed on House calendar.

WHITE-WHEELER BILL.—This one has been a long time coming, but now is ready to break. It would redefine powers of FCC by amending Federal Communications Act and may serve to end the cat fight which has been going on over FCC for more than a year. Maybe it wouldn't, too. At any rate, Senate Interstate Commerce Committee is about ready to toss it out on the Senate floor, wherewith this measure anything can happen.

HOUSE RESOLUTION 4317.—This bill would make it unlawful to peddle bus, train or airplane tickets at prices in excess of the published rates and would prove a nice means of assuring performers on the jump that they wouldn't be scalped when they are rushing to meet the curtain in the next town. A sub-committee of the House Judiciary Committee liked this bill, and Monday (6) voted to report it to full committee, with recommendation that latter report it favorably to floor. Sounds like complicated procedure but it's progress anyway, and the bill has a chance.

S. 1272.—This Senate measure would prohibit political contributions by labor organizations, and altho it's aimed primarily at keeping CIO from tossing in a roll of lettuce in support of the current proxy, it would in-

directly restrict AGVA, AEA, AFRA and other showbiz unions from spending their coin in support of any movement that may look good. The Senate passed this one in a hurry and sent it to the House where it was routed to the House Judiciary Committee. This week a sub-committee was named to study the measure and that's about as far as its gotten, altho the present temper of congressmen is such that they'll love this bill and unquestionably will push it on.

INDEPENDENT OFFICES APPROPRIATION BILL.—Providing coin for operating Federal Communications Commission, among other agencies. House passed it after axing FCC's budget badly and sent it to Senate appropriations Committee. Senate Committee pruned FCC's coin still more, and measure now headed for conference to iron out differences between House and Senate. With both houses sore at FCC, it looks as tho agency may as well tighten its belt and get on with something else.

"Water Follies" Set; Bus Crabbe Starred

BOSTON, March 11.—Aquatic Follies, Inc., whose moving lights are a group of Hub agents, is getting ready to send its *Water Follies* on tour, with swimmer Buster Crabbe starred. Tops in the corporation are Art Spaulding, president; Sam and Solly Schneider, and Danny White, agents here. Solly Schneider serves as advance man; White, in the drum-beating capacity.

Show is scheduled to open in New Haven, Conn., March 29, with dates to follow in Washington, Memphis and New Orleans. Buster Keim has staged the dance routines. Unit includes the Hopkins Twins and comic Frank Foster.

WPB Opens Up to Showbiz; Regional Reps Set To Handle Local Problems in 13 Cities

Talk Instead of Aspirin Advised

WASHINGTON, March 11.—Showbiz operators suffering from wartime shortages were counseled by WPB this week to lay down the aspirin and "tell it to us" instead.

Altho many ops are cocking an incredulous eye at WPB's offer, there was nothing to indicate that it wasn't on the level. As a matter of fact, WPB even called out a list of government representatives on whose shoulders ops could sob.

Local problems arising in all showbiz fields—both indoor and outdoor ventures—should be brought to any one of 13 new WPB representatives stationed thruout the country, it was announced. These men, who are regional representatives of the Office of Civilian Requirements of WPB, will do everything possible to solve amusement problems while they are still local size. If, however, the problems grow too big they can be sent to Washington, and WPB even named another official to handle them there.

Problems of a broad nature that are common to many areas should be brought directly to Washington to the attention of George McMurry, chief of the Amusement and Recreation Section of the Service Trades Division of OCR. If the problem is a local one, it should go to one of these regional representatives:

REPRESENTATIVE	STATES COVERED
Edward V. Hickey, 17 Court Street, Boston	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
L. H. Luce, Empire State Building, New York	Northern New Jersey, New York
Virgil J. Rader, 1617 Penn Boulevard, Philadelphia	Delaware, Maryland, Southern New Jersey, Pennsylvania, Virginia, District of Columbia
Sam I. DuBose, 116 Candler Building, Atlanta	Alabama, Florida, Georgia, North Carolina, South Carolina, Tennessee, Mississippi
Carl H. Becker, 1300 Union Commerce Building, Cleveland	Kentucky, Ohio (except Toledo area), Pittsburgh, West Virginia
Howard E. Richardson, 226 West Jackson Boulevard, Chicago	Illinois, Indiana, Iowa, Wisconsin
N. W. Riley, Mutual Interstate Building, Kansas City, Mo.	Arkansas, Kansas, Missouri, Nebraska
Frank Mason, Room 1221, Mercantile Bank Building, Dallas	Louisiana, Oklahoma, Texas
M. S. Coursen, Continental Oil Building, Denver	Colorado, New Mexico, Utah, Wyoming
Russell Longstreet, 1355 Market Street, San Francisco	Arizona, California, Idaho, Nevada
Carleton Havens, 7310 Woodward Avenue, Detroit	Michigan, Toledo area in Ohio
W. G. Duryee, 334 Midland Bank Building, Minneapolis	Minnesota, Montana, North Dakota, South Dakota
Allan L. Willard, White-Henry-Stuart Building, Seattle	Oregon, Washington

BENNY GOODMAN

Tootling at 20th in a
BG Pic

IT TOOK 10 years from 0 to the crown as the "King of Swing" and "The Pied Piper of the Licorice Stick." It took being fired by Billy Rose's Music Hall and playing the "Let's Dance" air program of the National Biscuit Company in 1934 to get Benny Goodman really started.

The Goodman trail, paved with a strict allegiance to jazz and bounded by a constant reach for perfection, has put B. G. in the top drawer in both jazz and long-hair circles, and brought him an invitation to teach at America's best high-brow music schools.

With guesting chores for the country's top symphony orks under his belt, G. B. could have solocd himself into a pretty penny on the concert platform. That's not the Goodman way. On the other hand, neither are theater dates with five numbers in the book.

Goodman's idea of real showmanship, and one that has won him his crown, is based on 7 p.m. to 2 a.m. pipings on a bandstand giving out for dance sessions which make for longer and larger repertoire. Jazz is his religion. He never wants to retire, but to go on interpreting the genius-writers of the rhythms that he loves. If he has a single ambition, it is to discover another Gershwin.

At the moment, the licorice stick is on the 20th Century-Fox lot in Hollywood making "Sweet and Lowdown," which has been described as the Goodman life story. Actually, it is nothing of the kind. However, conferences are on for the writing of his real bio for the lensmen, and this will probably be completed by the time the current film-musical is finished.

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Ten Rolls 5.00
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4,000 4.33
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8,000 6.91
10,000 7.15
30,000 10.45
50,000 13.75
100,000 22.00
500,000 88.00
1,000,000 170.50

Double coupons, Double prices.

POST-WAR AIR \$ PROTECTION

CBS Set With Summer Show Replacements

NEW YORK, March 11.—The networks, while keeping their collective fingers crossed in hope that some of their top-notch shows may not leave the ether for the summer, as is their wont, nevertheless are planning on an eventuality and, like the Boy Scouts, will "be prepared."

Of all the nets, CBS seems to have made the best move. It already has airings of established shows, mainly in the late evening, which it can easily drop back into the slots vacated by the top billings.

In the open late-evening slots, Columbia will do the usual, fill with name bands.

The rest of the nets will proceed as in the past, giving trials to new shows and, in some cases, moving up early evening or daytime shows on a "hope-this-fills-the-bill" basis. In the matter of new shows, CBS and Blue have shown the greatest success in selling today's bloated market, with the latter garnering the lion's share of the coin of the realm by reason of its having more available time.

Court Returns Station WOW To Woodmen

OMAHA, March 11.—The Nebraska Supreme Court at Lincoln Friday (10) ordered cancellation of the lease of Station WOW here, NBC outlet, from the Woodmen of the World Life Insurance Society to Station WOW, Inc., holding that terms of the lease are unfavorable to the society.

The Supreme Court split 4 to 3 in the decision. Dr. Homer H. Johnson, of Lincoln, member of the society, brought the suit to cancel the lease, alleging that the society did not receive adequate compensation for leasing the station. The Supreme Court decision was a reversal of a District Court ruling.

The majority opinion held that Dr. E. Bradshaw, former president and now chairman of the board of the society, favored the new corporation because of his "zeal to secure the welfare of his close, personal friend," John J. Gillin Jr., head of the new company and formerly manager of the station for the society.

Gillin obtained a one-fourth interest in the 15-year lease of the station, the court found, adding that to permit the lease to remain in force and effect "would be a fraud on the society and the members thereof." The dissenting opinion held that in view of Gillin's successful record of financial operation of the station made proper Bradshaw's interest in having Gillin in the lessee organization to provide assurance of the success of the lessee and therefore the best possible security for the performance of the covenants of the lease.

The majority opinion ordered that \$25,000 in accounts receivable transferred to the lessee by the society be returned and that an accounting be made of the operation since the new organization took over January 15, 1943.

Hope Nixes Press At G.I. Airing

MIAMI, March 11.—Bob Hope, airing his Pepsodent show from the pier at Miami Beach last week, is said to have directed army men in charge to issue passes only to those in uniform.

This action marks the first time the press was ever barred in this area. Following his air shot, Hope repeated the show at Flamingo Park for those unable to see and hear the original.

Omnipotent Scriptor

CHICAGO, March 11.—Maybe script writers are prophets, or maybe they have a pipeline to God. Anyway, some oracle rang the bell on NBC's *The Baxters* serial recently.

Title of prophetic script was *Father's Gone To War*. Three days later, Arthur Peterson, who played the role of Bill Baxter, head of the family, was inducted into the army. The prophets laughed and patted themselves on the back. Peterson didn't think it was very funny.

NBC Building Million-Dollar SW Transmitter

SAN FRANCISCO, March 11.—Construction of a million-dollar short-wave station to serve the Far East will begin here soon, it was disclosed by John W. Elwood, NBC manager for KPO. The plant, designed and built by NBC, will collaborate with OWI, he said. After the war, Elwood announced, NBC plans to install television and frequency modulation transmitters.

At first the plant will have four 50-kilowatt transmitters, two of which soon thereafter will be stepped up to 200, making it the most powerful short-wave station in the nation.

The new set-up, according to Elwood, will connect San Francisco with the entire Pacific basin as well as all the Latin American countries.

Joe E. Brown Getting Around

NEW YORK, March 11.—Joe E. Brown is really getting around the dial, with a guest appearance on *Cavalcade* Monday, a shot on the Bob Burns show Thursday, and his own *Stop or Go* quiz due on the Blue Thursday, March 23.

NBC Signs Chicago Symph; Spots It Against Opera Saturday Afternoons

Web Puts \$2,500 on the Line

CHICAGO, March 11.—Continuing the network trend of broadcasting performances of the country's major symphonies, NBC has completed arrangements to present five concerts by the Chicago Symphony Orchestra, starting March 25. The series, which will be aired from 2 to 3 p.m. (CWT) each Saturday, will be piped to the Coast-to-Coast chain of NBC affiliates. The first hour of the Blue Net's Metropolitan Opera will have new competition for its final three weeks.

By signing the Chicago Symphony for five sustaining broadcasts, NBC has put its foot in a door which might open wide and allow the net to step into a juicy contract with a big name sponsor who is willing to lay the dough on the line for the symphony's air services. Although agreement between NBC and the Chicago Symphony does not call for any specific arrangement in the event a sponsor comes along, it is known that symph and net officials would enjoy a commercial deal. And it is known, too, that when the deal was made all parties concerned had in mind the round figures being spent by Allis-Chalmers for the Boston Symphony airings on the Blue; by U. S. Rubber for the New York Philharmonic CBS broadcasts, and by General Motors for the NBC Symphony.

Nets and Indies Stash Away Sponsors Against Slumping Between V Day & 'Normalcy'

War Firms Nixed Now in Place of Peacetime Biz

By LOU FRANKEL

NEW YORK, March 11.—Active, aggressive planning to provide for every foreseeable eventuality is the formula devised by policymakers in the trade who have been studying methods for bridging the transition from war to consumer production. With the industry, station, network, advertiser and ad agency hitting new revenue highs, the radio thinkers have been worried lest the small operators in the industry suddenly find themselves with budgets adjusted to boom times and income temporarily curtailed.

Should any such situation arise, the feeling is that some operators, albeit always someone in another town or with another network, would

be caught, as were many investors during the 1929-'30 market crash. At that time, as everyone knows but few remember, there was such a flush of optimism that only a handful were prepared for the crash; and those not prepared were washed-out.



CBS Affiliates Re-Elect 7 of 9 Station Members

NEW YORK, March 11.—Columbia Affiliates Advisory Board has had its 1944 election, and seven of the nine original station execs were re-elected to the board. Newcomers are Clyde Coombs, KARN, and W. H. Summerville, WWL, who replace C. W. Meyers, KOIN, and Hoyt B. Wooten, WRC.

The seven repeaters are A. B. Church, KMBC; F. Doolittle, WDRG; L. Fitzpatrick, WJR; I. R. Loundsberry, WKBW; C. T. Lucy, WRVA; C. W. Rembert, KRLD, and J. M. Rivers, WDC. CAAB was organized just a year ago.

At last membership meet in January the board decided to stand for re-election each year. During the last eight weeks the CBS stations in the nine regional districts completed their balloting, with the aforementioned results.

Broadcasting leaders, busy readying their own houses for a possible recession, are quietly trying to alert the rank and file to the need for precautionary planning. The crux of the problem, according to the meditators, is that today's gravy bowl, which many an operator has finally managed to taste, may prove so attractive as to stunt these business men's normal sense of caution.

With audiences inflated by war workers and incomes likewise tilted by sundry and obvious war industry influences, many a manager is planning on plant expansion, many another is planning on sitting tight, and many another is not planning at all. This is the crux of the problem, for as no one knows just what happens, and as every operation differs to some degree, the only sensible defense is one that takes everything into consideration.

It's the old parable, "Only the savage neglects his crops when his stomach is full," modernized as the lack of preparation for a tornado, flood and earthquake or the proverbial seven-year drought. On the other hand, the smart modern savage is running an experimental lab to test contour plowing and crop rotation . . . in radio.

Attempted Anticipation

That, to a degree, is about what the trade thinkers are doing except that they are also attempting to anticipate what will happen. And as might be expected of high-powered thinkers, the predictions vary in degree.

Some feel that no matter how it is cushioned, any curtailment of the current \$90,000,000,000 of war expenditure is bound to have a negative effect on the country's economic structure. Some see the crucial period as lasting six months, others 12 months, other two years, depending upon their sources of information.

But everyone agrees the crucial period is that immediately following the armistice, and that any slump will be followed by the gosh-darned boom.

There are some that say spending will stop while war plants are being converted and servicemen are returning home. They quote in support a Russell Sage Foundation report anent the almost instantaneous and deleterious effect of layoffs on consumer spending in near-by communities.

This reasoning is countered by others who say the transition will be gradual, that many of our servicemen will be needed overseas as a police force while the actual peace treaty is being negotiated, that the industrial output required to supply these millions plus the needs of war-ravaged countries will be a safety valve. This group also mentions

(See POST-WAR AIR \$ on page 14)

CIC FINGERS AIR COMMERCIALS

Sponsor and Product Nods By Audiences Used as Basis Of New Effectiveness Rating

Three Factors Major Plug Consideration

NEW YORK, March 11.—Longevity, frequency and simplicity seem to be prime requisites for effective commercials in radio. These are the obvious conclusions gathered from the list of the top 25 programs in the sequence of their ability to impress listeners with the name of sponsor and product.

Calculated from the February 29 Hooperatings, these figures tend to substantiate the old rule-of-thumb of the business, i.e., "Say it often, say it simple, and keep saying it." Thus, 22 of the 25 programs listed are old-timers; and two of the remaining trio of newcomers, "Beat the Band" and Ginny Simms, have simple sales pitches. Even "Blind Date" has a plus in that it is plugging a w.k. product, namely, Hinds Honey and Almond Cream.

This Commercial Impact Compilation also emphasizes the transfer value of programs. Thus, the *All-Time Hit Parade*, a newcomer in so far as age is concerned, actually benefits from its kinship, in name and format, of *Your Hit Parade*, radio vet. And Ginny Simms benefits from the plugging she receives from each other Philip Morris show; there are two on CBS and this on NBC.

Simplicity Also Important

The CIC also emphasizes the value of simplicity by pointing the finger at the veteran, and often popular, programs missing from this round-up. Apparently the commercials on these programs are impotent because they use multiple product plugs, ala Eddie Cantor, or involved commercials, as Fred Allen's plugs for Marfak.

But where the name of the sponsor's product is handled with an eye toward simplicity, witness Eversharp's plugs on *Take It or Leave It* and the numerous cigarette shows on the CIC, the audience accepts the plugs, and willingly so. One trick highlighted by the CIC is the efficacy of programs where the product is woven into the show name, thus the *Jergens Journal* or the *Pepsodent Show* and, of course, the *Kraft Music Hall*.

As shown by the Hooperatings, there is no relationship between program popularity (Hooperatings) and plug potency (CIC). Some programs in the Hooperating rut rate high where sponsor and product identification are concerned.

CIC Really Ad-Agency Rating

This is where the ad agency proves its value. As they are responsible for the plugs, with very few exceptions, the talent does the entertaining and rarely has any say on the commercials. Agencies also rate the credit. Interestingly enough, the leaders on this CIC are Blow and Foote, Cone & Belding, each with four programs; Esty and Y. & R., with three each, and J. W. Thompson with a duo. The remainder, nine shows, are spread over the same number of ad agencies.

And just as the TOI points out extenuating circumstances, over which the talent has no control and that often have an adverse affect on Hooperatings, so the CIC points out that often as not the talent is not to blame if the program is shy on plug appeal. Talent, name and no-name alike, have become the pratt boys of the business in that they arbitrarily get slapped if the show doesn't click.

So, since the performer doesn't buy the time or the network, nor does the performer, with very few exceptions, handle the commercials, he or she is not always responsible if the program is lacking either in audience or sales appeal.

WNEW Parisian Plug

NEW YORK, March 11.—Arthur Lesser, night club impresario, will enter a new field March 18, when the first of his new series, *The Next Time I See Paris*, will be aired over WNEW. Lesser, former attache to the French Prime Minister, will act as news commentator and analyst.

Bathtub Patriotism

DETROIT, March 11.—Objections to the national anthem as a theme song for the daily *Farm Forum* were voiced in a letter to WJR from a farm wife near Lima, O. Protest was that her two youngsters were usually in the bathtub at that time and insisted on jumping to attention. It made a lot of extra mopping up to be done afterward . . . and that was tough for a farmer's wife.

Fitch Bandwagon Gets Ace Name Shot in Arm

CHICAGO, March 11.—The *Fitch Bandwagon* (NBC, Sunday at 6:30 p. m., CWT) will go all out for top-notch talent during April to give the show a hypo worthy of the choice time it occupies, sandwiched between Benny and McCarthy. Kate Smith, Frank Sinatra and Tommy Dorsey have been booked for appearances during the month.

Altho the *Bandwagon* has a name-guest-star policy since the first of the year, the talent for these three spots in April represent an all-time high. Trade people in the know, say that the Fitch people had been dissatisfied with their orchestra-only policy and therefore called for guest-star policy, which went into effect January 1. The Fitch family has given the order not to spare the horses, with the idea of making their show more than just a half-hour occupying one of the most valuable spots on the air. At one time Fitch was made an offer for the time, which would have permitted them to sponsor another half-hour show and still be money to the good.

MCA officials, who book the talent on the show, say that the hiring of these three names in April represents only a special spring hypo. Rumors persist, however, that the sponsor called for another more powerful shot in the arm, and this will be continued.

Kate Smith will appear April 2 with her own band, the one she uses on her own show, led by Jack Miller. The Ringling circus band, long a Fitch family must, will be aired April 9. Frank Sinatra, assisted by a band led by Axel Strodahl, will take over the next week. Strodahl conducts the ork on Sinatra's own show. Dorsey is slated for April 23. Louis Armstrong and the Mills Brothers are tentatively set for the following week. The Armstrong-Mills stanza, if it jells, will originate in Chicago. The others in New York.

OWI Van Nostrand To R&R; Phil Cohen Goes to Marines

WASHINGTON, March 11.—Jack Van Nostrand, assistant deputy chief of the New York office, OWI Domestic Radio Bureau, resigned his post this week after serving 18 months. He returns to ad agency field in an executive position with Ruthrauf & Ryan.

Phillip Cohen, OWI radio chief, stated that his aid will not be replaced and that personnel shifted from the Washington office to New York will carry on the work. Cohen himself has passed the marine exams and leaves in three weeks. No replacement set as yet.

AFRA To Appear Before FCC on Platter File

WASHINGTON, March 11.—The FCC will open hearings here Wednesday (15) on its order to all networks to wax and file platters of every net broadcast, file to be kept for one year.

Among the first to be heard will be AFRA, which was given an extension of time to file a statement on the matter before FCC.

Religious Pub Nixes Church Commercials

CHICAGO, March 11.—The *Register*, quarterly publication of the Chicago Theological Seminary, has for one of the feature articles in its March issue an article on the infiltration of commercialism into religious broadcasts.

The author of the thesis, Everett C. Parker, has had first-hand opportunity to witness the problems he discusses thru his staffing at NBC. The article quotes facts and figures regarding the yearly "take" of certain of the religious airings, and advocates, as the chief part of the piece, the support of authorized and recognized religious programs, mainly those with gratis (sustaining) time rather than what might be termed "wild-cat," non-affiliated programs, those who do not have a direct connection with either a Protestant, Catholic or inter-denominational body. The stand taken by Parker supports the contention set for by *The Billboard* in previous issues.

'Workshop for War' Sets New Standard For S.E. Airings

CHICAGO, March 11.—New venture in special events which is unique in Chicago area is being started today by WBBM, CBS outlet. For a new special events series, titled *Workshop for War*, the station is pulling out all stops and not sparing the horses. It has set aside a definite time—12:30 to 1 p.m.—on its schedule for a 13-week period that might be extended if the show takes hold.

Altho the general format of the series, which calls for the use of a 40-piece orchestra, large crew of engineers, narrators, a mobile unit, a production staff and paid actors, is nothing new for a net show, it is definitely a new departure for a local CH station.

Shep Chartoc, director of special events and publicity for CBS in Chicago, who will supervise the series, admits the kind of thing he plans to do on the series has been done on the nets before—on *Report to the Nation*, for example. But few stations, and none in Chicago, have ever planned such a grandiose special events series for local listeners only.

Operating Cost One G

Walter Preston, program director of WBBM-CBS, figures that a commercial sponsor would have to pay \$1,000 a week just for the operating expenses of the series. Even the most of the cost of the show on a sustaining basis can be written off as part of WBBM's regular operating costs, there will be at least \$250 "out-of-pocket" money spent each stanza.

A look at the structure of the first show will give an indication of what the entire series will be like, and it will also show that the station is deviating from the usual special events procedure of running quickly to some spot for an ad-lib interview.

War-Work of Steel Corporation

The kick-off airing of the series is titled *Steel and Men of Steel* and tells the story of the South Chicago Carnegie-Illinois Steel Corporation's wartime work. The show, written by John Barnes, who will script the entire series, opens with a dramatic studio narration describing with special musical and sound effects background the story of the battle of El Alamein. After that the show will switch to the plant for interviews with men who make steel such as that used by the United Nations forces at El Alamein. To find just the material wanted at the plant, the WBBM special events department spent a week investigating and interviewing. To make certain the show runs smoothly there will be a producer, narrator, announcer and special events crew at the plant, as well as two narrators, a producer and the orchestra at the studio.

'Our Town' Starts 'Hopkins Presents' Hour Broadcasts

NEW YORK, March 11.—*Our Town*, starring Frank Craven, has been set for first production on *Arthur Hopkins Presents* over NBC starting Wednesday, April 12. Supporting cast has not been assigned.

Craven created the role for the stage version, which took the Pulitzer Prize, and later played in movie version. Play was written by Thornton Wilder and is being adapted for radio by Wyllis Cooper, head of NBC Program Development Division.

Farm Directors Set National Org

CHICAGO, March 11.—First definite step toward the formation of a national organization of radio farm program directors, which will try to police agricultural time on the air, was taken this week. At a meeting of Midwest farm experts, name and general outline objectives of the parent national organization were set.

The need for such an organization—which will work with the Department of Agriculture, sponsors, agencies and station managers—was first discussed at a meeting of the Association for Education by Radio at Stevens University in Missouri a few months ago. Soon afterward regional groups were set up, with the ultimate plans calling for all regional groups to be gathered into one national organization. The Eastern, Midwestern and Southeastern regionals have already held meetings to elect officials and outline plans. The Western group will meet in San Francisco next week; the Southwestern, soon after.

Larry Haeg Prexy

At the Chicago meeting, officers for the Midwest were elected. The men put in charge are Larry Haeg, WCCO, Minneapolis, president; Art Page, WLS, Chicago, vice-president; Herb Plambeck, WHO, Des Moines, secretary, and George Round, of the Lincoln (Neb.) Farm Extension Service, treasurer.

The name of the parent organization will be the National Association of Radio Farm Directors (RFD, if you please). It was decided also that the general objectives of the national group would be: (1) To effect closer association between commercial radio, the United States Department of Agriculture, farm extension services and other farm organizations; (2) to effect a better understanding between station management, advertising agencies and those trying to reach farm people.

The initial meeting of the national organization will be held at the Institute of Education by Radio in Columbus, O., the first week in May. At that time ratification of the objectives outlined in Chicago will take place and committees to carry out the objectives will be appointed.

COMMERCIAL IMPACT COMPILATION

(Presenting the "First Twenty-Five" Programs in Order of Their Sponsor Identification—Based Upon Hooperating of Feb. 29)

PROGRAM	SPONSOR IDENTIFICATION	PRODUCT IDENTIFICATION	Wrong Product Correct Sponsor Identification	Wrong Sponsor Correct Product Identification	DON'T KNOW	AGENCY	SPONSOR	NET	Hooperating
TAKE IT OR LEAVE IT	85.1	85.1	—	1.4	13.5	Biow	Eversharp	CBS	22.9
FIBBER McGEE & MOLLY	84.4	84.0	0.4	1.9	13.7	Needham, Louis & Brorby	Johnson	NBC	36.3
YOUR HIT PARADE	83.5	82.8	0.7	2.9	13.6	Foote, Cone & Belding	American Tobacco	CBS	19.4
BOB HOPE	80.9	78.8	2.1	3.9	15.2	F, C & B	Pepsodent	NBC	36.5
GINNY SIMMS	80.5	80.5	—	1.9	17.6	Biow	Philip Morris	NBC	14.2
WALTER WINCHELL	79.7	78.5	1.2	2.2	18.1	Lennen & Mitchell	Jergens	Blue	25.9
THANKS TO THE YANKS	77.9	77.9	—	3.9	18.2	Esty	Camels	CBS	9.7
FITCH BANDWAGON	77.0	*	*	*	*	Ramsay	Fitch	NBC	15.3
MORGAN-BRICE	76.3	76.3	—	4.4	19.3	Benton & Bowles	General Foods	NBC	23.8
BURNS & ALLEN	76.2	*	*	*	*	Y & R	Lever	CBS	19.1
JACK BENNY	74.9	*	*	*	*	Y & R	General Foods	NBC	25.5
KAY KYSER	74.6	73.5	1.1	4.6	20.8	F, C & B	American Tobacco	NBC	20.1
ALL-TIME HIT PARADE	74.2	72.5	1.7	3.2	22.6	F, C & B	American Tobacco	NBC	9.9
BING CROSBY	72.7	72.7	—	0.6	26.7	Thompson	Kraft	NBC	24.0
EDGAR BERGEN	71.5	70.6	0.9	6.1	22.4	Thompson	Standard Brands	NBC	28.3
DAVIS-HALEY	71.1	*	*	*	*	McKee & Albright	Sealtest	NBC	25.8
BLONDIE	70.5	70.5	—	3.1	26.4	Esty	Camels	CBS	16.0
KATE SMITH	68.7	*	*	*	*	Y & R	General Foods	CBS	16.1
FRED WARING	68.1	68.1	—	3.9	28.0	Newell Emmett	Chesterfield	NBC	10.8
BLIND DATE	66.8	66.8	—	1.0	32.2	Esty	Lehn & Fink	Blue	9.6
ANDRE KOSTELANETZ	66.4	66.4	—	0.8	32.8	D'Arcy	Coca-Cola	CBS	7.8
VOX POP	66.3	66.3	—	5.0	28.7	R & R	Emerson Drug	CBS	14.4
CRIME DOCTOR	65.7	63.8	1.9	2.7	31.6	Biow	Philip Morris	CBS	14.4
PHILIP MORRIS PLAYHOUSE	65.4	65.4	—	1.8	32.8	Biow	Philip Morris	CBS	13.1
BEAT THE BAND	64.5	63.7	0.8	3.7	31.8	Seeds	B & W	NBC	14.5

*These programs do not subscribe to the Hooperatings, thus the complete breakdown is not furnished.

Note: "Lux Radio Theater" was the leader in this type of compilation in past months, with a skein that ran 91.7, 3.9, 0.7, 7.6. But "Lux" was not broadcast the week the January 15 Hooperatings were compiled; a

special program canceled them out. And as the sponsor identification questions are asked on alternate survey weeks—the other week is devoted to audience composition—the "Lux" program missed out on this, the February 29, CIC report. It's purely a case of the Hooper organization insisting upon a full sample before making a report.

INVASION NEWS AYES AND NAYS

CBS Tells Its News Staff How To Safeguard Biggest Story of World War 2

Sacrifice of Color for Facts

NEW YORK, March 11.—CBS, preparing for the momentous moments of the invasion, last week sent its news staff a primer designed to ready this corps for the headline days to come. The handbook, actually six typewritten pages, has two cogent objectives: "To provide concise, complete news coverage sans hysterical interpretations of events or communiques."



"To never forget that winning the war is much more important than reporting it."

As the CBS modus operandi for handling this news may interest non-CBS stations, of which many would like to know how the topnotchers do "it", *The Billboard* herewith offers a breakdown of the Columbia blueprint.

The foreword treats of the handling of the news, and warns that while the frontal attack on Festung Europe may cost a record number of casualties, bad handling of news could conceivably cause additional fatalities. This, as workers at home may either believe the war as good as won and take it easy or worry unnecessarily and thus be unable to do their jobs competently.

Warning for Writers

Naturally, the greater part of the treatise deals with the actual release of the news. For its news writers and broadcasters Columbia warns: 1. No matter what the general tenor of the news, broadcasters should be informative and unexcited at the mike. 2. To avoid reporting an item that may later prove to be in error, and label sources of information not officially released. Here the blueprint cites the recent Jap report that Allied forces had landed on Truk as an example of error, and suggests that commentators lead with Allied communiques and subordinate and LABEL any contrary enemy reports.

Watch Your Words

Along the same lines, the primer goes on to point out the advisability of exercising extreme caution in choice of words, even to the extent of sacrificing colorful writing and speaking. As an example, the memo explains that the following sentences, "Allied forces today rolled toward X"; "Allied air armadas continued their round-the-clock bombings"; "the German defenses at Z were pulverized", might tend to exaggerate and breed undue optimism. CBS sug-

gests the use of "moved" for "rolled" in the first sentence; air forces and repeated bombings for "armadas" and "round-the-clock" in the second and "hard hit" for "pulverized" in the third. Naturally, the inference is not to edit the official releases but rather to point out slight discrepancies within the known record.

Traffic and Program Hints

Traffic and Program departments of smaller stations might likewise take a tip from Columbia plans for operations in those divisions of its news coverage set-up. Stressing teamwork, CBS network operations will send into action tandems consisting of production men, engineers and announcers on a 24-hour basis. Traffic will be prepared to clear time, ad Program will be called upon to furnish shows thruout the night. Another CBS device which may prove of value to others will be the installation of a "beep" system (similar to the sound used in denoting the time) to notify stations of a break-in at the beginning of the next scheduled program. Smaller stations might easily adapt that method to notify its listeners that something of import was to be aired and thus they should stick with the station until the program's end.

NAB Comes Alive On War Bond Ad Legislation

WASHINGTON, March 11.—The National Association of Broadcasters this week got around to opposing the Cannon-Mills Bill, which leaves radio strictly without a plate when gravy from the \$15,000,000 government advertising program is passed out, but so far as could be learned no great amount of pressure had been exerted in opposition to the measure.

The Cannon-Mills Bill would carry an appropriation of from \$12,500,000 to \$15,000,000 a year for plugging War Bond sales in black and white, but none of the money would find its way into broadcasting stations. The appropriation would be made each year as long as the war lasts, and eventually would run into sizable piece of change.

At a meeting of District Six of NAB in Memphis recently, a resolution was adopted condemning the Cannon-Mills Bill in its entirety. This was only one of several resolutions passed by the group, and there was no evidence that the opposition to the advertising measure was to be vigorously pushed.

Meanwhile, the measure itself remained in the Rules Committee of the House awaiting a rule. When this is obtained, which may be soon, the measure will be given a place on the calendar.

G. B. Storer Buys Station WFTL

MIAMI, March 11.—The sale and shift of WFTL from Fort Lauderdale, Fla., to this place was announced here this week.

George B. Storer, Detroit manufacturer, is the new owner of the Mutual associate, and as such plans no changes in policy or personnel.

S. A. Vetter will continue as managing director, and active strings from here will begin as soon as studios can be set up in the Mayfair Theater Building. Amount of purchase believed to be around \$200,000.

A Radio Oklahoma

NEW YORK, March 11.—The new addition to WHN's public relations and special events department, Jean Swidensky, puts into reverse gear Horace Greeley's famous "Go west, etc." adage. With the entrance of Miss Swidensky into the WHN fold, that department of the station is actually an all-Oklahoma affair. Miss Swidensky, former KOMA (Oklahoma City) announcer and continuity writer, joins Ruth Pulling, assistant director, also formerly of KOMA, and Walt Dennis, head of the department and a graduate of KVOO (Tulsa), to complete the cast of three Oklahomans who "went east."

WJJD Sale To Field Starts Full-Time Operation Rumor

KSL Directional Antenna May Be An Answer

CHICAGO, March 11.—Following recent sale of WJJD, local indie, to Marshall Field, Chicago Sun and New York PM publisher, rumors flew like the wind here this week that the station was trying to work out a deal with KSL, CBS Salt Lake City outlet, whereby it would get itself some more operating time. Both WKJD and Field organization executives, however, emphatically denied the rumors.

According to the dope around town, WJJD was trying to get together with KSL for the following reasons: WJJD, 20,000 watts, and KSL, 50,000 watts, operate on the same frequency—1180 kilocycles. WJJD, however, is allowed to operate only from 4 a.m. to sunset, Salt Lake City time, while KSL operates full time. WJJD, it was said, was trying to get KSL to use a directional antenna, the direction being west after sundown. That way WJJD would not interfere with KSL, and WJJD could stay on the air full time provided the FCC agreed.

Ralph Atlass, who owned 25 per cent of the WJJD stock and will continue as proxy until the FCC okays the sale to Field, said that the rumors were just that, and nothing else. No negotiations with KSL were being conducted now, he stated. He added, however, that WJJD and KSL had been trying to get together on such a deal since 1935.

Clem Randau, business manager of *The Sun*, said that the talk was "pure hokum and that the Field interests had never considered such a move. According to the deal by which WJJD was sold to Field for about \$700,000, the Field organization would not take any type of managerial step regarding the station until the FCC approval had come thru."

AFRA Nixes Own Telephone Exch.

NEW YORK, March 11.—The New York local of AFRA, at its recent membership meeting at Hotel Edison, adopted three of five major resolutions that came before it, but tabled the proposal that AFRA create its own telephone service.

Plans had been formulated for the operation at cost of the phone service for AFRA members. However, the recent \$2 monthly increase, alleged to be the result of higher operating costs, levied by both telephone exchange and radio registry, resulted in tabling of the plan.

The local acted upon the resolution to refer to local and national boards the proposal that AFRA members in the armed forces be informed that they are members in good standing and will remain as such for one year after honorable discharge. There was an affirmative vote to sustain the ruling passed by the New York local board requiring all resolutions to come to the floor by way of an agenda committee, the latter group to receive such resolutions at least two weeks prior to membership meetings.

Also supported were the resolutions dealing with closer collaboration with the existing joint conference of New York labor groups (AFL, CIO and Railroad Brotherhoods), support of the OPA to the extent of sending a representative to serve on the labor advisory committee of OPA, and the resolution to notify Congress of AFRA's support of the Green-Lucas Bill for federal supervision of soldier vote.

Curnutt to WTMJ, Milwaukee

MILWAUKEE, March 11.—Allan Curnutt, ex-manager of WCLO, Janesville, Wis., is the newest addition to the sales staff of WTMJ-WFMB here. Curnutt, who began his new duties March 6, also was part owner of WMAN, Marinette, Wis., and a sales staffer at WIBA, Madison, Wis., prior to his connection at WCLO.

Honeymoon's Over; Draft Really Hits West Coast Radio

HOLLYWOOD, March 11.—That top-flight sponsor, Uncle Sam, is set to bankroll some of big names in radio at \$50 per, and has already given the nod to some. Red Skelton, Harry James, and Norris Goff, of *Lum 'n' Abner*, have been informed by their draft boards that their services are requested, so important changes will be forthcoming.

Skelton received his 1-A this week and is expected to pull out of his Raleigh ciggie show whenever induction date is set. A Russel Seeds agency spokesman claimed that no replacement has been signed, but there is a possibility that a new comedian will get the spot. Ozzie Nelson and Harriet Hillard are likely to stay on, sponsor figuring their names will help get the new show over the rough spots and save listeners who are used to the "bad boy" of radio.

New Comic Might Fit

Those close to the scene believe that an attempt will be made to woo some new comic "find" into the spot, hoping to put him across with plenty of bally and support from the old-timers. There was some talk also that the ciggie outfit would cast around for a new-type show, dispensing with the comedy set-up, but this was discounted by the Seeds outfit. As far as can be learned a comedy format will be continued. Managers with prospective comics are beating a path to the Seeds door trying to get their hopefuls under the wire before the Skelton bow-out.

Lauch Does Most Voices

No provision for carry on *Lum 'n' Abner* show has been made, but it will remain on the air after Goff gets his induction notice. Those close to the show claim that Chet Lauch (Lum) does most of the voices and can do Abner. There is a possibility that outside characters will be drawn in to give the program more range. Lum and Abner have not done much planning about the draft situation, figuring to take steps when it becomes certain that Goff will have to go. Possibility that he may receive a deferment was seen, as skedded film, featuring the comics, is expected to roll any time. Extension of time would enable the show to carry on in its present form until summer.

James Sub Not Definite

Replacement for Harry James on Ches-terfield, as announced in *The Billboard* some weeks ago, has not been definitely set. Network officials refused to comment, but it is rumored that John Nes-bit will be signed for the quarter spot under the ciggie banner.

Tightening up of draft rules is expected to put holes in radio production staffs, with many more topnotchers and lesser lights slated to go in the near future. Ivan Ditmars, musical director for the Al Pearce show, was inducted this week. Paul Pierce, who handled the reins for *Draft Star Playhouse*, also has donned the khaki. The panic is on.

WIP Plans Political Coverage on Own

PHILADELPHIA, March 11.—Coverage of the Republican National Convention in Chicago during June 28 week will be elaborated by WIP in setting up its own mike at the conclave to compliment coverage from its affiliated Mutual network. This is the only local station, and one of the few in the country, seeking permission from the political party to set up its own mike.

Alexander Griffin, staff news commentator, will go to Chicago to cover the event, augmenting Mutual's corps of newsmen and commentators. Griffin will originate his *Griffin Reporting Mutual* shots thrice weekly from Chicago, also his locally sponsored news stanzas on the other three days of the week for Sun Shipbuilding & Drydock Company.

Station also plans on setting up its own stand as well for the Democratic National Convention to follow, with Griffin again at the mike.



"Helping the farmer fight this war and helping him win it" WNAX, Sioux City, Ia. - Yankton, S. D.



"Making radio a vital cog in civic enterprise" WRVA, Richmond, Va.

CBS STATIONS WIN AGAIN!



"Individual enterprise by a small station" KTUC, Tucson, Ariz.



"Making radio a vital cog in civic enterprise" WBT, Charlotte, N. C.



"Outstanding War Bond Promotion" WABC, N. Y.



"Fostering racial goodwill and understanding" KNX, Los Angeles

THERE are some 990 radio stations in the United States and Canada. Under the apt caption "Victory Through Air Power," Variety's 1943 "Showmanagement Review" singled out 12 of them for *highest awards in various branches of showmanagement*, demonstrating "how the American radio industry in 1943 used its head, its heart and its cosmic tools to serve the people during the second year of the war."

6 of the winners were CBS stations—three of them were affiliated stations, three were Columbia-owned.

Including the winners of highest awards, Variety cited a total of 48 stations throughout the nation:

19 of the 48 Citations went to 14 Stations on the CBS network. Specifically, to: WNAX, WRVA, KTUC, WBT, KNX, WABC, WQAM, WCAU, KMBC, WCCO, WEEL, WCKY, KOIN and WTOP.

Nine different sectors of showmanagement were studied by Variety before designating its annual awards.

In five of those sectors CBS stations led or shared the lead.

(Three winners were affiliated with other U.S. networks; one with the Canadian Broadcasting Corporation, and two had no affiliation with any network.)

And a Special Citation went to CBS Producer William N. Robson:

"For his courage in using the CBS documentary drama *Open Letter to the American People* as a terrific blast against race hatred; for the determination that he exhibited in utilizing last summer's Detroit race riots as a springboard for linking together the various elements of discrimination and intolerance; for upholding the progressive spirit of CBS which took the lead in important programs furthering the war effort as exemplified by the Robson-produced *Man Behind the Gun*."



This is CBS... the Columbia Broadcasting System

Olsen & Johnson Not for "T or C"; Unknown Possible

NEW YORK, March 11.—Ralph Edwards denies the report that Olsen and Johnson have been offered the emcee spot on *Truth or Consequence*.

Among those being considered for the job are Don McNeill, Ranson Sherman, Harry Von Zell and Garry Moore. Sherman and Von Zell were auditioned on the Coast last week. Moore is a possibility, but his draft status will probably eliminate him. Happy Felton, of *Hellzapoppin*, may be auditioned this week.

The only requirement is the ability to deliver. Edwards is not looking for a name and an unknown may get the slot after all.

KWK Presents St. Louis Time-Evaluation Dial

NEW YORK, March 11.—KWK, St. Louis station, came up with a new twist in a sales pitch this week in the form of a radio time-evaluation dial that matched its own rates for various hours of the day against that of three competing stations.

The day is divided into seven periods based on one-time, quarter-hour rates, and shows the percentage of audience required by each station during the various time blocks, in order to justify its rate.

Writers' Guild Plans Different Type of Operation

CHICAGO, March 11.—Final decision on a proposal that would drastically change the future of the Radio Writers' Guild is expected next week. The proposal, which calls for the setting up of a national headquarters in New York and the hiring of a full-time paid executive secretary, has been submitted by Louis Schofield, president of the Guild, to the Authors' League of America, parent organization, with the request that the League come thru with a loan making these steps possible.

Also pending is the ratification of a new Guild constitution which, with the loan, constitutes the Guild's efforts to revamp and develop itself into a more effective body representing the radio writers of the United States.

The new constitution, which was worked out by a committee in Chicago, has been ratified by the Midwestern region, and is now being considered by East and West members. In general, it calls for an increase of dues from the present blanket \$10 a year for all members. New dues would be assessed on a sliding scale, so that the more a writer made the more he would pay. If he made \$2,000 a year he would pay \$12; \$3,000, \$18, etc. The new constitution also calls for the formation of a national executive board and a national yearly convention, and contemplates the organizing of commercial copy writers.

The granting of the loan, which is expected next week, will come before the ratification of the new constitution. They have a bearing upon each other only insofar as they are parts of the Guild's over-all plan of advancement. The Authors' League, which includes the authors, dramatists and radio writers' guilds, is said to be in favor of the Radio Guild's development plans and to be more than willing to grant a loan.

Ides of March Set White-Wheeler Bill Senatorial Action

WASHINGTON, March 11.—Action on the White-Wheeler Bill to amend the Federal Communications Commission Act is predicted for "around March 15" by members of the Senate Interstate Commerce Committee.

The measure, on which extensive hearings were held last year, has been in committee for several months. So far, committee members revealed, no prints have even been made of the measure, a fact that indicates that the language of the bill is still subject to change.

The measure is now skedded to be printed and perhaps introduced sometime next week.

Hooper Adds Two New Air Checks; Start in April

NEW YORK, March 11.—C. E. Hooper, Inc., whose "Network Hooperatings" have become the "pennant races" of the air, will next month introduce two additional surveys that will further enable subscribers to evaluate their programs. The new ratings, issued in booklet form and titled, respectively, "Network Urban Cross-Section Hooperatings" and "U. S. Urban Cross-Section Hooperatings," are to be used as an adjunct to the base survey and not as substitute for same.

The booklet, which will deal intimately with the objectives behind the new ratings and explain them in detail, has been written by Dr. M. N. Chappell, technical consultant to the measuring firm.

Five-Way Pick-Up

NEW YORK, March 11.—*Bright Horizon* goes full network on CBS April 3, doubling number of current outlets. . . . Most major programs will make it a lengthy season, staying on until the end of June. Notable exception is Jack Benny, who will fade in May. . . . Patsy Kelly and Barry Wood will co-star on revised *Million-Dollar Band* set-up over NBC, starting April 1. . . . Georgia Gibbs, thrush on the Durante-Moore stanzas, will have backing of Paul (Basin Street) LaValle when she records for Musicraft.

Hollywood Stars, RKO show on West Coast, may go Blue Net, most likely the 3:15 p.m. slot. Larry Keating and Garry Bruckner, emcees, go from table to table interviewing stars in RKO's studio cafeteria. . . . *Ethel and Albert*, airing on WJEF, Hagerstown, Md., a couple of years and nixed for NBC by Clarence Menser, has been optioned by Blue. . . . P&G interested in sponsorship. . . . Ed Begley in *Pretty Little Parlor*, Ralph Bellamy and John Moses' legit production, opening in Boston March 26. . . . Bill Rainey, former NBC production man, now stop-watching for NAM, which is planning five programs.

Allan Fishburn, author of "Escape," will direct-produce five-a-weeker, "Coronet Story Teller," for mag thru Schwimmer & Scott Agency, Chicago. Show skedded to originate from Chi. . . . Nancy Douglas leaves cast of "Brave Tomorrow." . . . John Monks, of "Brother Rat" fame, now a marine captain, back home after participating in Bougainville battle. . . . Allen Drake in running part on "Kitty Foyle." . . . Second cut on "Arlene and Mirandy" nixed by Blue. A third try is planned, title to change. . . . Blue also auditioning five-minute "News in Rhyme," with Jack McCarthy, for local sale.

CHICAGO, March 11.—Dick Faulkner, veteran WBBM announcer, leaves Chicago April 3 to join the merchant marine. . . . Jim Blade, pianist, inked by Chicago Motor Club for a thrice-weekly 15-minute period on WMAQ, starting April 3. . . . Donald A. Marcotte, music supervisor for the NBC Central Division, has an M. A. in Jiu-jitsu.

WGN's Malone Sisters will do a bit at Fort Sheridan, Ill., March 13 for wounded soldiers recently returned from Pacific fighting zones. . . . James Shelby, radio director of McCann-Erickson, Chicago, begins marine career March 18.

Jim Jewell, WBBM-CBS producer, will take over directing duties of the Blue's *Jack Armstrong* serial Monday (13). Ted MacMurray, now producing *Armstrong*, will head Blue production on West Coast. Jewell will stay with CBS until he can work out an agreement with the WMO. . . . Patsy Montana, hillbilly singer of the National Barn Dance, now has her own show on WGN.

HOLLYWOOD, March 11.—Lou Bring getting a Vine Street welcome, glad to be back at his hide-out in the Oleson Building. . . . Marilyn Maxwell signed for another four appearances on Kraft show. Speaking for Kraft, it looks as the Bing is getting spring fever again. He's due to hit the hinterlands for a couple of weeks. Brother Bob will take over reins. . . . Fay Marlowe guesting on Erskine Johnson's *Hollywood Spotlight*. . . . Bob Haymes, 1-A. . . . Frances Scully returning to KECA for a new commentary featuring fem slant. . . . Duke Atterbury, Bob Burns scribe, getting early-season tan with his portable sun. . . . Frank Graham doubling between air shows and Disney studio, where he's directing dialog for *Wind in the Willows*.

Hal Bock, NBC Pacific press chief, out of town on biz trip. . . . Alan Ladd

won't be around for more one-shots on "Suspension." Army has called him back. . . . Don Stanley joining NBC announcing staff. Formerly held similar berth at WTMJ, Milwaukee. . . . Harry Langdon, top-flight film comic, getting new half-hour show ready for waxing. . . . "Cottonseed" Clark, producer of "Hollywood Barn Dance" built around famous Judge Roy Bean character, doing audition with Walter Brennan and Andy Devine. . . . Les Mitchell, formerly of CBS, Chicago, handling reins for "Stars Over Hollywood" for Sorenson & Sons, Inc., sponsor agency.

Jack Benny doing another film for Warners, slated to roll in July. . . . Ted Enns, sales manager of Iowa Broadcasting Company, in town. . . . Frank DeVoi, musical director for KHJ-Mutual, airing his own composition, *Saxs, Fifth Avenue* (his own spelling). . . . Spike Jones week-ending in Las Vegas, via Western Airlines. . . . Looks as the Cass Daley will be a regular on Sammy Kaye show. . . . So far no call for Arch Oboler's two stand-by scripts for the Ronald Colman show. Scribe is keeping his fingers crossed. . . . Alternate bits are on hand in case of partial or complete failure of short-wave cut-ins from South Pacific.

PHILADELPHIA, March 11.—Milton J. Kyle upped to manager of Philly office of Albert Frank-Gunther Law ad agency. . . . Paul Collins, vet local announcer who worked under name of Larry Thomas, now using own moniker on WIBG staff. . . . Bill Delany quits *Bulletin* to join H. M. Dittman ad agency. . . . Mark Gregory, WCAU announcer, doubling as dramatic actor for shows on other locals. . . . Jeff Radley, WIP-FM announcer, now regular staff announcer, with Jeff Scott taking FM chores.


Ruth Foxx, former continuity director at WAGA, Atlanta, added to program writing staff of WFIL. . . . Geuting's stores renews sponsorship of KYW's "Spelling Bee" started in 1939. . . . Roger Irwin, formerly on research staff of Ward Wheelock Agency, has joined Pedlar, Ryan & Lusk in New York for similar chores.

Robert Heckert returns his news commentaries to WIBG. . . . Joseph Green, formerly of Food Fairs, super-food-market chain, ad department, new radio director and production head of Julian G. Pollock Agency, succeeding Albert J. Caplan, who has left for navy. . . . John Scheuer, creator of *Men Who Make the News* on WFIL, balances his commentaries with a new strip show sponsored by Air-Wick, called *Women Today*, placed thru William H. Weintraub Agency, New York.


WASHINGTON, March 11.—Eleanor Howard, WOL, experimenting with a *Sew for Victory* shot. . . . Frank Russell, NBC vice-prexy, still receiving handshakes on becoming father of a nine-pound daughter. . . . Michael Wayne, announcer, has shifted from WINX to WOL. . . . Joe E. Howard, star of CBS *Gay '90s Revue*, playing to a nice house in Constitution Hall. . . . Fulton Lewis Jr., Mutual commentator, inked to write a weekly column for King Features Syndicate. Piece drops each Sunday. . . . Arch MacDonald and Russ Hodges, WOL sports announcers, will handle Washington Senators' broadcasts again this year. All day games go out over WOL; all nighters are aired by WWDC, an arrangement made necessary by previous commercial commitments on part of WOL.

NBC drew plenty of kudos from D. C. newsmen for tossing on such a show at White House Correspondents' Association dinner, and web didn't forget to slip in few commercials. David Sarnoff and Niles Trammell both were called on to take bows.

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THE APPEARANCE OF HITLER'S INTUITION
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BOX D-187, THE BILLBOARD, CINCINNATI 1, OHIO

Wide Horizons

Reviewed Sunday, 4-4:30 p.m. Style—Soap Box. Sponsor—Boots Aircraft Nut Corporation. Agency—Cecil & Presbrey. Station—WOR (New York) and MBS.

Reversing the old Buick slogan—"When worse programs are broadcast Mutual will broadcast them"—just about sums up this premiere. It's a shame, for this web was building itself an effective Sunday afternoon listening slot.

Anyone else, including many a local station, when presented with a new advertiser—especially this one, a natural for post-war business, would have thought thrice before permitting its facilities to be used for a show that sounded like it was aired sans rehearsal. Not only did Eddie Dowling, star of the show, fumble and jumble his lines, but the guests were mediocre and insipid. The biggest name on the bill, Glenn Martin, the plane maker, used most of his time for a pitch about his tax problems.

By all rules of radio, the least Mutual should have done was insist that someone be spotted on the program to spout the other side of the tax picture. But then, MBS is not a member of the National Association of Broadcasters, and so feels it can ignore fundamentals.

The sponsor, Boots, makes a self-locking nut that is a must in modern plane manufacture. And as Boots's entire output goes to the war effort, the program idea—our future after this war—was a natural. With nothing to sell the consumer, the thought of exploring what our servicemen would have to come to, was solid.

Even the first step, i.e., a serviceman to set the pace, was worth while. But when the script has the emcee, Eddie Dowling, sounding like John J. Anthony asking, "And what is your problem?" then the theme evaporates.

Likewise, the secondary theme, and what might really have been something to crow about, having the serviceman sound off about lush wages and easy times on the home front and a war worker to refute these thoughts, dissipates in a sloppy production chore.

Program was top-heavy with aircraft people. In addition to Glenn Martin, there was Casey Jones, as a separate emcee, to intro and interview Glenn Martin and his mother, as well. For a final flop touch, the guests from the entertainment world were too light. Art Hodes, lesser lick pianist, and Maria Mendoza, no-name lyric soprano, were strictly fillers.

David Mendoza, no relation, provided the music and deserved better. Thomas G. Sabin takes the rap for the production. Lou Frankel.

The Candle and the Gun

Reviewed Wednesday, 6:30-6:45 p.m. Style—Dramatic. One-shot sustaining on WABC (New York) and CBS.

Simple, effective and potent drama seeped out of the loud-speaker this early evening and, after nibbling tears out of the listener, quietly slipped up onto the chest and pulled at the heart. It was a dramatic shot of benzadrine that CBS slipped onto its network in honor of its affiliate, WHP, Harrisburg, Pa., winning an award from the Conference of Christians and Jews for the work of Dick Redmond, program manager, and Mari Yanofsky, scripter.

And since the award was presented during National Brotherhood Week, the network took this script, an original by Miss Yanofsky about brotherhood, and aired it February 23 as a timely sample of her work. It was a prime production.

The story was simple, and therein was its strength. It was about two G.I. buddies, one a Jew, the other a Catholic, on a blacked-out troop transport heading overseas. With an annotator to set the scene and do the bridges, it dealt with the Jew's annual observance of the death of his father, as his buddy watched.

The dialog, Christlike in its appeal, matched the story. The questions and comments of the Catholic, and the answers of the Hebrew pointed up the startling similarities of the two faiths. What really brought the tears, from both cast and listener, was the finish. Here the Catholic joined his buddy in prayer for the dead, the one in Latin, the other in Hebrew.

The Candle and the Gun—the "Candle," the prayer lamp used as part of the Hebrew ritual—packed many a plus

Book Review

The Curtain Rises (Random House, \$2.75), by Quentin Reynolds. A must for any news commentator who hasn't been overseas. In typical Reynolds style—full of guts and gusto—are reams of background facts about Africa, Sicily, Russia, Palestine, Iran, the United Nations' fighting men, their military leaders.

Aside from its value as something worth reading between broadcasts, The Curtain Rises will provide the personal touch that makes news commentaries 'must' listening.

"The Star and the Story"

Reviewed Sunday, 8-8:30 p.m. Style—Drama. Sponsor—Goodyear Tire & Rubber Company. Agency—Arthur Kudner, Inc. Station—WABC (New York) and CBS.

The least Goodyear could have done would have been to pick something new and bright with which to sell its institutional copy, instead of the standard and very threadbare Hollywood guest-star romp thru a tired script carved from an oldie pic. Front is Walter Pidgeon, over whom the femmes coo. Possibly his position is counted upon to be like charity and cover a multitude of sins. It doesn't, and the result is the same old thing we have heard from the film capital for what seems like ages. Opener brought Irene Dunne in her now classic screen farce, The Awful Truth, with Pidgeon explaining and co-starring.

This wacky screen script has been pared down to a fast once-over of the show's highlights and does as creditably as any boiled-down screen or stagework. Following weeks will see Claudette Colbert, Greer Garson, Joan Fontaine, Olivia De Havilland and others. It is hoped that they'll have a more closely knit script with which to work. Truth, while it was put over in essence, still could have done with slicker bridges between lapses in the continuity.

In between, the show is larded with smug plugging of Goodyear, its famous 297050 formula for synthetic rubber and its importance to America in peace and war. Even Pidgeon in his debbing spiel, makes the prostrations before his Akron sponsor. A little less of this and a little sharper script, and this show should go. If nothing else, the names on the roster are sure-fire for film fans. Frank Gill.

into its quarter hour. In addition to its emphasis on brotherhood, it effectively high-lighted, why we are in this war, when Dave, the Catholic's pal, says, "What my father came across this ocean to find . . . I'm going across to keep."

To CBS for the broadcast, to Marl Yanofsky for the script, to Dick Redmond, of WHP, for finding the authoress and giving her the opportunity, to Marx Loeb for the direction, to Bernard Hermann for the musical background and bridges, to Larry Haines as Dave, Bill Quinn as Pat, Ted Osborne as annotator, Adelaide Klein and Louis Sorin, to all of them kudos. Now if the web would make platters of the show available to all stations they'd rate a D.S.C. with oak leaf clusters. L. F.

Army, Navy Film For NBC Video

NEW YORK, March 11.—Television took another step forward last week when the army and navy agreed to release film from the fighting fronts to NBC's television station, WNBT, simultaneously with newsreel theaters.

Programs are being relayed to WBGB, Schenectady, N. Y. In addition, the films are sent to WPTZ, Philco's television outlet in Philadelphia.

NEW YORK, March 11.—Earle Ebl and Manny Manhelm, producer and writer on the Sinatra Vimms show, are slated to leave the Coast March 16. Sinatra will not leave for New York until March 19 in order to work the Hit Parade Saturday. Bert Wheeler will not be on the show when it comes east.

Program originates March 22 from CBS, New York, for seven weeks.

"New World A-Coming"

Reviewed Sunday, 3-3:30 p.m. Style—Documentary. Sustaining over WMCA (New York).

When Nathan Straus purchased WMCA some months ago he said in substance, "Radio is a challenge to my civic spirit. I don't need the money that is to be made in radio. I want to use the station as a positive instrument for good in the community." Mr. Straus meant what he said; this program—designed to create a better understanding of the Negroes' contribution to America—is evidence thereto.

Racial intolerance, like religious intolerance, is something that most of us think, but do little, about. Radio, with few exceptions like WBT, Charlotte, N. C., and the CBS program about the Detroit race riot, does little to strengthen this weak link in the chain of democracy.

As everyone knows New York has had race riots, the most recent not very long before Straus took control of WMCA. Reasoning that better conditions between Negro and white in this community would be reflected in an over-all lessening of intolerance the station tackled the Negro problem.

The objective was a series that would show the Negroes as they are, as human beings, as people, not as oddities. First move was to endow a city-wide citizens' committee on Harlem. Then the title of Roi Ottley's book was purchased. Time, talent and facilities were provided, and this program is the result.

It's a powerful and important program for several reasons. It's the first venture of its kind, it does not mince words, it's true to life and it's honest. But even more important it tells the story without inciting to riot or depressing to despair. It is a factual rendition that is played straight, sans gloss or polish, therefore will stay with the listener.

The device is familiar—a narrator, true incidents, and background music. But the production is different.

The current criteria of dramatic radio are the programs of the network writers and producers—the Corwins, Obolers and Robesons. They do shows with a fine dramatic touch that sweeps, weeps and pounds. They use realism, impressionism and every high-powered trick in the trade. They weave script, voices, situations and background music into one potent pattern.

New World A-Coming is different. It is about the Negro, yet not once is there any feeling of Uncle Tom, any innuendo of Sugar Hill, any resort to zoot suits or jive. In other words, the Negro is like the rest of us and anyone tuning this program after its start would not know many of the cast were colored.

The entire thought, in script, music, tempo and performance was reality. So it moved unevenly, even abruptly; it moved as any ordinary person would think and talk about these things. This was its strength, this was the device that permitted the telling without affecting the passions.

And some of the telling was, as might be expected, potent. Consider the story of how Mrs. W. C. Handy, wife of the composer, died because the hospital would not admit Negroes. Consider the story of the church that would not admit a Negro; it was for whites only. Consider the story of the Negro soldier who was ordered to report to a hotel and beaten by the MP's because the hotel was for whites only.

The subject matter is, as has been said, dynamite. But aside from the treatment there is another device that stresses reality. Bad is antidoted by good. Thus the first soldier scene is followed by another scene of a Negro soldier that stresses democracy in action. And the final scene is about a skilled Negro research chemist who is hired by an apprehensive employer and makes good.

As the script says, this program is no wailing wall. It uses stories you don't read in your newspaper to tell where democracy has failed and perhaps why.

Mitchell Grayson did a fine and understating job as director and producer. He kept his cast, Negroes and whites, playing people and not acting parts. He used seconds of silence to punch points, always dangerous in radio, and did it deftly.

Jon Gart was just as expert with the music. He scored Duke Ellington's piano concerto, inspired by and named for Roi Ottley's book and performed at Carnegie Hall not so long ago, and for the show. Using a dozen musicians he matched the music to the mood of the performance. Canada Lee did the narration, and fine,

Blue Does Some Chi Promoting

CHICAGO, March 11.—Promotions were handed out right and left in the executive offices of the Blue Net's Central Division headquarters here this week. Merritt R. Schoenfeld, former division sales manager, received the juiciest plum. He became No. 2 man in the organization, being appointed assistant general manager of the division. In this spot he will be the right-hand man of E. R. Borroff, v.-p. in charge.

E. K. Hartenbower, former assistant sales manager of Blue's Chicago sales staff, has been named as Schoenfeld's successor. Gilbert R. Berry, sales manager of WENR (Blue O. and O. affiliate here) and spot sales manager of the division, has been upped to Hartenbower's chores. Berry, however, will continue to supervise WENR sales and Chicago net spot sales.

In making the promotions, Borroff tossed bouquets around and said the moves reflected the growth of Blue's Central Division and the "superlative service of the men concerned."

Stagehands Almost Nix KSTP Opening

MINNEAPOLIS, March 11.—Jurisdictional union fight almost prevented KSTP from formally opening its new studios in Radio City here Wednesday evening (8) at 5 o'clock.

Several hours before opening, business agent for stagehands' union walked in and said that unless stagehands were hired a picket line would be thrown around the studio. His argument was that the station had audiences for live shows, therefore stagehands were necessary. He said further that the musicians' union was ready to back him up and would keep the 30 musicians on opening program from going thru the picket line.

IBEW, Local 1216, notified of the stagehands' move, came into picture and accused stagehands of muscling in on station which has IBEW contract. IBEW wired the international office, which affirmed its stand, and stagehands had to back down. Stanley Hubbard, station prexy, had no comment to make.

Poor Richard Club Taps Blue Prexy

PHILADELPHIA, March 11.—Mark Woods, Blue Network prexy, will be honored by the Poor Richard Club here, oldest advertising agency club in the country, with a Citation of Merit for his enterprising leadership in network broadcasting and outstanding contribution to the welfare of the American public. Award will be made at a dinner Wednesday (15) at the Bellevue-Stratford Hotel. Others who received citation in the past include Lowell Thomas, Quentin Reynolds and Edward R. Murrow.

WPIL, local Blue outlet, will publicize the citation thru advance air announcement and thru a *Hail to the Blue* schedule thruout the day of the dinner. Blue Network shows will carry special mention of the occasion, with a number of Blue shows originating here that day, including Morton Downey's program, with Dunninger originating his mental magic show in the banquet hall.

too. A prime performer, he managed to sound like anything but an actor at work. The same is true of the rest of the cast, including Jim Backus, Maurice Ellis, Sam Bonnell and Randolph Echols.

Roi Ottley's script, his first stint for radio, was unusually good. What was bad was the spot announcements before and after the program. Such fungi sap the strength of the strongest trees. L. F.

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Future Songs Made in Factories?

Production Music May Build New Buyers for Disks; ASCAP, Wired Music & Platters Cut In

Industry Set To Be Big Biz for Waxings

(Continued from page 3)

uted is still moot. Opinions vary as to which branch of the biz will come out with the biggest cut. The wired music services and record companies are collecting now. ASCAP and others are staking claims in the still open field.

Which of the four types of industrial music will prove to be most productive for the music biz and industry is a question of where you stand. Whether it will be the wired music service, where programs are especially recorded and sent in over leased wires; central sound playing studios within the plant; the decentralized studio plan, which utilizes multiple juke boxes, or the live music and entertainment type of *Lunchtime Follies* cannot yet be determined.

Record companies believe that factory workers will shell out plenty for the waxings they hear popularized over plant public-address systems. The wired music people maintain that special background-type of music will be written, arranged and recorded for factories, obviating the use of commercial records with the resultant non-exploitation of disks.

The only thing definite so far is that industrial music is here to stay. The value of music in industry is no longer a question. It has been conclusively proved to be a vital force in relieving fatigue of the worker and in building morale. Music is known to speed up production—not by hyping workers into frenzied riveting and hammering, but by leveling off the low spots in a day's work. It is known to reduce the mental and physical weariness that causes a letdown in production.

Anything within reason that will up production and keep tollers contented is of tremendous value to an employer. It took time to sell plant men the idea of music during working hours; they were afraid of coddling the clock punchers. Many originally dammed the idea as another new government brain-child.

However, when efficiency experts conducted surveys proving music's value and production chart zoomed upward, they were convinced. A recent War Production Board sampling of plant managements indicated a substantial majority in favor of the use of music in their establishments. Most orgs testified to a plan to use it post-war.

The question of whether plants will be an added outlet for tomorrow's standard music or if a special kind of music will be written for industrial use has music biz authorities sharply divided. Record companies, such as Columbia and Victor, look toward post-war industrial music as a beautiful bonanza. They base their optimistic outlook upon the belief that standard tunes will be broadcast thruout the plants from a central studio or a juke box network. Factories will also become a test tube for new music, will be a fertile ground for popularizing the tunes and orks.

Sacks Expects Increased Demand

Viewing the subject commercially, Manie Sacks, of Columbia, believes that industrial music will definitely increase the demand for records. His theory is that people will have to listen to new tunes in a factory. Instead of a song taking weeks and weeks to catch on, the process will be speeded up considerably. He feels that many folks who rarely listen to the radio or juke boxes now will develop into record collectors. The buying power of this segment of society cannot be overlooked. Sacks feels that there are tremendous disk sales potentialities not only in the use of standards and semi-classics in the plants, but in pops as well.

The Columbia exec waves aside the idea that music will be especially written

for industrial use. He says, "The workers in these plants represent the average public that has always bought records and sheet music. They will continue to buy music, but they will buy more because of their acquaintanceship with new bands and new compositions. They will want to buy the exact recording they hear over the factory public-address system."

Victor, interested in record sales, is in agreement with Columbia. The recording company feels that there will be a trend towards the use of regular records, and that special compositions will not be used. That's the basis of its present industrial music set-up. It believes its waxings can be popularized, tho played without vocals or announcements; Victor explains that most people recognize a band by its style, and a demand for a new record can be created by repetition.

According to RCA org, industrialization of music will give impetus to instrumental disk sales, and the musical taste of the average American will be upped. The playing of classic and semi-classical music in the plants will cultivate in the workers an appreciation of standard records. Victor believes that the growth of a type of music is dependent upon exposure to it.

In its Camden (N. J.) plant, Victor uses the NBC thesaurus c.t.'s, as well as its own waxings. According to a company spokesman, a test was made last week of an all-instrumental recording by Dave Rose of *Holiday for Strings*. No announcements were made, but after four airings via the plant music system, demand for the disk in the plant record shop was sensational. Here was industrial music selling disks under test.

Multiple Juke Installations

The record companies' contentions will be borne out in those plants where multiple juke boxes are utilized. They are found in those factories where diversity of operations make it not feasible to use a central music system. In such cases it has been found more than satisfactory to install juke in each production area and equip each with the type of records that (See *Jukes Have Solid Place on page 67*)

Tiny Hill Leaves Frederick's For Williamson, Borde & CBO

New Band Department at Central

CHICAGO, March 11.—Tiny Hill, after a five-year exclusive contract with Frederick Bros. here, has left that firm to sign a personal management contract with Freddie Williamson, partner of Al Borde in the Central Booking Office here.

Hill, who earned \$125 for his first engagement with Frederick Bros. and rose to as high as \$1,250 per night, rapidly climbed to the position as one of PB's top-notch attractions. Thru the efforts of Joe Kayser, band booker for the firm, Hill played such top engagements as the Edison Hotel, New York, for 15 weeks; the Lucky Strike *All-Time Hit Parade* for 13 weeks, as well as a score of major theater dates and one-night stands. He winds up at PB with a solid booking of one-nighters and theaters from February 5 to April 16.

During his recent illness (from January 2 to February 4) six of his men, including Harry Toff, trombonist; Tod Howard, sax; Lyle Todd, drummer; Dick Goffeen, trumpet; Harry Shaner, bass, and Bob Anderson, trumpet, were offered

Only Strings Untaxed in Chicago Area

CHICAGO, March 11.—The local Internal Revenue Bureau yesterday temporarily ruled that spots having music will come under the 30 per cent tax if the instruments in the band are reed, brass or drums. If the instruments are string, the place will be exempt.

To back up its interim decision, the local IRB is querying the Washington bureau for official guidance.

Woody Herman Files Charges On Billie Rogers

CHICAGO, March 11.—Action has been started by the national headquarters of the American Federation of Musicians in the proposed injunction suit filed by Woody Herman, ork leader, against Billie Rogers, his former trumpeter.

The union has issued a notice to Miss Rogers here that she must file a claim within 10 days, showing just cause for leaving the band before expiration of her contract, which runs until October, 1944. Herman's contention is that the gal received a temporary release, cause being that she needed a rest, and that she broke her contract when she organized her own unit and accepted dates in this territory.

If Miss Rogers does not file her claim within the allotted time, legal action will be instituted which may result in the disbanding of her sextet and rejoining the Herman org.

Three Pic Songs Released By MPHC

NEW YORK, March 11.—The music for three new Warner Bros. pictures have just been published by the Music Publishers' Holding Company.

Witmark has published *Some Day I'll Meet You Again*, from *Passage to Marseille*.

The entire score of *Shine On, Harvest Moon*, which includes *I Go for You*, *So Dumb But So Beautiful*, *Time Waits for No One*, and the title song were published by Remick, as well as *Marianne*, featured song in *Uncertain Glory*.

Stacey To Go On Own With Thrush Wiley

HOLLYWOOD, March 11.—Jess Stacey, pianist, leaves Benny Goodman's band when it disbands at finish of 20th Century-Fox *Sweet and Lowdown*. He will form his own unit to be handled thru GAC.

Stacey leaves here March 24 to get set in New York. Instrumentation will be six brass, five reed and four rhythm, with Stacey on piano. Five or six men from Goodman band are expected to be used. Fem vocalist will probably be Lee Wiley, Stacey's wife.

Long-term deal for GAC set by Dick Webster.

New Detroit Agency For Sepian Bands

DETROIT, March 11.—A new booking agency to handle sepia talent exclusively, with heavy emphasis on bands, is being opened here as the Anderson-Rentie Booking Agency.

Partners in the office are Stutz Anderson and Chester Rentie. Rentie, formerly associated with the Rollo S. Vest Enterprises, booking agency, has been known for years as "Mayor of Paradise Valley," Detroit's unofficial colored mayor and a leader in the race community.

Anderson has promoted colored dances, bringing in top name bands at Graystone Ballroom for 15 years, and was formerly publicity manager for the once famed McKinney's Cotton Pickers, as well as director of his own band, Stutz Anderson's Shufflers.

Frankie Lester To Try Swoon Dough

PHILADELPHIA, March 11.—Frankie Lester, warbler with Ted Lewis's band at New York's Hurricane Cafe, will be the latest to make a bid for the swoon sweepstakes, according to Jolly Joyce, his personal manager here. He will leave Lewis, with the maestro's blessings, by the end of the month and make his solo bow April 3 at the Town Barn in Buffalo.

Devoted to the swoon style of song, Lester will be jointly handled by Joyce and Lewis, who figure that the five months' sing service he put in with the band has put the lad in a position to go out on his own.

Ballroom Into New Dine-Dance Spot

SANTA MONICA, Calif., March 11.—La Monica Ballroom on Walter Newcomb's Santa Monica amusement pier is to be converted into a modern dine and dance spot and will be called Palisades. A. H. Yohe, formerly connected with Lakeside Park Ballroom, Denver, and Peony Ballroom, Omaha, will manage the spot. Opening date has been set for March 25.

Ballroom has been done over at an estimated cost of \$20,000 for the new polly of Palladium-type entertainment. Two name bands will be featured, with Woody Herman and others already penciled in for a run. In addition to the regular sessions, swing-shift dances will be featured. Spot plans two broadcasts nightly over KHJ and Don Lee-Mutual. Palisades will dance 5,000 people.

I-A-L Herman

NEW YORK, March 11.—Woody Herman drew a I-A-L draft board classification this week and has been instructed to stand by for three weeks pending further notification. In the meantime, bookings as far as three months in advance are being accepted by the ork leader, who ends an engagement at the RKO-Albee Theater, Cincinnati, next Thursday (16).

Highlights of WLB Panel Report On AFM-Recording Companies Fracas

1. AFM's members refusal to work under instructions of Prexy Petrillo was a strike.
2. WLB is not restricted to labor disputes between employer and employee (any labor fight is its business).
3. Because the AFM did "strike" that very strike was disturbing to the war effort.
4. There is actually no unemployment in the ranks of the AFM—except for "unemployables."
5. Bands and orchestras have increased in juke-time, but the opportunities for men in small musical units have decreased.
6. Musical employment follows the economic cycles.
7. Ordering the companies to contribute to the AFM "unemployment fund" is not within the rights of the WLB.
8. Contracts already in effect (Decca, etc.) that agree to pay money on a royalty basis into the fund are legal binding documents.
9. There is no "critical situation" which would justify unusual liberal interpretation of the law in re payments by a company to a union fund.
10. A special copyright law might be worked out between recording companies and union that would produce income for an unemployment fund thru "property rights."
11. The panel recommends that the men be ordered back to work under the condition that existed the day before the "strike."
12. The majority report is actually a majority of one man and parts of two others. (It was three-man panel.) Neither the labor nor the industry member of the panel agreed with the entire majority finding and each issued dissenting opinions.

Kenton in Hospital; Ork Fronted By Red Dorris

NEW YORK, March 11.—Stan Kenton is recuperating at Jackson Memorial Hospital, Miami, where he was rushed last week for an emergency appendectomy.

His ork, fronted by Red Dorris, sax and vocalist, is fulfilling commitments in and around Miami, and will continue its Southern tour of one-nighters sans Stan for a few weeks.

Dail To Horseshoe

NEW YORK, March 11.—Marcia Dail, red-headed nonpro soprano, has been inked by Billy Rose for a featured role in his new Diamond Horseshoe show which is due in three weeks. The 21-year-old thrush hails from Cincinnati.

Lott's Doubling

NEW YORK, March 11.—Frank (Slick) Lott, said to be one of Harlem's leading music crit and manager of the record department of Harvard Radio & Television Company, likes to double in brass, and expects, in the near future, to be doing it again as trumpeter of one of the country's leading bands.

Glazer to Ford

NEW YORK, March 11.—Abe Glazer went to Ford Music this week, filling the vacancy created two weeks ago by Eli Oberstein's resignation. Glazer and Sam Wigler will manage Ford, which Oberstein left after a year's association. Oberstein is devoting full time to his Classic Record Company.

Glazer had just rounded out an even seven years with Remick Music when Ford wooed him.

Accordion Union

MILWAUKEE, March 11.—The strains of a piano accordion, wafted over the banks of the Volturno River in Italy, united the Potzner brothers of Milwaukee, John and Steve, who had not seen each other for two years.

Steve, a private first class in the engineer corps, heard a Hungarian melody played on the accordion. Feeling that the musician was his brother, he searched until he located John, a private, playing a borrowed Italian accordion for his buddies in a tank combat division. The boys were together only two hours when the tanks were ordered to move.

The brothers are Joe Potzner's cousins. He's a member of Station WTMJ musical staff.

ORCHESTRA NOTES

GEORGE OLSEN inked for the Boulevard Room, Stevens Hotel, Chicago, starting March 24. . . . CARMEN CAVAL-LARO and ork playing an extended engagement at Chase Hotel, St. Louis. . . . NICK STUART at Club Continental, Hotel Jefferson, St. Louis. . . . TOMMY DORSEY inked for the Panther Room, Hotel Sherman, starting April 28. . . . DEL COURTNEY held over at the Blackhawk, Chicago, until April 7. . . . BILLY BISHOP goes into the Indiana Roof, Indianapolis, March 15; then is skedded for a run at the Claridge Hotel, Memphis, starting March 31. . . . VINCENT BRAGALE still at the Warwick, Philadelphia. . . . WOODY HERMAN skedded for a series of one-nighters, opening at the Auditorium, St. Louis, March 7; then to the Auditorium, Kansas City, Mo., March 18; Meadow Acres, Topeka, Kan., 19; Otumwa (Ia.) Ballroom, 20; Detroit, 21, and Toronto, 22. . . . STAN KENTON, leader for Bob Hope, stricken with appendicitis just prior to going on the air last Tuesday night (7) and is recovering at Jackson Memorial Hospital, Miami Beach, Fla.

ON THE STAND

Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters.

Joy Cayler

(Reviewed at Hotel Claridge, Memphis)

FRONTING an all-girl aggregation of 14, the attractive Joy Cayler plays a satisfactory trumpet, but one which does not live up to the billing "Trumpet Torrid." She does a capable job of leading the girls, and turns in an acceptable performance.

Quoting her own age as 20, Miss Cayler gives the ages of her girls as from 16 to 21. Before organizing her own band four years ago, she played a year and a half in her brother's band. She organized the present combo in Denver.

Shirley Hoffman, vocalist, is leaving the band here. She has a pleasant voice and an attractive appearance. She turned in a better-than-average *Besame Mucho*, but was not so good on faster tunes. Sidemen, who took tunes, included Jo Anne Browning, singing the five section of *Mairzy Doats*, while Herlie Olson handled the straight verses. Miss Olson also came forward for *Pistol Packin' Mama*, but added nothing new.

Balance of the band were three trumpets plus Miss Cayler's, four saxes, one trombone, piano, drums and bass. All girls double on clarinet; Jerry Salmon on the sax and baritone. Margaret Salmon divides her time between bass fiddle and bass horn. Arrangers are Waker Bayler, Indianapolis, and Jack Markt, army air corps. Library is apparently adequate, with none of the arrangements hot. While the band does not live up to billing as a "bevy of beauties," most men seem to accept them as okay. Ladies in the audience, however, had a nice time over some non-matching blouses and discussing the many ways

Copyright Out Suggested in WLB Panel Decision as AFM Is Nixed on "Unemployment Fund"

This Round Is Not Petrillo's

(Continued from page 3)
The AFM has taken great exception. It nixed the AFM "unemployment royalty" plan, but stated that Decca and the other corporations which have already signed contracts to record under terms of a mutual agreement with the musicians' union should be bound by the contracts.

No Real Unemployment

It stated that there was no real unemployment in the instrumental musical field and that the only unemployed were "unemployables."

It further pointed out that altho there were 20 cases where employers made payments direct to unions, none of these cases could be held to be like the AFM formula, and that even if any of the cases could be held to be analogous, a decision justifying and ordering payments to the union by recording companies could only be justified if the case involved a critical situation. The panel ruled that a critical situation does not and did not exist at the time of the "strike."

The report itself ran 48 pages, and the dissents ran some 15 pages. *The Billboard* has digested them in a box on this page and on pages in the Music Machine section of this issue.

Copyright Law Is an Out

The panel agreed with the recording companies and the union in the belief that the copyright law might be revised so that the artists making the record could have a "property right" in the disk. It, however, took the stand that this was a matter to be worked out aside from the jurisdiction of the case before the panel. It did state at the same time that "copyright might go far toward bringing industrial peace to the recorded music industry."

None of the three major recording companies would comment on the decision, but a Columbia exec said: "We will welcome the musicians back to work." It was also understood that Decca would not contest the assertion that its present contract with AFM was a "valid" document, nor did any of the smaller com-

panies that could be reached indicate that any contractual disputes would arise as far as the organizations which have already signed with AFM are concerned.

The next step in the dispute will be made by the National War Labor Board which, while it has upheld most of the decisions of its panels, may question this, as it was a special panel and as the matter before it was submitted on a unilateral basis.

Pressing Soon Indicated

The best indication that pressing of pop records would be taking place at both Bridgeport (Columbia) and in Camden (Victor) within the next month was seen in the fact that both plants have recently prepared for mass pressings of new waxes, that there has been a recent labor realignment in both plants and that a consistent labor recruiting campaign has been followed recently by Columbia, which has its plant in one of the critical labor shortage areas of the nation.

The release by the WPB of shellac to the record companies for the second 1944 quarter, on the basis of their production in 1941, the last big year in dishing, the same week that the WLB panel decision was made public, is not thought to have been a coincidence. It puts in the hands of the platter orgs the materials needed to make the return to recording profitable. It not only will permit them to press as many records as they did in 1941 but it will actually permit them to increase their production above that figure if they get the man power, as they have developed shellac substitutes which themselves permit the pressing of millions of records and which also permit the "stretching" of shellac.

The platter biz, with this panel decision and shellac release, is on the threshold of almost peacetime production. Unless Prexy Petrillo has another card up his sleeve, and his cohorts in local and national offices feel that he hasn't at this time, peace may fall upon disks.

There's Dough In Mr. Whiskers' Songs

NEW YORK, March 11.—The success of the two patriotic song albums made by Fred Waring for Decca has prompted the recording firm to issue a third.

This Is My Country is nearing the 35,000 mark, while *Stars and Stripes Forever*, the second album issued, has topped 25,000.

Included in the forthcoming Waring album will be his *Navy Waves in Blue*, which was used by the navy in conjunction with its recent WAVE recruiting drive.

Balaber To Marx

NEW YORK, March 11.—Hy Reiter, publicity and advertising manager of Edward B. Marx Music Corporation for about two years, entered the army last week.

He has been replaced by Joe Balaber, until recently on the publicity staff of Soundies, Inc., and formerly associated with 20th Century-Fox and Paramount.

Jordan at Trocadero

HOLLYWOOD, March 11.—Louis Jordan and His Tympany Five will appear as an act in the show opening at the Trocadero here May 9. Pact is for four weeks with options, with Jordan and his crew to appear twice nightly six days a week. Al Morgan, bass, who was one of the winners in the *Esquire* poll, is now with Jordan.

COLORED BANDS AND ORCHESTRAS

Available for immediate engagements. Union. Well organized, 8 to 14 pieces. Buyers, Promoters. WIRE, WRITE or PHONE now.

FERGUSON BROS. AGENCY, INC.

378 N. SENATE INDIANAPOLIS, IND. - PH 5-717

the girls' appearance and costumes could be improved. Uniform haldos or jaunty overseas-type caps would be one big help. Ted Johnson.

Frederick Bros. Set To Book Donegan

CHICAGO, March 11.—Bert Gervis, local booker and personal manager of Dorothy Donegan, has set the Frederick Bros. agency to handle the exclusive bookings of the septa pianist.

Miss Donegan, who is now on the West Coast, has already been booked by FB into the Orpheum Theater, Los Angeles, this month, as well as an important role in *840 Revue*, opening at the Belasco Theater in the same city April 3.

Beacon Waxes Five Red Caps

NEW YORK, March 11.—The Five Red Caps have waxed *Just for You*, by Joe Davis, owner of Beacon Records, and William Campbell's *I'm Going To Live My Life Alone*. Naturally, B. R. is releasing them.

Deryck Sampson, piano soloist, has made recordings of his *Boogie Express* and Emporia Lefty Scott's *Erin-Go-Boogie* for B. R. release soon.

Ben Bloom To AMC

NEW YORK, March 11.—Ben Bloom, for 21 years associated with Irving Berlin, Inc., as contact man for advertising agencies and in charge of mechanical reproduction and transcriptions, is now associated with Advance Music Corporation as general professional manager.

"Dream" Is Chappell's

NEW YORK, March 11.—Chappell & Company are publishing the score of *Dream With Music*, new legit musical, which opens in Boston April 10. The music is by Buck Warnick, with lyrics by Edward Egar.

Now Appearing at the
"PREVIEW CLUB"
Chicago, Ill.



RED NORVO
AND HIS SENSATIONAL SEXTETTE

AVAILABLE
APRIL 11, 1944

JOE GLASER

RCA Building, Radio City, New York.
Phone Circle 7-0862

An Engine & Swing

ATLANTIC CITY, March 11.—American swing may give birth to controversies between musicians, but it meant the probable difference between life and death to Lieut. John J. Lavin during a recent air raid over Italy. Returned to the army air force redistribution station here for a new assignment, Lieutenant Lavin said that while the crew of his Mitchell Medium Bomber had heard of coming in "on a wing and a prayer," they did it differently, coming in on one engine and a swing song.

"We were coming back from a bombing raid in Italy," said Lieutenant Lavin, who is a navigator and a vet of 50 combat missions, wearing the Air Medal with eight Oak-Leaf Clusters, "when one of our two engines was knocked out 300 miles behind enemy lines. We were losing altitude and things looked pretty hopeless. Then somebody got an inspiration and tuned in an English radio station. And what do you think they were playing? Good old American swing. That music put new heart in everybody. Funny what a little music can do when the going's rough."

FLY STILL BUZZIN'

(Continued from page 3)

scribed the "honest and competent staff" which the investigating committee had built up originally. Apparently this referred to Rep. E. E. Cox, one-time chairman, who was ousted from the spot because of criticism of the committee's conduct, and Eugene L. Garey, who was ousted last week by Chairman Clarence Lea.

1,600 Pages of Public Record

Rep. Magnuson challenged many of Miller and Cox's charges, and appealed for a fair hearing. He declared: "We have spent 13 months on one side of the case. There is a public record of 1,600 pages, all of it on one side of the question, that any member of the House or the public may have."

"It seems to me that before any member of this committee stands on the floor of the House or issues long statements to the press he should realize he owes a duty to the House of Representatives to reserve judgment until all sides of the case are heard."

Magnuson wasn't at all times so gentle, however. Later in the discussion, he declared: "There is a lot of innuendo that somebody said this or that about and to Mr. Noble and Mr. Flamin. The gentleman from Missouri (Miller) says that Mr. Noble has now become a power in the radio industry. Maybe the gentleman's objections to Mr. Noble becoming a power in the radio industry goes back to the time in 1940 when he resigned to campaign for Mr. Willkie. That is about as far-fetched as some of the statements that have been made in these speeches."

While the battle continued on the floor of the House, Chairman Fly was repeating over and over that there were no unlicensed transmitters in Hawaii before Pearl Harbor and that the Radio Intelligence Division of FCC had co-operated with other government agencies to run down reports of any such transmitters.

What Did Hooper Do?

"Admiral Hooper was supposed to have come to me with a proposal for stopping these broadcasts and I was supposed to have scotched it," Chairman Fly said during his testimony.

"And then when the army and navy had nearly arranged with the stations for stopping them voluntarily, I stepped in and stymied the plan with the speech. That's the charge. There's not a whit of evidence to support it. None of the witnesses questioned even knew anything about the matter. I don't know anything about it. There's just nothing to it."

But despite the fact that Fly had

finally arrived at the witness stand, there was nothing to show that his opponents were listening to him. On the contrary, they were making as much off-stage noise as possible . . . enough to drown out his words.

'YANKEE DOODLER' ACES

(Continued from page 3)

tours, *Yankee Doodlers* was born and rehearsed in the States, but not before every GI in the company was taught the fundamentals of modern warfare. Any performer can doff the grease paint and assemble a machine gun, which might be necessary when they begin to tour combat zones.

Emcee of the show is Pvt. Danny Schwartz, known to show biz in New York as Danny Shaw. Another private, Ted Arkin, a 20-year-old vet, appeared on Broadway in *Meet the People* and *Anything Goes*, and with Crosby and Hope in *Road to Singapore*.

Music for the production is supplied by a variety of GIs, including Pvs. Sam Carr, of New York, and Larry Tobler, of the West Coast, who do a double banjo act; a quintet composed of Corp. Mario Fiorello, Pvs. Abrasha Robovsky, Charles Kingsley, Jackson Horn and Arthur Angel. Angel won the \$5,000 Atwater Kent radio audition contest in 1932.

Feet Okay

The Astaire angle is supplied by Pvt. Al Parker, of New York, who was born in London and has been naturalized as a soldier in the U. S. Army. Parker studied with Fokine and danced with the Joos Ballet.

Tap dancers who vie with Parker's routine in the show are Pvt. Gerard Ream, formerly a member of the team of Carol and Gerard, and Pvt. Tommy Knox, formerly half of Frances and Tommy Knox. Pvt. Louis Pintacura, of Chicago, and Danny Shaw complete the tap-dancing quartet.

Lester Oman and His Little People was the name by which Pvt. Stan Oman's puppet act, which is also featured in *Yankee Doodlers*, was known to Midwest audiences. Ray-Mon, who has a magic spot in the show, is known to the boys in the barracks as Pvt. Ray Corbin.

Pvt. Sam Chandler, of Lebanon, Pa., gave a typical GI reaction to the show when he said: "I always thought you needed girls in a show to make soldiers enjoy it. Those GI's in the show made up as girls had me fooled all right. It's a great show."

4-A'S FIGHTS IRB

(Continued from page 3)

on thousands of performers who formerly escaped income taxation but were brought into the fold thru withholding tax. Until this can be decided, Mr. Whiskers has given actors a temporary exemption from the 20 per salary bite, but cautioned all operators to keep wage records in the event that there would be a later claim.

POST-WAR AIR \$

(Continued from page 5)

the war plants that will be turning out new products and consumer goods.

All this, of course, is typical of the sort of warm-up thinking that usually precedes down-to-earth action. It was along about here that someone said, "Yeah, after the war everyone is either going into the other fellow's business, or else they're going into plastics."

Media Cat Fight Expected

Actually everyone expects a post-war cat fight between the various advertising media as newspapers and magazines will have their paper, ink and zinc restrictions removed. Likewise, there is a certain amount of fatalism with regards to sponsor fatality.

Many a program is shelling out for time and talent without regard to sales. With the recession, a certain amount of this business will start retrenching, getting back on a normal sales vs. advertising basis.

Another casualty will be the war industry-sponsored institutional program. With peace will come a cessation of government financing and many a war baby will wither back to normal, shedding its radio show en route.

Some of this business, particularly on the networks, will be replaced by pre-war clients many of whom are now prepared, even unto complete advertising skeds, to return to action. But there is no doubt that network commercial time will be curtailed, for a time.

One type of program that figures to

Death Sings Gently

PHILADELPHIA, March 11.—

When the flash of Lepke's electrocution at Sing Sing was given over the radio here, KYW broke into the middle of a musical number tagged, *Break It To Me Gently*. And at the same time, the news flash cut into a platter spinning at WIP, titled, *Sing, Sing, Sing*.

suffer severely, on network as well as local time, is the newscast. With the cessation of hostilities the news show will lose most of its reason for being. And in their wake will come a veritable plague of per inquiry offers, aimed mainly at the local outlets.

War Firms Liabilities

With all this in mind, everyone is trying to operate with a weather eye on the type of client being accepted. War firms are regarded as liabilities unless their produce has a definite post-war consumer appeal. Thus, while everyone cocks a jaundiced eye at the airplane and mechanical equipment makers, the trade figures Mutual's war-product-client, Boets Nuts, as a good prospect, as its product is applicable to many peacetime production needs.

One network is laying its lines for package-goods accounts and trade-mark items. It figures these are bound to have post-war appeal and advertising needs.

Another organization has its sales crew calling on all pre-war clients who were forced to curtail activities and advertising by material restrictions. The salesmen are strictly nursing these contacts until they are ready and able to return to radio.

One outfit, keeping its business balanced with an eye to the end of the war, has classified its customers as "good," "fair" and "bad." In the first lot, because they're necessities, are foods, soaps, smokes and medicines. In the second cubby hole, because they may be affected by a recession or technological changes, are autos, gasoline and oil makers, and sundry auto accessories such as tires. In the third department are any and all luxuries and war-inspired products. The latter may move out of the nix class but as bridge advertisers they're still in the latter class.

New Names Post-War G.I's

Possibly the most thoro and easily the most progressive is another network's plan, currently being put into operation. This web has always been program-conscious. Figuring that a flock of useful talent, performer, producer and writer, will come out of the armed forces, they are training station program men to be prepared to utilize these talents. They feel the future names of radio will come from these demobilized soldiers and sailors.

Properly handled, this supply of ability can give local radio, and eventually the network, a strong shot in the arm with listeners and advertisers. So, as affiliates will have more local time available, the idea is to fill this gap with new people, provided, of course, that they have the required ability.

Additionally, the program execs are being indoctrinated with sales savvy, the angle being that the salvation of each station, during any business slump, will lie in its sales-making potency. With a program man that is aware of sales requirements, the new shows, built around the new talent, figure to be salable. Likewise, the web is pushing the idea of letting the time salesman and the program exec benefit from any show that is sold. It's the tried and true theory of building revenue by permitting the revenue-maker to share in the take.

These are by no means all of the thoughts that are around nor the plans that are in the works, but they are indicative of the figuring of an important segment of the trade.

To capitulate, this coterie of long-range planners agree that the industry faces a situation that:

Is loaded with dynamite,
Can be avoided by comprehensive planning;

Calls for dynamic thinking as compared to passive, or defensive reasoning.

That, basically, radio is in a sound position, as, thanks to the wartime restrictions on new equipment, there has been little expansion. Thus, almost everyone should be able to weather any eventuality.

Another Hit

by

AL DEXTER

and his TROOPERS



**TOO LATE TO WORRY
- TOO BLUE TO CRY**

Published by AMERICAN MUSIC Inc. 9153 Sunset Blvd., Hollywood, Cal.

SO LONG PAL

Published by EDW. H. MORRIS MUSIC CO.
1619 Broadway, New York

OKEH RECORD
No. 6718
COLUMBIA RECORDING CORP.

PERSONAL THANKS TO MILLIONS

Mr. Dealer
Mr. Distributor
Mr. Coin Machine Operator

I wish to thank you from the bottom of my heart for your co-operation in making my recording of PISTOL PACKIN' MAMA and ROSALITA such an outstanding success.

May I also suggest that you stock up for another hit with TOO LATE TO WORRY-- TOO BLUE TO CRY backed by SO LONG PAL. They're both terrific.....and I do mean TERRIFIC.

Sincerely,
Al Dexter

General AMUSEMENT CORPORATION
THOMAS G. ROCKWELL, President
NEW YORK · CHICAGO · HOLLYWOOD · CINCINNATI · LONDON

OL' MAN RIVER, SMOKE GETS IN YOUR EYES, WHO, MAKE BELIEVE, DEARLY BELOVED, KALUA, LOOK FOR THE SILVER LINING, THE NIGHT WAS MADE FOR LOVE, THEY DIDN'T BELIEVE ME, TILL THE CLOUDS ROLL BY, THE SONG IS YOU

DIDN'T YOU BELIEVE, HAVE A HEART, DON'T EVER LEAVE ME, I'VE TOLD EVERY LITTLE STAR, WHY WAS I BORN, THE SIREN'S SONG

GOOD MORNIN' DEARIE, LEAVE IT TO JANE, STEPPING STONES, THE SIREN, HITCHY KOO, LOVE O'MIKE, THE GIRL FROM MONTMARTRE

SHOWBOAT * SWEET ADELIN * ROBERTA * SALLY * CAT AND THE FIDDLE * SITTING PRETTY * THE GIRL FROM UTAH * MISS SPRING TIME * BUNCH AND JUDY * YOU WERE NEVER LOVELIER * VERY GOOD EDDIE * HAVE A HEART * RAGEDDY ANN

SUNNY * NIGHT BOAT * OH LADY LADY * OH BOY * MUSIC IN THE AIR * HEAD OVER HEELS * BILL, LOVELY TO LOOK AT, THE LAST TIME I SAW PARIS, WHY DO I LOVE YOU, SHE DIDN'T SAY YES

From Columbia's forthcoming
Technicolor Production

Cover Girl

(Starring RITA HAYWORTH and GENE KELLY)

these glorious melodies by

JEROME KERN

"LONG AGO"

(And Far Away)

"SURE THING"

"MAKE WAY FOR TOMORROW"

"PUT ME TO THE TEST"

"COVER GIRL"

Lyrics by **IRA GERSHWIN**

Published by **CRAWFORD MUSIC CO.**

NEW YORK • DETROIT • CHICAGO • LOS ANGELES



PART 1—The Billboard Music Popularity Chart Week Ending March 9, 1944

SONGS WITH MOST RADIO PLUGS

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

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

TITLE	PUBLISHER
A Lovely Way To Spend an Evening (F)	Crawford
And Suddenly It's Spring (F)	Famous
Besame Mucho	Peer International
By the River of the Roses	Shapiro-Bernstein
Don't Sweetheart Me	Advance
Goodnight, Wherever You Are	Shapiro-Bernstein
Holiday for Strings	Bregman-Vocco-Conn
I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
I Love You (M)	Chappell
I'll Be Around	Morris
I'll Get By (F)	Berlin
Is My Baby Blue Tonight?	Broadway
It's Love, Love, Love	Santly-Joy
Journey to a Star (F)	Triangle
Long Ago and Far Away	Crawford
Mairzy Doats and Dozy Doats	Miller
Music Stopped (F)	Robbins
My Favorite Song	Southern
My Heart Tells Me (F)	Bregman-Vocco-Conn
My Ideal	Paramount
No Love, No Nothin' (F)	Triangle
Now I Know (F)	Harms
Poinciana	Marks
San Fernando Valley	Morris
Shoo-Shoo Baby (F)	Leeds
So Goodnight (F)	BMI
Some Day I'll Meet You Again (F)	Witmark
Speak Low (M)	Chappell
Take It Easy (F)	Santly-Joy
When They Ask About You	Berlin
You're the Dream, I'm the Dreamer	ABC

Lucky Strike HIT PARADE

CBS, Saturday, March 11, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Mairzy Doats	Miller
2. Besame Mucho	Peer International
3. No Love, No Nothin'	Triangle
4. My Heart Tells Me	Bregman-Vocco-Conn
5. I Couldn't Sleep a Wink Last Night (F)	Crawford
6. Shoo-Shoo Baby	Leeds
7. I Love You (M)	Chappell
8. When They Talk About You	Berlin
9. It's Love, Love, Love	Santly-Joy

And the Following Extras:
Putting on the Ritz
Dark Eyes
The Hut Sut Song
You

ALL-TIME HIT PARADE

NBC, Friday, March 10, 8:30-9 p.m.

TITLE	PUBLISHER
Jericho	Harms
I've Heard That Song Before	Mayfair
In the Good Old Summertime	Public Domain
One Dozen Roses	Shapiro-Bernstein
I Know That You Know	Harms
Besame Mucho	Peer International
Fine and Dandy	Harms
Embraceable You	Harms
Get Happy	Harms
That Old Black Magic	Famous
Is It True What They Say About Dixie?	Marks
There Is a Tavern in the Town	Shapiro-Bernstein

BEST SELLING SHEET MUSIC

This compilation is based upon weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See Part 3 for sources.)

NATIONAL

POSITION	Last Wk.	This Wk.	Title	Publisher
2	1	1	Besame Mucho	Peer International
1	2	2	Mairzy Doats	Miller
3	3	3	Shoo-Shoo Baby	Leeds
6	4	4	I Couldn't Sleep a Wink Last Night	Harms
5	5	5	When They Ask About You	Berlin
4	6	6	No Love, No Nothin'	Triangle
7	7	7	My Heart Tells Me	Bregman-Vocco-Conn
11	8	8	Poinciana	Marks
8	9	9	A Lovely Way To Spend an Evening	Crawford
—	10	10	I Love You	Chappell
9	11	11	My Ideal	Paramount
12	12	12	Don't Sweetheart Me	Advance
—	13	13	I Wish I Could Hide Inside This Letter	Shapiro-Bernstein
10	14	14	Oh, What a Beautiful Morning	Crawford
—	15	15	Take It Easy	Santly-Joy

SECTIONAL

EAST COAST			SOUTH			
POSITION	Last Wk.	This Wk.	POSITION	Last Wk.	This Wk.	
1	1	1	1	1	1	Mairzy Doats
2	2	2	4	2	2	Besame Mucho
5	3	3	2	3	3	Shoo-Shoo Baby
12	4	4	5	4	4	I Couldn't Sleep a Wink Last Night
6	5	5	11	5	5	My Ideal
4	6	6	7	6	6	Oh, What a Beautiful Morning
8	7	7	3	7	7	My Heart Tells Me
14	8	8	10	8	8	I'll Be Around
3	9	9	—	9	9	I Wish I Could Hide Inside This Letter
11	10	10	8	10	10	When They Ask About You
—	11	11	12	11	11	Poinciana
—	12	12	6	12	12	No Love, No Nothin'
—	13	13	—	13	13	G I Jive
—	14	14	—	14	14	The Music Stopped
9	15	15	—	15	15	I Love You

MIDWEST

POSITION	Last Wk.	This Wk.	Title	Publisher
1	1	1	Mairzy Doats	Miller
4	2	2	Besame Mucho	Peer International
2	3	3	My Heart Tells Me	Bregman-Vocco-Conn
5	4	4	I Couldn't Sleep a Wink Last Night	Crawford
6	5	5	When They Ask About You	Berlin
3	6	6	Shoo-Shoo Baby	Leeds
7	7	7	No Love, No Nothin'	Triangle
—	8	8	Don't Sweetheart Me	Advance
8	9	9	My Ideal	Paramount
10	10	10	My Shining Hour	—
12	11	11	I Wish I Could Hide Inside This Letter	Shapiro-Bernstein
—	12	12	Easter Sunday With You	—
9	13	13	Star Eyes	—
—	14	14	Poinciana	Marks
11	15	15	Oh, What a Beautiful Morning	Crawford

WEST COAST

POSITION	Last Wk.	This Wk.	Title	Publisher
2	1	1	Besame Mucho	Peer International
1	2	2	Mairzy Doats	Miller
8	3	3	Shoo-Shoo Baby	Leeds
4	4	4	I Couldn't Sleep a Wink Last Night	Crawford
6	5	5	No Love, No Nothin'	Triangle
3	6	6	Poinciana	Marks
12	7	7	Holiday for Strings	Bregman-Vocco-Conn
5	8	8	Oh, What a Beautiful Morning	Crawford
7	9	9	A Lovely Way To Spend an Evening	Crawford
11	10	10	When They Ask About You	Berlin
13	11	11	Don't Sweetheart Me	Advance
15	12	12	Take It Easy	Santly-Joy
—	13	13	Goodnight Soldier	—
—	14	14	I Love You	Chappell
—	15	15	I'll Be Around	—

"HARLEM" HIT PARADE

Following list of most popular records in Harlem is based on sales reports from the leading race music stores. (See Part 3 for sources.)

POSITION	Last Wk.	This Wk.	Title	Label
3	1	1	Do Nothin' Till You Hear From Me	Duke Ellington Victor 20-1547
5	2	2	Cow Cow Boogie	Ink Spots-Ella Fitzgerald Decca 18587
4	3	3	Main Stem	Duke Ellington Victor 20-1556
2	4	4	Hurry, Hurry!	Benny Carter Capitol 144
6	5	5	I Learned a Lesson I'll Never Forget	Five Red Caps Beacon 7120
1	6	6	Solo Flight	Benny Goodman Columbia 36684
9	7	7	When My Man Comes Home	Buddy Johnson Decca 8655
—	8	8	Shoo-Shoo Baby	Ella Mac Morse Capitol 143
—	9	9	Don't Believe Everything You Dream	Ink Spots Decca 18583
—	10	10	When They Ask About You	Jimmy Dorsey Decca 18582



THE HITS THAT WIN THE MONEY... FOR COIN MACHINE OPERATORS

Victor and Bluebird Hits!

- I Love You Perry Como (20-1569)
- Behind Those Swinging Doors Spike Jones (30-0821)
- Long Time No See, Baby . . . Glenn Miller (20-1563)
- It's Love-Love-Love King Sisters (30-0822)
- Main Stem Duke Ellington (20-1556)
- Now I Know Dinah Shore (20-1562)
- Dancing in the Dark Artie Shaw (20-1554)
- The Night We Called it a Day Tommy Dorsey (20-1553)
- All for Love Vaughn Monroe (20-1555)
- Ramblin' Cowboy Carson Robison (33-0509)

TUNE IN! . . . RCA's great new radio show, every Saturday, 7:30 to 8 p.m., EWT, over the Blue Network

THE TUNES THAT NAB THE NICKELS ARE ON VICTOR AND BLUEBIRD RECORDS!

BUY WAR BONDS EVERY PAYDAY



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. (See sources in Part 3.)

NATIONAL

POSITION	Last Wk.	This Wk.	Artist	Label	Catalog
1	1	1	Besame Mucho Jimmy Dorsey	Decca	18574
2	2	2	Mairzy Doats The Merry Macs	Decca	18588
4	3	3	My Heart Tells Me Glen Gray	Decca	18567
5	4	4	Holiday for Strings David Rose	Victor	27853
3	5	5	Shoo-Shoo Baby Andrews Sisters	Decca	18572
—	6	6	I Couldn't Sleep a Wink Last Night Frank Sinatra	Columbia	36687
—	7	7	Mairzy Doats Al Trace	Hit	8079
8	8	8	Speak Low Guy Lombardo	Decca	18573
7	9	9	Star Eyes Jimmy Dorsey	Decca	18571
6	10	10	Shoo-Shoo Baby Ella Mae Morse	Capitol	143

SECTIONAL

EAST

POSITION	Last Wk.	This Wk.	Artist
1	1	1	Besame Mucho (Jimmy Dorsey)
4	2	2	Holiday for Strings (David Rose)
3	3	3	Mairzy Doats (Al Trace)
5	4	4	My Heart Tells Me (Glen Gray)
2	5	5	Mairzy Doats (Merry Macs)
7	6	6	Shoo-Shoo Baby (Andrews Sisters)
—	7	7	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
10	8	8	My Ideal (Jimmy Dorsey)
8	9	9	Star Eyes (Jimmy Dorsey)
—	10	10	Speak Low (Guy Lombardo)

SOUTH

POSITION	Last Wk.	This Wk.	Artist
4	1	1	Mairzy Doats (Merry Macs)
2	2	2	Besame Mucho (Jimmy Dorsey)
1	3	3	Shoo-Shoo Baby (Andrews Sisters)
—	4	4	Do Nothin' Till You Hear From Me (Woody Herman)
—	5	5	Take It Easy (Guy Lombardo)
3	6	6	My Heart Tells Me (Glen Gray)
—	7	7	When They Ask About You (Jimmy Dorsey)
5	8	8	No Love, No Nothin' (Johnny Long)
—	9	9	A Lovely Way To Spend an Evening (Frank Sinatra)
—	10	10	Ration Blues (Louis Jordan)

MIDWEST

POSITION	Last Wk.	This Wk.	Artist
2	1	1	Besame Mucho (Jimmy Dorsey)
1	2	2	Mairzy Doats (Merry Macs)
3	3	3	Holiday for Strings (David Rose)
4	4	4	Shoo-Shoo Baby (Andrews Sisters)
6	5	5	My Heart Tells Me (Glen Gray)
—	6	6	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
—	7	7	Poinciana (David Rose)
5	8	8	Speak Low (Guy Lombardo)
—	9	9	Star Eyes (Jimmy Dorsey)
—	10	10	Mairzy Doats (Lawrence Welk)

WEST COAST

POSITION	Last Wk.	This Wk.	Artist
1	1	1	Besame Mucho (Jimmy Dorsey)
3	2	2	My Heart Tells Me (Glen Gray)
8	3	3	I Couldn't Sleep a Wink Last Night (Frank Sinatra)
2	4	4	Poinciana (Benny Carter)
—	5	5	Speak Low (Guy Lombardo)
—	6	6	Do Nothin' Till You Hear From Me (Duke Ellington)
—	7	7	Do Nothin' Till You Hear From Me (Stan Kenton)
10	8	8	No Love, No Nothin' (Ella Mae Morse)
6	9	9	Shoo-Shoo Baby (Andrews Sisters)
—	10	10	Shoo-Shoo Baby (Ella Mae Morse)

MOST PLAYED JUKE BOX FOLK RECORDS

(Hillbilly, Race, Cowboy Songs, Spirituals)

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

POSITION	Last Wk.	This Wk.	Artist	Label	Catalog
4	1	1	They Took the Stars Out of Heaven Floyd Tillman	Decca	6090
—	2	2	When My Sugar Walks Down the Street Ella Fitzgerald	Decca	18587
1	3	3	Pistol Packin' Mama Bing Crosby-Andrews Sisters	Decca	23277
—	3	3	Pistol Packin' Mama Al Dexter	Okeh	6708
1	3	3	Rosalita Al Dexter	Okeh	6708
2	3	3	Ration Blues Louis Jordan	Decca	8654
4	3	3	I'm Thinking Tonight of My Blue Eyes Gene Autry	Okeh	6648
—	3	3	Hurry, Hurry! Benny Carter	Capitol	144

Music Popularity Chart Week Ending March 9, 1944

MOST PLAYED JUKE BOX RECORDS Going Strong

Reports received from The Billboard representatives and based on information given by leading juke box operators last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide. Figures in parentheses indicate number of weeks record has been Going Strong.

1. MAIRZY DOATS.....The Merry Macs.....Decca 18588
(4th Week)
2. BESAME MUCHO.....Jimmy Dorsey (Bob Eberly and Kitty Kallen)
(8th Week).....Decca 18574
3. SHOO-SHOO BABY....Andrews Sisters (Vic Schoen Ork)..Decca 18572
(11th Week)
4. MY HEART TELLS ME..Glen Gray (Eugenie Baird).....Decca 18567
(13th Week)
5. I COULDN'T SLEEP A
WINK LAST NIGHT....Frank Sinatra.....Columbia 36687
(4th Week)
6. NO LOVE, NO NOTHIN'. Johnny Long (Patti Dugan).....Decca 4427
(6th Week)
7. SHOO-SHOO BABY....Ella Mae Morse (Dick Walters Ork)..Capitol 143
(11th Week)
8. POINCIANA.....Bing Crosby (John Scott Trotter Ork).Decca 18586
(3d Week)
9. NO LOVE, NO NOTHIN'. Ella Mae Morse (Dick Walters Ork).Capitol 143
(6th Week)
10. DO NOTHIN' TILL YOU
HEAR FROM ME.....Woody Herman.....Decca 18587
(5th Week)
11. POINCIANA.....David Rose.....Victor 20-1544
(1st Week)
12. MAIRZY DOATS.....Al Trace.....Hit 8079
(4th Week)
13. MY IDEAL.....Jimmy Dorsey (Bob Eberly).....Decca 18574
(9th Week)
14. HOLIDAY FOR STRINGS.David Rose.....Victor 27853
(1st Week)
15. SPEAK LOW.....Guy Lombardo (Billy Leach).....Decca 18573
(3d Week)
16. PAPER DOLL.....Mills Bros.....Decca 18318
(28th Week)
17. CHERRY.....Harry James.....Columbia 36683
(7th Week)
18. COW-COW BOOGIE...Ink Spots-Ella Fitzgerald.....Decca 18587
(1st Week)

Coming Up

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

1. DON'T BELIEVE EVERY-
THING YOU DREAM...Ink Spots.....Decca 18583
2. IT'S LOVE, LOVE, LOVE.Guy Lombardo (Skip Nelson and Lombardo
Trio).....Decca 18589
3. TAKE IT EASY.....Guy Lombardo (Lombardo Trio)...Decca 18573
4. WHEN THEY ASK
ABOUT YOU.....Jimmy Dorsey (Kitty Kallen).....Decca 18582

Territorial Favorites

- I'LL GET BY.....Harry-James.....Columbia 36285
(St. Louis)
- DOWN IN THE VALLEY....Andrews Sisters (Vic Schoen Ork)..Decca 18572
(Milwaukee)
- DON'T SWEETHEART ME...Lawrence Welk (Wayne Marsh) Decca 4434
(Memphis)
- A JOURNEY TO A STAR....Judy Garland (Georgie Stoll Ork)..Decca 18584
(Toronto)

DECCA RECORDS



Poinciana

SUNG BY

BING CROSBY

ACCOMPANIED BY

JOHN SCOTT TROTTER AND HIS ORCHESTRA

18586 POINCIANA (Song of the Tree)

50¢* SAN FERNANDO VALLEY



4433 POINCIANA (Song of the Tree)

35¢* MISSISSIPPI DREAM BOAT

From MGM's Feature, "SWING FEVER"

by **JERRY WALD**

AND HIS ORCHESTRA

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I'LL BE AROUND

PUBLISHER: Regent-Morris
RECORDS: Decca 10005; Hit 7073; Okeh 6717
E. T.'s: Thesaurus; Lang-Worth

BESAME MUCHO

PUBLISHER: Peer
RECORDS: Decca 18574; Decca 4432; Hit 7072;
Capitol 149; Musicraft 15017
E. T.'s: World; Standard; Associated; Lang-Worth

SO GOODNIGHT

PUBLISHER: BMI
RECORDS: Hit 7072
E. T.'s: Standard; Lang-Worth

POINCIANA

PUBLISHER: Marks
RECORDS: Decca 4433; Decca 18586; Hit 7076;
Victor 27-888; Victor 20-1544; Capitol 144
E. T.'s: World; Standard; Associated; Lang-Worth

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HILDEGARDE

DECCA RECORDING ARTIST

CURRENT RELEASES

"I'll Be Seeing You"

Decca
No. 23291

"Either Too Young or Too Old"

"Leave Us Face It"

Decca
No. 23297

"Suddenly It's Spring"

Personal Management:
ANNA SOSENKO

Exclusive Representative:
JACK BERTELL
MUSIC CORP. OF AMERICA



PART 3—The Billboard

RECORD POSSIBILITIES

These records and songs show indications of becoming future nationwide hits in juke boxes and over record retail counters. 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.

EASTER SUNDAY WITH YOU. Kenny Baker Decca 18591-B

As Lent progresses this will receive bigger and better air plugs, and while it will never hit the top of "Easter Parade" it will be THE spring number without a doubt. Kenny Baker, it's T-A Baker now, does a good Baker job with the lyrics, and the backing under Harry Sosnik's hands makes K. B. sound even better than he is. It'll sell in jukeboxes and across the counter. No. 2 side of the disk, "Marianne" from the pic "Uncertain Glory," may also run into the money and become the No. 1 side after Easter has had its run.

POINCIANA Enric Madriguera Hit 7076

Crosby's record of this is on the way up to the top on the jukeboxes, and Dave Rose's isn't far away. However, this version by Madriguera is different from both and will pull the nickels and record sales from the south-of-the-border fans. In the class spots that want juke stuff as backgrounds this will be aces. In others it'll be a change in pace.

SAN FERNANDO VALLEY . . . Johnny Mercer and The Barries . . . Capitol 198-A

There's no question but "San Fernando Valley" will be up at the top of the nickel pullers and that it'll make The Hit Parade and the top of the radio compilation. Johnny Mercer does it in a typical Mercer fashion and The Barries make "S. F. V." worth several repeats. Like all the records of the newer companies this sounds better than earlier platters and it should play and pay out.

POPULAR RECORD RELEASES

(From March 9 thru March 16)

- Frankie Carle and His Girl Friends Album . . . Frankie Carle . . Columbia 97
- Charmaine Columbia 36690
- Diane Columbia 36690
- Ida Columbia 36689
- Josephine Columbia 36692
- Liza Columbia 36689
- Louise Columbia 36692
- Margie Columbia 36691
- Rose Marie Columbia 36691
- Goodnight, Wherever You Are . . . Blue Barron Ork Hit 7081
- Home in San Antone Sons of the Pioneers . . Decca 6096
- I Hang My Head and Cry Sons of the Pioneers . . Decca 6096
- Now I Know Fred Waring (Donna Dae with Glee Club) Decca 18592
- Ride, On, Ride On Andy Kirk (June Richmond) Decca 4436
- Suddenly It's Spring Blue Barron Ork Hit 7081
- Tess's Torch Song Fred Waring (Donna Dae with the Torch Bearers) . Decca 18592
- Unlucky Blues Andy Kirk (June Richmond) Decca 4436

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's. Birmingham: Norlen's Radio Shop; Louis Pizitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Butte, Mont.: Drebelbis Music Co. Chicago: Goldblatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Sears-Roebuck & Co.; Wurlitzer's. Cincinnati: Song Shop; Steinberg's, Inc.; Willis Music Co.; Wurlitzer's. Denver: Century Music Shop; The May Company; Record Shop; Charles E. Wells Music Co. Des Moines: Davidson Record Co.; Des Moines Music House. Fort Worth, Tex.: Kemble Bros. Furniture Co. Hollywood: Music Shop; Music City; Hollywood House of Music. Jacksonville, Fla.: Butler's Record Shop. Los Angeles: The May Company. Louisville: Stewart Dry Goods Co. Miami: Richard's Store Co. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. New Orleans: Louis Grunewald Co., Inc. New York City: Center Music Store; Liberty Music Shop; Gaiety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Strauss, Inc.; Broadway Music; Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thlem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Washington, D. C.: E. P. Droop & Sons Co.; George's Radio Co. Westwood, Calif.: Music Shop.

Music Popularity Chart Week Ending March 9, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

ELLA MAE MORSE (Capitol)

"Milkman, Keep Those Bottles Quiet"—FT; V. "Tess's Torch Song"—FT; V.

That barrelhouse lilt applied to a string of lyrics by Ella Mae Morse serves in good stead for both of these bits. The pattern is cut expertly to suit her tailoring and the cow-cow chantress makes the most of the assignment. Particularly so when she is laying it on for the "Tess's Torch Song" lament. Her voice literally rocks with the righteous rhythms set forth by the song, which is featured by Dinah Shore in Danny Kaye's new picture, "Up in Arms." And as Miss Ella sings out about her best girl friend running off with her man, the vocal excitement is heightened by the powerhouse backgrounds built by the accompanying orchestra directed by Dick Walters. Plattermate, with the tempo stepped up to jump proportions, offers a light and whimsical fashioning in "Milkman, Keep Those Bottles Quiet." It's the jive-styled plaint of a swing-shift Mazie imploring the cow-juice dispenser to sotto voce his door-step deliveries so that this riveting miss can catch her 40 winks. Miss Ella hits that low-down groove all 40 on the get-out, with the band boys right in there pitching the powerhouse.

With a strong picture association to stimulate interest, "Tess's Torch Song" figures as a bell ringer, and with Ella Mae Morse tackling the tune tailored so well to her type, side stacks up as a bell ringer as well for the music boxes. Moreover, the mated side, "Milkman, Keep Those Bottles Quiet," is also styled to attract the phono set. The appeal is not restricted to the swingshifting war workers.

KENNY BAKER (Decca)

"Marianne"—FT; V. "Easter Sunday With You"—FT; V.

For spring season appeal Kenny Baker offers up two stylishly designed ballads that easily figure on finding their way to the top of the song list in short order. Both blending well with his lyrical tenoring, Baker gives excellent voice in smooth-flowing and effortless manner for both numbers. Moreover, his pipings are provided a plush setting in the instrumental backgrounds etched by the lush strings and woodwinds directed by Harry Sosnick. "Marianne," a lover's serenade, carries an ecstatic Latin flavor in its melodic fashioning. It's an Ernesto Lecuona melody, with Josef Myrow and Eddie DeLange fashioning it for hit parade consumption for the score of Errol Flynn's newest picture, "Uncertain Glory." Also offered up as a slow ballad is the mated side, Don Reid's and Henry Tobias's "Easter Sunday With You," which depicts a peaceful holiday Sabbath in a sentimental manner. Both words and music strike the popular fancy, and the new ballad serves as an excellent companion piece during the holiday season with Irving Berlin's standard "Easter Parade" classic.

With the Easter holiday coming up, much attention is being centered on "Easter Sunday With You," and with Kenny Baker for the lyrical exposition, side should find a wide mark in the music machines. "Marianne," on the mated side, also shows song strength as phono material, and with its picture tie, should be equally attractive for the music machines.

(See Pop. Record Reviews on page 66)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

RED RIVER DAVE (Savoy)

"I'd Like To Give My Dog To Uncle Sam"—FT; V. "I'm Leavin' Cause There's Nothin' Left To Do"—FT; V.

It's been a long time between such items as "There's a Star-Spangled Banner Waving Somewhere," and considering the success enjoyed by that flag-waver, it's a cinch that Red River Dave is going to hit a wide and fancy mark with the down-to-earth folks with Dave McEnery's "I'd Like To Give My Dog to Uncle Sam," which is plenty down-to-earth. It's the typical tear provoker, being the plaintive appeal of the blind boy for his Uncle Sam to let his seeing-eye dog take his place with all other fighting men. The minstrel's voice rings true, full of sympathetic appeal, as he sings this hillbilly ballad. Also enjoys smooth instrumental support from the accompanying guitars, fiddles and trumpet. "I'm Leavin' Cause There's Nothin' Left To Do," representing the composing talents of McEnery and Sam Martin, also packs plenty of the appeal of the typical cowboy chants. With the tempo stepped up a bit, Red River Dave sings in the accepted manner of his bust-up with the girl friend. Both sides stand to enjoy wide circulation both in the home machines and at the music box locations.

HARLEM HIT PARADE SOURCES: Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richards Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Company, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLER SOURCES: Atlanta: Cable Piano Co. Boston: H. N. Homeyer & Co. Chicago: Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Cincinnati: Song Shop; Idaho Falls, Ida.: Chesbro Music Co. Los Angeles: Morse M. Freeman, Inc. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Myrex Music Corp.; Carl Fischer, Inc.; Music Sales Corp. Phoenix, Ariz.: J. J. Newberry Co. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Sklare Music Co., J. Frank Meler Company. San Francisco: Pacific Coast Music Jobbers, Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

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WHERE DID YOU GET THAT GIRL?
by Al Trace and His Silly Symphonists

7080 { **DON'T SWEETHEART ME**
I'M AFRAID OF YOU
by Blue Barron's Orchestra

7077 { **I LOVE YOU**
SOME DAY I'LL MEET YOU AGAIN
by Eric Madriguera and His Orchestra

7075 { **TESS'S TORCH SONG**
NOW I KNOW
by Cootie Williams and His Orchestra

7073 { **WHEN THEY ASK ABOUT YOU**
I'LL BE AROUND
by Sunny Dunham and His Orchestra

7072 { **BESAME MUCHO**
SO, GOODNIGHT
by Abe Lyman and His Californians

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Allah's Jenkins Makes Plea For Footlight Fluidity in Scenes, Costumes and Lights

By ROBERT FRANCES

NEW YORK, March 11.—"Three T's," turntables, travelers and treadmills, are the tools which the modern scenic designer must master if the future's staging problems are to be solved, according to George Jenkins. Jenkins, of course, speaks primarily in regard to multiple-scene musicals, two of which, "Early to Bed" and "Mexican Hayride," are current Stern hits bearing his hallmark. A third, "Allah Be Praised," is getting its road baptism. However, during a previous four-year chore as assistant to Jo Mielziner, Jenkins had a hand in all forms of legit design. Tradewise, his theories are interesting. The stage, he believes, must borrow from the movies and conversely the flickers from the stage. Obviously, the theater cannot move its audience about to obtain the fluid angles of a shifting camera, nor can it duplicate the "white dissolve" and fade out as a means of keeping scene and action in pace. But it can do the next best thing, which is to design its scenes to dissolve into one another without recourse to a reprise or a "break in one" to fill the gap between every deep set. Pix have spoiled audiences for that. They expect the play scenically to keep pace with its dialog. The stage must adapt as much of this technique as possible.

Nothing New

And that is where the "Three T's" come into the Jenkins's rule book. Of course, he hastens to point out there is nothing new in their use as stage devices. The treadmill dates back to the halcyon days of *The Still Alarm* and *Ben Hur*. It is the employment of them to create a whole, rounded stage picture, as against their use as a particular action stunt that intrigues him. This is best illustrated in recent seasons by two-way tread devised by Mielziner for the travel sequences in *I Married an Angel*, and by Harry Horner's turntable magic for *Lady in the Dark*. Jenkins, himself, has made use of a one-way traveler and turntable combo in *Early to Bed*. The former moves from right to left masking the turn from terrace to bedroom, and subsequently the scene is reversed by a turn back under dimmed lighting. Thus the blend is accomplished without a break and the scene follows movement and lines of the actors.

This isn't always possible. Some musical book writers, he points out, plan a book for a reprise or a "specialty in one" between each scene. There the designer can do nothing but follow directions. Such, he admits, was the case with *Hayride* which he was called on to undertake a few scant weeks before rehearsal. In *Hayride*, also, there was the added factor that what was conceived originally as a moderate book-show mushroomed into a near spectacle.

However, where a designer has the opportunity to get in on the ground floor, before the book is frozen, he can see the job as a whole and perhaps make sensible suggestions to author and producer. This is the ideal set-up as a production should be conceived by the designer in one piece from the first light cue rather than in terms of separate scenes. Quite as important to the net result is the close co-ordination between the creator of the costumes and the set designer as to color and mood.

Theater Best Stylized

Since the theater can never rival the movies in realism, it must be stylized and impressionistic. The trend toward impressionism and stylized scenery which gained impetus back in 1918 and then stood still under rising film competition is having a renaissance, he thinks. That and the psychological effect of color (and again he cites *Lady in the Dark* as an example) is something that the lens still has to learn. Altho post-war, with more color film available, color pix will be the rule, Jenkins believes.

In regard to straight legit sets his ideas are equally definite. One or two set interiors can keynote realism if the designer sees them that way. But realism

is wasted unless the set reflects the mood of the show and is a part of the action that goes on, in and about it. As an example of this, he points to Mielziner's country-house sitting room for *Watch On the Rhine*—a solid American home, breathing tradition, security and good living as a haven for the refugee waifs of Nazi oppression. Another favorite is Stewart Cheney's three-room apartment for the *Voice of the Turtle*—"not too fancy and not too plain, precisely right as the background such a gal would choose."

Jenkins stresses the fact that he is no advocate of purely mechanical gadgets to achieve something fresh in the theater, but only of their judicious use in creating a smooth, fluent impression. The ideal stage designer, he says, is an artist who is practical. The one must never over-ride the other. Nobody goes into a theater just to look at scenery. It must either step along with the action or mirror its mood. If it doesn't it's a flop and so, often enough, is the show.

Legit Bounces Back In Boston; 'Girls' Does Big 28Gs

BOSTON, March 11.—A stretch of tough weather and income taxes threw a scare into legit customers last week. But everybody recovered, and the old moola has been rolling into theaters, niteries and pix houses.

Press and public gave Dave Wolper's *Follow the Girls* a wild reception after its opening at the Shubert Tuesday (7). Opened to a bigger advance than *Mexican Hayride* and played to better than \$28,000 in seven performances. Two weeks to go, with Richard Kollmar's *Dream With Music*, starring Vera Zorina, due April 10. *Rosalinda* closed up shop here March 4, with \$21,000 in the till; good but dangerously close to the nut. Musical took in better than \$155,300 here in six weeks and hit New Haven, Conn., for a week (beginning March 6) with a comfortable \$5,000 advance.

Biggest surprise this week is the Ballet Russe De Monte Carlo. Altho its leading dancer, Igor Youskevitch, was drafted and dressed in navy blue last week, and the company has been milked of its best dancers by Sol Hurok's Ballet Theater, the show will take in close to \$30,000 for eight performances (opened Tuesday and gives an extra Friday Matinee). That amounts to a record for ballet here.

George Abbott did a lot better in the second week with *A Highland Fling* than in the first. The reviewers played a good tune for it. At the Wilbur it drew a modest \$8,500 for the opener and then jumped to \$11,500 for the second frame. Because of theater congestion on Broadway, *Fling* will lay off until April 24 when a New York theater (unnamed) will be vacated by a show going on tour. In the meantime all members of the cast retain their contracts and will appear in the roles created here. Next tenant at the Wilbur will be *Mrs. January and Mr. Ez*, coming in from Philly Monday, with the new Claiborne Foster comedy, *Pretty Little Parlor*, following March 27.

In two week *Janie* has done okay at

Thru the Grinder To Radio Stardom

HOLLYWOOD, March 11.—Talent scouts may soon be calling for auditions in the hamburger and shoe-string potato department if publicity release sent out by the Don Lee press bureau gets wide circulation.

According to the release, one of KHJ's rising young stars, Daphne Sylva, attributes her fine posture and erect carriage to the fact that she lugs heavy trays in a North Hollywood restaurant as part-time waitress.

B. O. No Answer On Road Break-Ins

PHILADELPHIA, March 11.—With theatrical enterprise booming here, box-office figures no longer serve as criterion for the legit shows breaking in here.

While good business is being enjoyed by *Mrs. January and Mr. X*, starring Billie Burke and Frank Craven, at the Walnut Street Theater, and Alfred Bloomingdale's new musical, *Allah Be Praised*, at the Forrest Theater, play doctors have been called in for both productions.

Producer Guthrie McClintic called in authoress Zoe Akins to give the Walnut show the once over, while Bloomingdale is working nights to doctor his musical, including proposed cast changes with Ned Sparks bowing out of the show.

BROADWAY OPENINGS

YEOMEN OF THE GUARD

(Opened Saturday, March 4, 1944)

AMBASSADOR THEATER

An operetta by Gilbert and Sullivan. Musical director, Louis Kroll. Company manager, Victor Kiraly. Assistant stage director, Bertram Peacock. Press representative, George Atkinson. Presented by R. H. Burnside.

Sir Richard Cholomondeley, Lieutenant of the Tower Bertram Peacock
Colonel Fairfax, Under Sentence of Death James Gerard
Sergeant Meryll, of the Yeomen of the Guard Robert Eckles
Leonard Meryll, His Son Allen Stewart
Jack Point, a Strolling Jester Florenz Ames
Wilfred Shadbolt, Head Jailer and Assistant Tormentor Robert Pitkin
The Headsman Walter George
First Yeoman Frank Murray
Second Yeoman Lewis Pierce
First Citizen Chester MaDan
Second Citizen Gus Loring
Elsie Maynard, a Strolling Singer, Kathleen Roche
Phoebe Meryll, Sergeant Meryll's Daughter Kathryn Reece
Dame Caruthers, Housekeeper to the Tower Catherine Judah
Kate, Her Niece Marie Valdez

Yeomen of the Guard probably rounds out the rep of the Burnside troupers. A single performance of *The Sorcerer*, last presented here in 1889, had been skedded for April 6, but due to the shortening of the G. and S. season to March 26, the latter will probably not see the light. Anyway, *Yeomen* is a fine addition to the rep. It has some lovely tunes and the troupe sing them with a lot of charm. It is too bad that Burnside didn't pull it out of the hat earlier. It will stand frequent repeating.

In a measure, Jack Point, the sad jester, is one of Gilbert's top creations. He has real character as against the broad caricatures which the maestro lined out as the funny men of the other operas. He is pathetic as well as comic and offers Florenz Ames an opportunity to create something entirely his own. Whether he's duetting *I Have a Song to Sing, O*, which incidentally is Sir Arthur Sullivan in his best haunting vein, or rollicking thru *A Private Buffoon*, Ames gives a quality performance. Robert Pitkin makes *Shadbolt* an excellent foil for Ames' antics. Their joint contribution is one of the best of the troupe's season.

Perhaps, it is the melo quality in *Yeomen* which makes it seem more interesting than some of the other G. and S. faves. At least there is slightly more complication of plot and the denouement doesn't seem quite as silly as most of the others. At all events, it has movement and color and the company go at it as if they enjoyed the (See *Yeoman of the Guard* on page 32)

the Colonial, with \$12,500 for the first stanza and \$13,000 for the second. *Arsenic and Old Lace* comes here March 20 for its fourth visit to the Hub, with Somerset Maugham's *Sheppey*, starring Edmund Gween and Barbara Everest, due April 3, and *A Connecticut Yankee* skedded for April 17. Shows definitely booked, but without theaters, include *Merry Widow*, the second company of *Decision* (cast unnamed as yet) and *The Campbells Are Coming*.

RUDDIGORE

(Opened Thursday, March 2, 1944)

AMBASSADOR THEATER

An operetta by Gilbert and Sullivan. Musical director, Louis Kroll. Company manager, Victor Kiraly. Assistant stage director, Bertram Peacock. Press representative, George Atkinson. Presented by R. H. Burnside.

Sir Ruthven Murgatroyd (Disguised as Robin Oakapple, a Young Farmer) Florenz Ames
Richard Dauntless (His Foster-Brother—A Man o' Warman) Allen Stewart or Roland Partridge
Sir Despart, Murgatroyd (of Ruddigore—A Wicked Baronet) Robert Pitkin
Old Adam Goodheart (Robin's Faithful Servant) Robert Eckles
Rose Maybud (A Village Maiden) Kathleen Roche
Mad Margaret Marjorie Hayward
Dame Hannah (Rose's Aunt) Catherine Judah
Professional Bridesmaids: Zorah Kathryn Reece
Ruth Mary London

GHOSTS

Sir Rupert Murgatroyd (The First Baronet) Lewis Pierce
Sir Jasper Murgatroyd (The Third Baronet) Walter George
Sir Lionel Murgatroyd (The Sixth Baronet) August Loring
Sir Conrad Murgatroyd (The Twelfth Baronet) Edwin Marsh
Sir Desmond Murgatroyd (The Sixteenth Baronet) Chester MaDan
Sir Gilbert Murgatroyd (The Eighteenth Baronet) Joseph Filos
Sir Mervin Murgatroyd (The Twentieth Baronet) David Bogart
Sir Roderic Murgatroyd (The Twenty-First Baronet) Bertram Peacock
Chorus of Professional Bridesmaids, Soldiers, Officers, Sailors, etc.

ACT I—The Fishing Village of Rederring, in Cornwall. ACT II—Picture Gallery in Ruddigore Castle. Early in the Nineteenth Century.

The Burnsiders have gotten around to including *Ruddigore* in the season's rep. The old maestri were not strictly on the beam when they dreamed up the yarn about the bad baronets, and for the most part the players aren't either. They play it as a chore because no G. and S. rep is complete without it.

Ruddigore is pretty dull going at best and little has been done in this case, productionwise, to make it seem any brighter. The chorus of merry village maidens clumps on and off and sings furiously, if not intelligently. Not a few of the principals seemed anxious to have the whole thing over and done with. Nor was there the usual crackling response to the old sables by the Savoyard faithful out front. Even that stalwart backbone of G. and S. comedy, Florenz Ames, was hard put to it to steam up better than warmed over chuckles. It wasn't until he got into the last act patter trio, *My Eyes Are Fully Open*, with Marjorie Hayward and Robert Pitkin, that he pulled the customers into his stride. *Ruddigore* gets a low score in the troupe's efforts to date.

However, three good performances must be recorded. Marjorie Hayward's Mad Margaret was fine thruout and it is pleasant to report her in a part in which she has an opportunity to shine. Robert Pitkin played Sir Despart in thoro amiably sinister tradition and Bertram Peacock was equally at home as Sir Roderic. Bob Francis.

Out-of-Town Opening

A HIGHLAND FLING

(Opened February 28, 1944)

WILBUR THEATER, BOSTON

A comedy by Margaret Curtis. Staged by George Abbott. Settings by John Root. Costumes by the Molleys. General manager, Charles Harris. Company manager, Edward Runkel. Press representatives, Phyllis Perlman, Marian Byram. Stage manager, Paul E. Porter. Presented by George Abbott.

Charlie McKenzie, former Laird of Cairn McGorum, a ghost... Ralph Forbes

Jeannie McKenzie, formerly his wife, an angel..... Frances Reid
 Sir Archibald McKenzie, their great, great, great, great grandson..... John Ireland
 Lady of Shallot, called usually Silly Shallot, a daffie..... Margaret Curtis
 Rabbie McGregor, a sinner. Karl Swenson
 Lizzie McGregor, his wife..... Marguerite Clifton
 Bessie McGregor, their daughter..... Patti Brady
 Malcolm Graham, an American..... Ivan Miller
 Lila Graham, his daughter..... Marjorie Davies

Hamish Hamilton, owner of the local pub..... John Robb
 Alicetrina McLean, a barmaid..... Gloria Hallward
 Jamie McTavish..... John McQuade
 Sandy McGill..... Nicholas Saunders
 Reverend Douglas Stuart.....
 St. Clair Bayfield
 Mrs. McGill..... Margaret Morrissey
 Mora McTavish..... Pax Walker
 Ian, a piper..... James McFadden
 Mrs. Ferguson..... Margaret Thomas

According to Margaret Curtis, love and whisky (good Scotch, too), ghosts and angels (also Scotch) and folklore and history (Scotch, of course) are taken together in Scotland without batting an eyelash or spilling a wee drop. At any rate Miss Curtis has not hesitated to toss them all together in generous quantities in *A Highland Fling*. The

results rate high. At the beginning of its trial spin the value of *Fling* is largely potential. Being an actress, rather than an experienced dramatist, Miss Curtis has relied more on invention than on technique. It's a short play, but her inventiveness occasionally slows down. At the same time she has built her slim plot from elements of fantasy and folklore while giving it the advantage of a whimsical spirit which quickly wins the affections of an audience.

Fling is a bonny tale about the amorous ghost of Charlie McKenzie, former laird of Cairn McGorum, who has been guarding Scotland's Scone Stone (on which ancient Scottish kings were crowned and which the English think they have in Westminster Abbey) for 150 years. He can be seen only by children and those fortunate souls who are a bit off in the head. Silly Shallot, a pretty little daffie from the village, comes up to the castle to make love with him, and his bright angel wife comes down from heaven now and then to persuade him to reform Rabbie McGregor, who drinks, gambles and wenches the town around. Because of his own lifetime carouses, it is only by reforming a sinner that Charlie can be released from his ghostship and taken into heaven.

In the meantime the young laird of the town, Sir Archibald, has returned to develop an eye for winsome Silly Shallot, and a Scotch-American appears to make certain that the Stone is safe. He takes it to America, thus relieving the ghost, who then applies himself to reforming Rabbie. By haunting him, his favorite lassies and his pubkeeper Charlie scares him into temporary reform, at least until the ghost takes off for heaven. With a nimble twist at the finish Miss Curtis has tied this up into a neat package.

The winning qualities of *Fling* lead to an automatic allowance for its mild shortcomings. But Miss Curtis has committed no grave faults of dramaturgy, so the revision job should not be overly taxing. Abbott's greatest problems are those of cast and direction.

None of the cast have yet mastered a convincing or consistent Scottish dialect, while some of the performances are frequently hesitant. And the players need a greater awareness of the puckish wit which grows out of Miss Curtis's novel situations. In the featured role Ralph Forbes is pompous and a trifle awkward in the love scenes and expressive of only the more obvious emotions. Acting in her own play, Miss Curtis imparts a luminous, sometimes piquant air to the daffie. Frances Reid is a very bright angel and Gloria Hallward draws hearty laughs for her portrayal of a barmaid. As might be expected in wartime, the women are better than the men. Radio's Karl Swenson tries hard with the role of the sinner, Rabbie, and perhaps he will master the role. But he lacks definition and (See *A HIGHLAND FLING* on page 32)



BROADWAY SHOWLOG

Performances Thru March 11

Dramas

Title	Opened	Perfs.
Angel Street (Golden)	12-5, '41	957
Arsenic and Old Lace... (Hudson)	1-10, '41	1,333
Bright Boy (Playhouse)	3-2, '44	12
Decision (Belasco)	2-2, '44	46
Doughgirls, The... (Lyceum)	12-30, '42	508
Harriet (Miller's)	3-3, '43	353
Kiss and Tell (Biltmore)	3-17, '43	419
Life With Father	11-8, '39	1,827
Lovers and Friends	11-29, '43	118
Othello (Shubert)	10-19, '43	167
Over 21 (Music Box)	1-3, '44	81
Ramshackle Inn (Royale)	1-5, '44	78
Thank You, Svoboda	3-1, '44	6

Title	Opened	Perfs.
Three's a Family... (Longacre)	5-5, '43	360
Tomorrow the World... (Barrymore)	4-14, '43	383
Two Mrs. Carrolls, The... (Booth)	8-3, '43	256
Voice of the Turtle, The... (Morosco)	12-8, '43	109
Wallflower (Cort)	1-26, '44	54
Winged Victory... (44th Street)	11-20, '43	132

Musicals

Title	Opened	Perfs.
Carmen Jones... (Broadway)	12-2, '43	116
Connecticut Yankee, A... (Beck)	11-17, '43	134
Early to Bed... (Broadhurst)	6-17, '43	309
Gilbert & Sullivan Rep... (Ambassador)	2-11, '44	36

Title	Opened	Perfs.
Jackpot (Alvin)	1-13, '44	69
Mexican Hayride... (Winter Garden)	1-28, '44	51
Oklahoma! (St. James)	3-31, '43	407
One Touch of Venus... (46th St.)	10-7, '43	182
Stars on Ice, 2d edition... (Center)	6-24, '43	351
Ziegfeld Follies, The... (Imperial)	4-1, '43	401
Cherry Orchard, The... (National)	1-25, '44	56
Merry Widow, The... (Majestic)	8-4, '43	256
Porgy and Bess... (City Center)	2-28, '44	16

DRAMATIC AND MUSICAL

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

Abie's Irish Rose (Locust St.) Phila.
 Abie's Irish Rose (Belasco) Los Angeles.
 Allah Be Praised (Forrest) Phila.
 Arsenic and Old Lace (Lyric) Bridgeport, Conn., 15; (High School Aud.) Pittsfield, Mass., 16; (Memorial Aud.) Worcester 17; (Bushnell Aud.) Hartford, Conn., 18.
 Blithe Spirit (Biltmore) Los Angeles.
 Blossom Time (Curran) San Francisco.
 Blossom Time (University Aud.) Grand Forks, N. D., 15; (Auditorium) Winnipeg, Man., Can., 16-18.
 Chicken Every Sunday (Playhouse) Wilmington, Del., 17-18.
 Connecticut Yankee (Erlanger) Buffalo.
 Dante (Shubert Lafayette) Detroit.
 Doughgirls (Nixon) Pittsfield.
 Follow the Girls (Shubert) Boston.
 Good Night Ladies (Davidson) Milwaukee.
 I'll Be Seeing You (War Memorial Aud.) Trenton, N. J., 18.
 Janie (Colonial) Boston.
 Junior Miss (Lyric) Richmond, Va., 15-18.
 Kiss and Tell (Geary) San Francisco.
 Kiss and Tell (Harris) Chi.
 Kiss and Tell (Cass) Detroit.
 Life With Father (High School Aud.) Steubenville, O., 15; (Ohio Mansfield 16; (Ohio) Lima 17; (Purdue Univ. Aud.) La Fayette, Ind., 18.
 Mrs. January & Mr. Ex (Wilbur) Boston.
 Oklahoma (Erlanger) Chi.
 Patriots, The (Studebaker) Chi.
 Rosalinda (Ford) Baltimore.
 San Carlo Opera Co. (Philharmonic Aud.) Los Angeles 18-25.
 Schwartz, Maurice (Walnut) Phila.
 Something for the Boys (Civic O. H.) Chi.
 Sons o' Fun (Shrine Aud.) Oklahoma City 15-16.
 Student Prince (State) Kalamazoo, Mich., 15; (Orpheum) Davenport, Ia., 18; (Iowa) Cedar Rapids 17; (Shrine Aud.) Des Moines 18.
 Three's a Family (National) Washington.
 Tobacco Road (American) St. Louis.
 Tomorrow the World (Selwyn) Chi.

ACTS ANTI-TAX FIGHT SIZZLING

Agents and AGVA Establish Blueprint for Equal Impost For All Clubs Despite Size

Alternate Plan Also Set

By PAUL ROSS

NEW YORK, March 11.—Uncle Sam is going to be asked to make it "all or nothing at all" as far as the 30 per cent amusement tax is concerned.

The AGVA-night club-music-agency fight for a break on the tax bite got into high yesterday (10) at a broad meeting of the minds in the office of Matt Shelvey, national administrator of AGVA. After two hours of confabbing, the meeting laid out a united-front and decided upon an approach which gives promise of averting the job-losses and closings now facing the night club industry.



Jukes Excepted
The plan evolved at the meeting is this: The Treasury Department will be asked to apply the 30 per cent tax equally to all types of spots, except those having juke box music only, regardless of whether they feature music in combination with entertainment or either one alone.

There was unanimous agreement, at the meeting, that if the Treasury will collect the tax equally from all classes (See Anti-Tax Fight Sizzles on page 31)

Some Philly Ops Withhold Reports On Withheld Tax

PHILADELPHIA, March 11.—With March 15 tax deadline approaching, a large number of performers and musicians are yelling bloody murder over the refusal of employers to give them an accounting of taxes withheld from salaries last year.

While most of the spots have complied with the law and have given receipts with each engagement or mailed vouchers with the new year there are a goodly number of holdouts. Acts complain bitterly to unions that they are getting a major run-around from the spot operators. Unions state that all such complaints are being turned over to the Collector of Internal Revenue.

Folded Stage Revue Turned Into Unit For Philly Cafe

PHILADELPHIA, March 11.—A sizable section of the cast of *Born To Swing*, septa musical troupe which was stranded here at the Lincoln Theater after a preeming week, has been organized into a cafe unit by Frankie Dumont, of the Maxim & Dumont Agency. Tab edition of the abortive stage revue, topped by Rookie Davis and Banjo Bernie, breaks in at Harry Way's Theater Cafe here.

Sophie Bats Out 21,000 Covers At Detroit Club

DETROIT, March 11.—A new all-time high for the Bowery Cafe was set last week by Sophie Tucker, drawing 21,000 patrons during her appearance, according to Frank Barbaro, manager of the place.

Feat repeats Miss Tuckers former high records at the spot, and beats the previous record set by the Ritz Brothers over the New Year week by about 1,000 admissions. Ritz Brothers, incidentally, equaled their then house record set last May.

CIAA Suggestions Bear L.A. Fruit For Jack Harris

NEW YORK, March 11.—Jack Harris, of La Conga, who recently returned from Mexico, where he went to gander a couple of yodelers recommended by John Roy, of the Co-Ordinator of Inter-American Affairs, has come back with Pedro Vargas's papers in his pocket.

Vargas was skedded to open at the club in six weeks, but previous commitments in Havana and Caracas prevent him from filling date until next September. Vargas was brought up to work in front of the Washington correspondent's shindig March 4, also did one number at the La Conga on a guest night the following Monday.

Angelillo Sampedro, still in Mexico, was also signed by Harris and will come up to open the new show on April 14, Pan-American Day. With him Harris plans to put on three or four L.-A. acts and have them work in front of an American line.

Talent Grab-Fest Looming Between Chi Vaude Houses

CHICAGO, March 11.—Tommy Dorsey's record-breaking stint at the Oriental Theater a few weeks ago, when the house hit an all-time record of \$57,000, with Dorsey taking \$26,000 of the share, may be the start of keen opposish for name attractions between the two vaude-film houses here.

Name bands and star attractions have always had their eyes on the Chicago Theater, who have held the edge for top attractions since the Oriental reverted to its present owners, the Iroquois Management Corporation, which took over the house after Jones, Linick & Schaefer's option expired. The Chicago has steadily presented an array of topnotchers, but as a result of Dorsey's phenomenal business top acts and name bands are starting to throw glances in the Oriental's direction.

Recalls Early Rivalry

The occurrence of a talent fight recalls an earlier affair during the early '20s when rivalry existed between the Marks Brothers and Balaban & Katz here. The Marks' org, at that time, operated two de luxe presentation houses, the Granada (3,800 seats), on the far Northside, and the Marbro (4,000 seats), in the outlying Westside district. Both houses were hindered by the inability to secure Class A pictures, because of the B. & K. opposition theaters, the Uptown and the Paradise, in the same neighborhoods. Marks, to hold their business, resorted to star attractions, combined with the stage bands of Benny Meroff and Charles Kaley. Competition was keen, and a

Cushlamachree!

NEW YORK, March 11.—Barney Josephson, following the lead of Billy Rose and Dave Wolper, has also decided to give the legit field a fast whirl.

Josephson is planning to open in the fall with a legit based on *Barnaby*, the Crockett Johnson comic strip in *PM*. For the Mr. O'Malley part, night club operator has picked Jimmy Savo. "If I can get a kid to do *Barnaby*," said Josephson, "I'm all set."

As an after-thought he added, "And I'll play Gus, the Ghost."

IRB Mailing Instructions To Clubs

NEW YORK, March 11.—A definition of the 30 per cent tax ruling telling how and to whom it applies, is being mailed to night club operators here by the local Bureau of Internal Revenue this week.

Rule explains that the tax can be absorbed by the operator or be passed on to the customer. Law also requires that waiters' checks be kept for a period of six months. Most of the rest of the info in the letter has been carried in *The Billboard* in recent weeks.

No Skates—So They Dance

ST. JOHN, N. B., March 11.—The scarcity of roller skates has caused the Yarmouth Roller Skating Company to abandon roller skating in favor of dancing. The Yarmouth rink has been turned into Danceland, with public dancing every week night, except Wednesday, from 8:30 to 11:45. Saturday is officially "square dance night."

Agency Toppers Cheerful on Tax Situash

NEW YORK, March 11.—The heads of two large agencies, Frederick Bros. and Consolidated Radio Artists, are spreading cheer about the 30 per cent amusement tax situation.

B. W. Frederick is telling people in the industry that on the basis of discussions he has had with many owners he feels there is no cause for alarm. In fact, Frederick is saying, many ops are expanding their talent budgets so that they can furnish better shows after April 1.

Charles Green, of CRA, on Friday (10), declared that there will be rocky going for the industry for no more than 60 days, after which "things will straighten themselves out and will be better than ever."

Gorfain Quitting Cap for Films

NEW YORK, March 11.—Harry Gorfain, manager of the Capitol since the theater began its vaude policy in March, 1943, will resign May 1 and head West to go into films. He's set to become the associate producer of Constance Bennett Pictures, Inc.

Allen Zee, night manager of WHN, is slated to take over when Gorfain pulls out. No change in house policy is planned.

Philly OPA Frowns On Passing Liquor Tax to Patrons

PHILADELPHIA, March 11.—Hotels, niteries and taverns here will not be permitted to pass on to the public the additional taxes imposed by new Federal Revenue Law, which becomes effective April 1, insofar as the prices of drinks are concerned, it was announced by the local office of the OPA this week.

Price ceilings, warned the OPA, must be adhered to, and liquor licensees "also must not reduce the size of drinks to make up for the tax," which is increased \$3 a gallon on whisky and various amounts on drinks of other types.

State Liquor Control Board, however, will be permitted to increase the price of bottled goods, sold only thru State stores, to correspond to the new levies.

Celeb Nights Gripe Coast Actor Unions

HOLLYWOOD, March 11.—Ancient evil of "celebrity nights" in clubs has cropped up here again after being under wraps for the past few seasons.

Current trend is being frowned upon by American Guild of Variety Artists, who are collaborating with Screen Actors' Guild to prohibit top-ranking film stars from making guest appearances at local night spots.

Usual bait has been dangled before John Public's eyes, with newspaper spreads advertising fact that celebs were due to make an appearance at such and such a night spot. Main offenders have been the swank niteries on the Sunset strip, who have invited top stars to be their guests and then advertised the fact, drawing in paying customers on the strength of the bally.

Spokesman for AGVA claims that performers are suffering from this practice, for managements of offending spots are getting low-bracket talent at minimum cost, using guest-star draw as main attraction. Hollywood has always been lush spot for night club ops who used guest lure as top attraction instead of paying headline night club talent to accomplish the same draw.

Grosses Off

The last few weeks' billings, with the exception of Griff Williams, Dean Murphy and Woody Herman have not helped the Chicago Theater's grosses. Its future bookings are: Glen Gray's Casa Loma, with Ames and Arno, Ladd Lyon and the Three Hearts inked in for March 17, and Tommy Tucker, with Billy Raye and the Colstons skedded for March 24.

On the other hand the Oriental's lineup consists of *Earl Carroll's Vanities* on March 10; Jackie Green and Blair and Dean for March 17; Frankie Masters, with Virginia Weller as the single attraction, skedded for March 24, and Martha Raye for April 17.

Lawrence Welk, who made his previous appearances at the Chicago now is skedded for an opening at the Oriental on April 21.

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NIGHT CLUB REVIEWS

Copacabana, New York

Talent policy: Dance bands and floor-shows at 8, 12 and 2. Owner-operator, Monte Proser; manager, Jack Antrötter; publicity, Joe Russell; staging, Douglas Coudy. Prices: \$2.50-\$3.50 minimums.

Money, talent, thought, work, production and earnest effort have been poured into the new *Spring Review* here, which opened Thursday night (9). Together these elements should add up to a smash night club offering. Unfortunately, they don't.

One reason for this state of affairs may be that the bill leans too much on Sophie Tucker for the required sock effect. This she delivers to the glee and high appreciation of the Copa audience. When caught Friday night (10), at dinner, she was the same brash, brassy purveyor of intermingled lingo, sentimentality and individuality she has been for so long. And as usual, she was the mistress of the single entendre. No subtlety about Sophie Tucker. She says them words, she voices them thoughts. And the people with a love for that kind of thing gobble it up.

Rest of the bill is lightweight. Of three original tunes by Eddie De Lange and Irving Actman used in show caught, *Get a Load of That Hat* was the cutest and earned best hand. Tune is built into a neat opener involving Maureen Cannon, Mildred Law, Don Dennis and line of Samba Sirens (8). Has to do with lady's mannerisms. Costumes are handsome, staging is good and whole is well-delivered by principals and chorus.

Followed by good-looking Carol King, a balletteeress. Gal works with much flourish and rates fair hand for her simple toe-stuff. Estellita, on next, makes nice impression thru her looks, then weakens it with a slow schmaltzy Spanish number. This suddenly turns into a gesticulating, jabbering L. A. song routine on the "bombshell" idea. As a "bombshell" it makes a mild explosion but draws nice mitt.

Same performers returns in *Who's Got a Match?* production-number. Don Dennis turns in a good chorus on this one, but line contributes nothing outside of lovely gowns. Item rated a fairish response.

The Barrys, gal and man ballroom terpers, come on for three sets of lifts and whirls, the clincher of which is a brace of no-hands holds, and garner a good return.

There's another production number, *Raising Nick in Nicaragua*, an indifferent tune. Maureen Cannon tries hard with material unsuited to her youngish personality. Mildred Law whips out a nice terp, and Estellita adds a Spanish bit, and whole brings an okay hand.

Joel Herron's ork (11) play for show and dancing and Frank Martl (9) relieves. House capacity when caught.

Paul Ross.

Iceland Restaurant, New York

Talent policy: Dance bands and floor-shows at 7:30, 11 and 1. Owner-manager, Mike Larson; host, Axel Peterson; publicity, Emmett Coniffe. Prices: Up to \$2.50; no minimum.

A pony line (7), billed as the *Mitzy Lucky Girls*, on for three numbers, is the best thing in this spot's new show which preemed Thursday (9). The line not only does its routines with snap and in unison, but every member does a fast solo single which rates fine audience reaction. Gals last number was a pyramid which brought the house down. As the line stands, it can be sold as a unit to standard vaude houses.

Bill Russell, who emcees the show, keeps things moving nicely. Place catering a lot to hen parties, goes in for audience participation. Russell's handling of this type come-on-in-the-water's-fine business is capable. Midway in show lad sings a couple of numbers in okay style.

Nellie Durkin, with a pair of pipes that could blast the roof, is all right for this place, where customers make a lot of noise with the cutlery. Gal's *I Can't Give You Anything But Love* is so slow it almost puts the mob to sleep. A faster beat would help thrush sell better. Her

La Golondrina, Los Angeles

Talent policy: Dance band and floor-shows at 7, 9 and 11 p.m. Management: Senora Consuela DeBonza, owner-manager. Prices: Dinners, \$1.25 up; drinks, pop prices.

La Golondrina is the most authentic spot in Los Angeles, with food strictly Mexican; drinks, American.

Music is by Frederico Estrada's orchestra of five pieces; piano, bass, guitar, accordion and cello. Estrada paces the group on accordion, the Latin-American tempo predominates. Crew does a most satisfactory job.

Opening first show is Daniel Estrada warbling *Noche de Ronda* and doing a good job. Estrada also emcees and brings on a quartet from the orchestra to beat out in nice style *Granada* on a native marimba.

With ork striking up a paso doble, Conchita, in native costume, is on for a gypsy routine featuring castanet clicking. Vivacious and a perennial favorite here, she gets nice applause.

Winding up the first show is Petrita, native singer, who does two Mexican numbers well suited for her soprano range.

Second show has much more on the ball than the first. It is augmented by Samuel Pedraza in native costume giving out on *Solamente Una Veg*, *Quiereme Mucho* and *Green Eyes*. By no means a youngster, Pedraza's lyric tenor fills the place. Voice is expressive and stopped the show cold. Writes his own ticket with the patrons.

Pretty Conchita follows with her dance routines, this time featuring *Fantasia Michoacan* with a hand-painted tray being swung in rhythmic accompaniment. *Chiapaneecas* and a paso doble tempoed turn ended the routine. She dances with enthusiasm and a smoothness associated with Spanish folk dances.

Petrita winds up the show, sopranoing *La Rosita*, *La Violetera* and *La Borrachita*. Gowned in black lace, Petrita, slightly off-pitch but unnoticeable to the general run of patrons, puts zest into the program. Knows showbiz and hits an entertainment high.

Estrada's music for the show and for dancing is well done. Sam Abbott.

Same Old Shillaleh with a jive twist earned her a nice hand.

The Earls (3), a roller-skating team, drew big hands with their fast spins. Lighting a cigarette while whirling around was a nice bit. Customer participation in act drew new laughs, and team bowed off to good applause.

Haukane and Longa closed with their clever puppet routine and segue into ballroomology. Team works hard on their dance stuff and draws fair mitting. Their appearance and disappearance bits accompanied by light flashes is good showmanship.

Ted Eddy's ork (7) plays for show capably. Angelo's rumba ork relieves. Bill Smith.



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FOLLOW-UP NIGHT CLUB REVIEW

RUBAN BLEU, NEW YORK: Imogene Coca, the musical comedy player, opened here Wednesday night (8) in what the management described as her first New York supper club appearance. Kick-off was auspicious.

Since bill is impossible to program any other way, Miss Coca follows Bernie West, also a comic, and accordingly suffers somewhat thru a laugh-depleted audience. However, when caught she pulled plenty of chuckling and good applause.

Best items offered by the comedienne were her two encores, one of which is a subtly hilarious take-off on an I. J. Fox fur spiel, and the other a rib on *Night and Day*. Other numbers when caught were an East Indian dance which builds nicely to a *Mairzy Doats* finish, a kidding of the opera and a gag *Black Magic* routine in which she pulls a long ribbon plus a pair of pants from beneath her gown and uses a toy snake. As a whole these three offerings were too long.

Gal displays a healthy comedy sense and possesses a leer worth gold. After getting accustomed to the Ruban Bleu audience she should hold forth here a while.

Other acts on the bill—Maxine Sullivan, Peters Sisters and Bernie West—reviewed in *The Billboard*, issue of January 22. *Paul Ross.*

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Ex-Ballrooms Try For Dance-Spot Tags Once Again

DES MOINES, March 11.—Spots that were quick to get classified as a cabaret last year and pay a flat 5 per cent tax instead of the 10 per cent federal tax on admission, now are on the other side of the fence.

Classed as a cabaret now, they must pay 30 per cent instead of the 20 per cent levied on admissions. Many of the operators are wondering how they can get reclassified as a ballroom, and pay only 20 per cent on admissions.



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Lent, They Say, Hurts Stem; Five Houses Slide; MH 117G

NEW YORK—Grosses on the Stem, with a few exceptions, got an attack of anemia last week with Lent given as the reason. But whatever the cause, customers stayed away. The Music Hall and the Paramount were the only houses where cashiers were busy.

Paramount (3,664 seats; house average \$63,000) for its second week of Cugat ork, Dean Murphy and *Lady in the Dark* got \$110,000, compared with opening week's take of \$130,000.

Radio City Music Hall (6,200 seats; house average \$101,000) with its first full week with Patricia Bowman, Robert Merrill, Ben Dova and *Up in Arms* rang up a pleasant \$117,000.

Roxy (5,835 seats; house average, \$79,000) in its fourth and last week of Martha Raye, Antonio and Rosario and *The Sullivans* took in \$55,000. First week bill attracted \$80,500; second week, \$75,000; third week \$61,000.

Capitol (4,627 seats; house average \$59,000) for the first full week of Will Osborne ork, Larry Adler, Four King Sisters, Johnny Morgan and *Bridge of San Luis Rey* took in \$50,000.

Strand (2,758 seats; house average, \$42,000) for the fourth and final week of Ina Ray Hutton ork, Mills Brothers,

Georgia Gibbs and *In Our Time* got \$36,000. First week bill had \$55,000. Second week, \$54,000. Third week, \$42,000.

Loew's State 3,237 seats; house average \$28,000) for Blue Barron's ork, Diamond Brothers, Carroll and Baker, Al Gordon and *Miracle of Morgan's Creek* got \$33,500, compared with \$36,000 for previous bill. Present bill is Walter O'Keefe, Ray Eberle, Carter and Moreland, Ciro Rimalc and *Song of Russia*.

San Fran \$31,000

SAN FRANCISCO.—Golden Gate (2,850 seats) garnered \$31,000 week ended March 8 with Ada Leonard's orchestra, the Merry Macs, the Marvelettes and Danny Drayson. Show in for two weeks. Pic, *Up in Arms*.

Dorsey Pulls 29Gs

INDIANAPOLIS.—Circle Theater grossed an unusual \$29,000 week ended March 3, with Tommy Dorsey and ork and a line-up of specialty acts. Seating capacity, 2,780. Pic, *Sing a Jingle*.

Balto Hipp \$16,300

BALTIMORE.—Hippodrome grossed a nifty \$16,300 week ended March 8, with bill headed by Bob Gentry, and including Mack and Desmond, Muriel Lane, West and Lexing; Hibbard, Byrd and LaRue. Pic, *Tender Comrade*, a holdover.

Chi Stacks Up Well Despite Lent and Snow

CHICAGO.—Lent and a week-end snowstorm didn't affect business to any great extent at the two vaude-pic houses here last week.

Chicago Theater's (4,000), with Lou Breese's first appearance as house emcee and musical director, and Patricia Morrison, movie star, with the pic, *What a Woman*, drew a good \$50,000. Holdover of the entire show for this week may give the house a fair \$45,000.

Bob Chester ork, with Helen Forrest as the single attraction, drew plenty of dough from the jivesters at the Oriental (3,200), raising the house gross to \$28,000. Current girly revue, Earl Carroll's *Vanities*, with the pic *Week-End Pass*, started off strong, and will probably hit a good \$29,000.

Monroe Ork Neat \$25,200 in Buffalo

BUFFALO.—Another neat gross was tallied at Shea's Buffalo (seating capacity, 3,500; house average for straight pic, \$14,500) with Vaughan Monroe's band week ended March 9, when box office hit \$25,200.

Band spotlighted Phyllis Lane, while vaude contingent included Hal Sherman, Chester Dolphin and Betty Jane Smith. Film, *Cross of Lorraine*.

B. Kay, Garber Do Solid 32G At Hub RKO

BOSTON.—Business at the RKO-Boston (3,200 seats; scale: 44 to 99 cents), the only vaude-pic house in town, has been so good over a long period that the boys will really begin to worry if the gross ever drops below \$30,000 for a week stand. At any rate, Beatrice Kay and Jan Garber held their own for week ended March 8 with a whopping \$32,000.

Featured with the Garber band were Liz Tilton and Bob Davis, with the variety acts including Ben Carter and Manton Moreland and Wally Boag. Flicker, *Beautiful But Broke*.

Duke Ellington opened strong March 9, with Martha Raye and the Condos Brothers due March 16.

Spivak Bats Out \$24,500 in Philly

PHILADELPHIA.—In spite of heavy snows for the opening week-end, Earle Theater (seating capacity, 3,000; house average, \$20,000) rang the bell to the tune of \$24,500 for the week ended Thursday (9), with Charlie Spivak's band on tap.

Appearances of local lad, Jimmy Saunders, splitting the band's vocal chores with Irene Daye, made for marquee value. Dick Buckley and Winik and Mae rounded out the bill, with screen showing *Gangway For Tomorrow*.

Casa Loma Gets 20G; Ink Spots 25G in M'pl's

MINNEAPOLIS.—Despite the season's second heaviest snowfall and temperature drop to near zero, Glen Gray and His Casa Loma ork drew a neat \$20,000 for the week ended March 9 at the Mort H. Singer Orpheum Theater. Pic, *Whistling in Brooklyn*.

The Four Ink Spots; playing here week ended February 24, went way up to \$25,500, best the foursome has done here in years of playing the Orpheum.

Tucker, Weidler \$16,000 in Omaha

OMAHA.—Tommy Tucker's ork, with Virginia Weidler, of the films, racked up \$16,000 for week ended March 10 at the Orpheum Theater (3,000 seats, 50-65 cents). Screen had *Henry Aldrich, Boy Scout*.

Preceding week George White's *Scandals* marked up \$17,500. Screen had *Always a Bridesmaid*. Cast included Ming Lee and Hooshee, Miriam LaVelle, Professor Backwards, Al Klein, Audrey Young, Eddie Nelson and Sam Lewis.

anxious to hear from show friends. . . . JUNE HART, accordionist-emcee, in her fourth week at Club Morocco, Denver, being held two more.

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 April 21st, Vallejo, Calif.
 April 22nd, Stockton, Calif.
 April 23-24, Oakland, Calif.
 May 2nd, Long Beach, Calif.
 May 3rd, Bakersfield, Calif.
 May 4th, Fresno, Calif.
 May 5th, Sacramento, Calif.
 May 6th, San Francisco, Calif.
 May 7-9, Oakland, Calif.
 May 10-11, Phoenix, Arizona
 May 12, Tucson, Arizona
 May 13, El Paso, Texas
JIMMIE LUNGFORD ORCHESTRA
 Los Angeles, June 15th, Six Weeks
EDDY DURHAM ORCHESTRA
 Los Angeles, May 18, Four Weeks
PAUL MARTIN ORCHESTRA
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IN SHORT

New York:

PEGGY FEARS follows Irene Bordonni at La Vie Parisienne. . . . ROSE MARIE opens at La Martinique April 1. . . . BOB HANNON of radio replaced Bill and Cora Baird at the Persian Room. . . . PEGGY O'NEILL going into Dick Kollmar's *Dream With Music*. . . . CPL. DAN SHERMAN, formerly with Sherman Brothers and Tessie, can be reached at Special Service Unit, Casual, Det. X, APO 9575, San Francisco. . . . GRACIE FIELDS goes into the Copley Plaza, Boston, on a one-show-a-night basis after leaving Waldorf.

CARL BRISSON set for the Versailles next month. . . . MARCIA HARRIS was married to Lieut. Edward Guest, previous item had Miss Harris's name as Hunt, sorry.

ART HODES Trio current at Yacht Club. . . . DIZZY GILLESPIE's paper picked up at Onyx Club. . . . JANE SPROULE, of the Latin Quarter line, joins Detroit Opera Company as ballerina.

BERNIE WEST doubling from Ruban Bleu into *Early to Bed*. . . . GENE KNIGHT now doing a single at 1619 Broadway. . . . AL SCHENKEIN heads for the army. . . . IRENE BORDONI, reported getting \$600 at La Vie Parisienne, goes into Copley Plaza, Boston, in April at a rumored \$1,250.

Chicago:

DWIGHT FISKE has opened at the Mayfair Room, Blackstone Hotel. . . . VICTOR BORGE, Danish comedian, and the D'Ivons, dancers, are appearing at the Chase Hotel, St. Louis. . . . JULES AND JANE WALTON are skedded for an appearance at the 100 Club, Des Moines, starting April 3. . . . MANUEL VIERA has been booked into the Silver Congo, La Salle, Ill. . . . HUDSON WONDERS and JACKIE MILES added to the cast at the Chez Paree.

BILLY WHITE and Nita Norman currently at the 5100 Club. . . . DICK GALE is the new emcee at the Cave of the Winds. . . . BUDDY LESTER, comic, now appearing at the Latin Quarter, Chicago, will soon don navy blues. . . .

FRANK PAXTON is back in the Middle West, following his tour with USO. . . . DANNY BECK, screen star, goes into Andy's in Minneapolis.

DE MAR AND DENISE have been inked in for the Chicago Theater, starting March 31. . . . BOB LIBONATI, of the Libonati Trio, leaves the act to serve with the U. S. Navy. . . . Marjorie Ward, dancer, has been booked in at the 100 Club, Des Moines.

Philadelphia:

JACKIE WINSTON back in town, opening at Kaliner's Little Rathskeller. . . . HILDE SIMMONS added to the new all-girl supporting revue headed by Alan Gale at the Swan Club. . . . HARRY STEINMAN, nitery columnist, turns act agent, joining the staff of the Jolly Joyce Agency. . . . JACKIE GRIFFIN, back from a USO tour, opens at the 820 Club. . . . MARIE DeMAYO, retiring from the DeMayos dance duo because of a heart condition, opens a dress shop here. . . . DOC ZIZSIE adds floorshows for the first time at his Cottage Inn with Gene Morton and Grace Hewson first in. . . . PEPPER GARAT takes over the emcee chores at McGhee's Club 15.

Miami:

LARRY KENT is the new emcee at the Mayfair. . . . NAN BLAKSTONE is the star of the new show at Kitty Davis. . . . CHICO MAREX at Latin Quarter. . . . GRACIE BARRIE added to the Hurricane show. . . . WESSON BROTHERS new at the Clover. . . . DIXIE DUNBAR opened at Brook Club. . . . COUNT MAURICE, magician, and Claire Ray chorus came into the Drum. . . . JO ANN WHITNEY, hooper, replaced Joey Dean at the Monte Carlo. . . . FIFTH AVENUE MODELS new at Clover.

Here and There:

SAUNDRA PHILLIPS, after six months at El Patio, Baltimore, as mistress of ceremonies, is set for an indefinite stand at the Beachcomber, that city. . . . GUS SUN, of Gus Sun Booking Exchange, Springfield, O., recouping from a recent illness by taking in the swimming and racing at Miami. He'll remain there until May 1. . . . FERNANDO AND FAIR opened Friday (10) at Kentucky Hotel, Louisville, for two weeks, set by Chester Lorch. Follow with two weeks with options at the Netherland Plaza's Patio, Cincinnati. . . . JACK KELTON, emcee, is in Naval Hospital, Norman, Okla. He's

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S **ARTIE RUSSEL**
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 Dance Music—Show Music—Entertainment
 New York City

S **DON SEAT**
 Quintette
 4 Boys and a Girl
 Tops in Music and Song
 Key West, Fla.

Plans for 10 Hotel Lounges Blow Up Over Tax Bite

NEW YORK, March 11.—Frank Law, who buys talent for an 11-hotel chain, here, has had his extensive cocktail lounge plans knocked into a cocked hat by the 30 per cent amusement tax.

Law had been planning to install lounges in all his hotels which include the Alamac, Belmont Plaza, Capitol, Kimberly, Madison Square, Salisbury, Sulgrave, Walton, Wilshire House, Woodward and Cortland House.

He had, in fact, already taken steps in this direction by opening drinkeries at the Alamac and Belmont Plaza, and he was on the verge of unveiling a part of the Sulgrave for similar purposes.

With the passage of the 30 per cent tax law, he stopped work on the Sulgrave and shuttered the Alamac cock-

tall room, at least as far as talent is concerned. At the Belmont Plaza, he stopped dickered for talent and instructed his pianist-vocalist to stop warbling on and after April 1.

The net effect of all this is that no less than nine spots which eventually would have jobbed talent and one already doing so, just won't.

Music Only at 3 Palumbo Bars

PHILADELPHIA, March 11.—Proposed 30 per cent cabaret tax resulting in a drastic change of entertainment policy at the musical bars operated by the Frank Palumbo management, operating three of the more important spots in the territory. Starting April 1, only out-and-out musical units and solo pianists will be engaged at the combine's 20th Century and the Cove here and the Renault Tavern in Atlantic City. Nod will be given to units and soloists depending entirely on musicianship rather than vocals.

Already set for the Cove under the new policy is the Art Hinet Trio and the Hickory Boys. Spot uses four units, with other two places using two each. All three inns booked by the Eddie Suez Agency here. Entertaining and singing units will continue to be used at Frank Palumbo's Theater-Restaurant here, regular nitery, with Mike Pedicin's Four Men of Rhythm current.

Joe Rogers to Shoo Acts After April 1

NEW YORK, March 11.—As soon as April 1st, with its 30 per cent tax comes around, Rogers' Corner plans to pull out all its live talent until it sees how other spots are doing and whether customers will come back if entertainment at a cost of 30 per cent plus is applied.

Jack Dempsey's plans half way measures. Up to 9 o'clock spot will have no dancing or singing. After that hour operators think customers will pay the tariff.

Bandman McPartland Pipes New Note—Turns Agent

CHICAGO, March 11.—Dick McPartland, who for years was connected with the Mound City Blue Blowers, has been appointed head of the cocktail department of General Amusement Corporation, here.

McPartland will concentrate his efforts on organizing small cocktail units and bands of the type in which he has been specializing. He will be assisted by Don Coombs, who remains with the organization.

Levin, Russell Form Cocktail Agency in Chi

CHICAGO, March 11.—Mutual Entertainment Artists is the name of new agency formed here this past week by J. J. (Bookie) Levin and Jack Russell. Levin will head Mutual which absorbs the agency he's been operating under his own name here for years. Russell, who resigned as head of the cocktail department of the local General Amusement Corporation office last week, is in on a profit-sharing basis.

Firm will concentrate on the cocktail field and opens an office next week. Berle Adams, artist rep, will share same office space.

Levin is one of the pioneer cocktail bookers in the Midwest. Mutual has packed exclusive booking contracts with Adams for the services of some of his acts.

Draft Won't Stop Top Philly Unit

PHILADELPHIA, March 11.—Don Renaldo quartet with Gloria Mann, in the top brackets among local units, financially and otherwise, will carry on under leadership of guitarist Al Avoya when Renaldo leaves for the army this month. Unit of five, holding forth at the Cove, has been hitting a fancy stride in drawing \$800 a week, top money around town.

War call also threatens the Four Kings and a Queen, sepia unit, with leaderman Baggy Hardiman tagged for a departure in khaki at end of the month. Plans for the combo to carry on are being made by Eddie Suez office here handling both units.

OFF THE CUFF

EAST:

BETTY KING brings her piano-vocals to Orsat's Cafe, Philadelphia, with Ann Rubert taking over her spot at Lou's Germantown Bar in the same city. . . . BILLY HAHN, pianist at Maxine's, Philadelphia, leaves for the armed forces this month. . . . RUSS TAYLOR at the solo-vox set at Bishop's Savoy Bar, Atlantic City. . . . BONNIE DAVIS, vocalist with the Piccadilly Pipers at Lou's Chancellor Bar, Philadelphia, has returned to the unit after having her tonsils bobbed. . . . ART RAY TRIO take over at Philadelphia's 820 Club.

BETTY CARPENTER returns her piano-vocals to Philadelphia's Music Village. . . . ART HINETT TRIO, making way for the Darrell Twins at the Swan Club, Philadelphia, will open March 20 at The Cove in the same city. . . . BILL DAVIS QUARTET draws a holdover to May 15 at the 164 Clover Bar, Philadelphia. . . . DICK JACKSON in Philadelphia scouting the units and singles for stands at Chin's Cocktail Lounge, Cleveland. . . . PENNY PRENTISS, striking out as a single with her piano-vocals, preems at Philadelphia's 164 Clover Bar.

CHARLES STONE and his piano-songs set at Nicholson Tavern, Gloucester

Heights, N. J. . . . KING COLEMAN'S TRIO take over at the Cat and Fiddle Inn, Waterford, N. J. . . . SIR CECIL WILLIAMS, vocals, with John Brown at the piano, new at Philadelphia's Copacabana. . . . ENRA BAILY adds her vocals to Joseph Small's Steinwaying at the Royal Bar and Grill, Camden, N. J.

JIMMY SUMMERVILLE and His Ohio Trio current at Metropole Cafe, New York, going into rehearsal for legit. . . . POLLY JENKINS and Her Plowboys open near Boston for Camp Shows about middle of March. . . . SKEETS TALBURT opens at Murphy's, Trenton. . . . MARY LOU WILLIAMS cutting four sides for World Transcription. . . . TOMMY PURCELL starts working afternoons at Enduro. . . . NICK SANDS inked for the Dubonnet, Newark.

MIDWEST:

FREDDIE REED, sepia pianist, now playing at the Circus Smack Bar, Forest Park Hotel, St. Louis. . . . THREE CHOCOLATES are at the Sky Bar, Cleveland. . . . LIL ALLEN, pianist, opened at the Club Detour, Chicago. . . . SCOTTY AND HIS MUSIC MAKERS can be heard (See OFF THE CUFF on opposite page)

Planned Lounge Grows Up Into Class-Type Club

PHILADELPHIA, March 11.—Originally planning to operate it as a musical bar, Herb Spatola has widened the scope of his proposed Casablanca and will light up the new midtown spot as a regular nitery.

He has been operating the Flanders Grille, midtown musical bar, for many years, and now moves directly across the street to a former bank building. Casablanca will be styled along intimate lines, skedded to start up around April 15, with the opening show so far set with song-birds Helene Standish and Gloria French.

Also on the local nitery scene, Harry Weinberg, operator of the Club New Yorker, has completed negotiations to take over Marty Epstein's 69th St. Rathskeller, nabe nitery. Weinberg, vet nitery op here, will relinquish his New Yorker spot, also a nabe boite.

FOUR CLEFS are appearing at the Lakeside Club, Decatur, Ill. . . . THREE CO-EDS, currently at the Wigwam, St. Paul. . . . DEANE AND BOB, organ and piano, have been inked in for the Lake Hotel, Gary, Ind. . . . BOB AND SUE FORTSYTHE are appearing at Kasee's, Toledo.



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THE DON JACKS

REVIEWS

George De Carl and His Dixieland Band

(Reviewed at the Capitol Lounge, Chicago)

The tag of this unit gives the impression the group confine themselves to the torrid jazz style, but the lads surprise the customers when they dish out tunes ranging from operatic numbers to swing and the soft tempo of pop hits.

Organized only a few weeks ago, these newcomers are hitting a rapid stride in the cocktail field and are attracting the attention of patrons with smart arrangements, novelties and versatility.

Group has plenty of talent for a small unit and features the soloing of George De Carl, trumpeter; Wally Moran, saxophonist, and Bill Indelli, trombonist, who hits the high notes in a style that rivals Tommy Dorsey. De Carl shares the vocal spotlight and does a neat bit of ballading that gets good mitting.

Band would fit well in any spot, either as a dance ork or a small combo.

Jack Baker.

Four Steps of Jive

(Reviewed at the Bar of Music, Chicago)

This septa foursome, specializing on vocals more than on instrumentalizations, is a talented musical group, but seems to lack enthusiasm to make a hit with customers.

Group, consisting of two guitars, bass and a tom-tom beater, try to impress the audience with solid jive, but the combination only gives the effect of a slow monotonous tempo.

When the boys are in the mood, however, they swing out in good style and get plenty of mitting with their imitations of the Ink Spots, and specialty numbers. Vocalizations are good and the combo can give out if they really want to.

What they need is more concentration on their musical numbers plus some inspiration, to give a good performance.

F. B.

Eddie South and His Trio

(Reviewed at Elmer's, Chicago)

Eddie South, publicized for years as the "Dark Angel of the Violin," is presenting a trio composed of violin, piano and bass. The group plays fine "Basin Street Chamber Music." They swing lightly in the drawing room manner with polished jazz, and hush the hep-cats with fine concert arrangements wafted to an elbow-bending crowd.

South is a master of the violin. He has poise, audience presence, and musicianly technique. He runs the gamut nightly from the favorite fiddle phrases of the current crop of "le jazz hot" fans to brilliant classical excerpts.

South's bass player, Eddie Brown, is a capable rhythm man both as slapper and bower. Pianist Billy Taylor is a brilliant performer, playing more like Art Tatum, the blind wizard, than any other musician to come up in the past five years. Good ideas, flashy technique and fine showmanship will push this chap up with the best of the Ivory pounders.

Carl Cons.

Red Norvo

(Reviewed at the Preview, Chicago)

Red Norvo, who has not been seen in this town since he fronted his large ork, seems to have hit a downward groove that is disappointing to the patrons who know him as a smart expounder of solid rhythm.

The unit consists of piano, clarinet, drums, bass, guitar and xylophone, and though well balanced, they do not come up to the standard of instrumentation with which Norvo has been identified. When reviewed the lads lacked personality and showed little enthusiasm on the stand. Norvo's reputation as a sensational xylophonist is lost while playing with the group, and he doesn't seem to realize that the audience is anxiously waiting for him to give out with a solo. Arrangements of the band lean to original tunes which are interspersed with a good library of pop hits.

Attired in sport togs, the group makes a smart appearance. If the sidemen would adopt a little more showmanship, enthusiasm and effort in their playing, the unit, with Norvo's direction, could easily step out among the top combinations of the field.

F. B.

Selika Pettiford

(Reviewed at the Desert Room, Glendale, Calif.)

Selika Pettiford studied piano with Paderewski, organ with Jesse Crawford, and is now combining the two as a single. Her work is devoted, as it has been for the past four years, principally to the organ. She doesn't confine herself to ivory slapping, but gives a flashy show along with it. Good showmanship from this septa entertainer always commands attention.

As an organist, Miss Pettiford is much above the average. Her treatment of tunes is fresh and zestful. Much of work hinges on her ability to perk up her music by the addition of a proportionate tremulant. At intervals she gives the piano at her side a treble going over to blend it with the Hammond.

Her strongest renditions are of the semi-classical and light operatic veins. Because of her training as an instrumentalist she offers few fast pop tunes. Ballads and sweet stuff are her real pop forte. Her ability as a linguist gives her finesse in handling language vocals and she colors her singing with Latin, French, Hebrew, Hawaiian, Russian, Spanish and German.

The name is hard to remember, but that is not without its advantages.

Sam Abbott.

Snub Mosely

(Reviewed at Midway Musical Bar, Philadelphia)

Rather than the conventional trio or quartet, this unit, getting its inspiration and spirit from Snub Mosely's brand of trombone sliding, is actually a right tight jump band. Devoted to the school of rhythm popularized by John Kirby, Mosely's sextet also offers much to excite the musical imagination. A septa crew, combo includes clarinet, sax, trumpet, piano, bass and drums.

Lining up on the raised platform the Mosely men put in plenty of bite for their ensemble tootling, and add plenty of sorcery in the solo flashes, particularly in the maestro's own slip-horn slides. No blatant blaring, the boys enjoy smartly-tailored arrangements and give out with an acceptable brand of outpourings in the sweeter registers.

Selections include a large batch of originals. Mosely turns in delightful lyricizing for the jive ditties.

Maurie Orodener.

OFF THE CUFF

(Continued from opposite page)

at the Sportsmen Club, Peoria, Ill.

MADONNA MARTIN currently at the Five o'Clock Club, Chicago. . . . ART TATUM TRIO are at Chin's Victory Room, Cleveland. . . . CLARENCE BROWNING, boogie-woogie pianist, opened at the Airliner, Chicago. . . . CHICK CHARLENE, duo guitarist, skedded for an April opening at the Bamboo Room, Kenosha, Wis. . . . VIRGINIA MATHEWS currently at the Society Bar and Lounge, Cleveland. . . . BUNNY DOC (3) are at the Hollywood Bar, Rochester, Minn.

GENE LEWIS trio are at the Rose Bowl, Chicago. . . . MYERS AND GREEN are appearing at the Stratoliner, Chicago. . . . EDDIE POWELL is playing at the Talk of the Town, Peoria. . . . JACK GARDNER, now at the Hotel Dayton, Kenosha, Wis. . . . ROOSEVELT SYKES and George Utley have been inked in at Lord Lansdowne's Lounge, Dayton, O.

ANTI-TAX FIGHT SIZZLES

(Continued from page 24)

of spots then ordinary commercial competition will remain as is, and the larger clubs or the music-only spots will not be benefited at the expense of the smaller places.

It is reasoned that if patrons know they will have to pay 30 per cent tax wherever they go, they will be more likely to stay in their usual haunts instead of seeking out tax-free places of amusement—and that this will have the effect of keeping small spots in business and will save hundreds of jobs.

Representative Meeting

Friday's meeting was by far the most representative one staged since the 30 per cent tax question arose. Besides Shelvey, who called the conference, those present were: Dave Fox and Mortimer S. Rosenthal, of AGVA; Morris Shrier of

MCA; Sam Shayon representing the William Morris office and ARA; Matly Rosen of Joe Glaser, Inc.; Charles Green and Charles Busch of CRA; Leon Enken of Leon and Eddie's; Axel Peterson of the Iceland; Fred Lamb of Club 18; Fred Watson of the Entertainment Manager's Association; and Annette Marantz of the Nat Abramson office.

The presence of Shayon for WM, Shrier, Rosen, Green and Busch marked an important first, for it represented big agency participation in AGVA's battle to find relief from the rigors of the tax.

The bigwigs of the Cafe Owners' Guild, however, were conspicuous by their absence. Nick Prounis, president of COG, was approached by Dave Fox to participate, but expressed personal disinterest in the AGVA fight, according to Fox, who also declared that he had met the same reaction from Lou Walters and other top-spot owners. Noah Braunstein, COG attorney, had verbally promised *The Billboard* that he would cut short his business in Florida to attend such a meeting but on being queried about it by wire he replied, "Impossible to get there before next week; sorry."

Many "No" Answer

The Billboard last Wednesday (8) also requested "yes or no" answers from other important men in the industry as to whether they would be present. No answer and no representative came forth from the following offices: Moe Gale, Inc., General Amusement Corporation and Frederick Brothers.

Immediately after Friday's meeting ended, Shelvey contacted the top officials of the joint culinary workers' union. Indications were that this powerful union will join the forthcoming movement on the Treasury Department.

At the meeting Shelvey declared that next week AGVA would make preliminary contacts with the Treasury and would seek to organize a legal battery for the job of convincing the bureau. Mort Rosenthal of AGVA will, meantime, be doing the necessary legal spadework.

Then Shelvey will call upon those who were present at Friday's meeting to join him in another confab to discuss the work already done, after which a united-front group will go to Washington for the actual workout on the Treasury. This jaunt will take place the week after next, from present indications.

Should the plan developed at the conference fail to impress the Treasury, an alternate attack has been worked out. This consists of a request to make certain word-changes in the present definition of a "cabaret" so as to exclude all places which do not have a combination of music, dancing-by-patrons and entertainment. The Treasury will be asked to rule that any spot which does not feature all three is not a "cabaret" within the meaning of that word as understood in the industry.

Bill Would Eliminate Food With Drinks in Calif. Clubs

SACRAMENTO, Calif., March 11.—A proposed constitutional amendment which would eliminate the requirement that food be served in bars, hotels and other establishments where alcoholic drinks (beer excepted) are dispensed is being sponsored by Assemblyman Lorne D. Middough of Long Beach. He is chairman of the Assembly Interim Committee for studying juvenile delinquency problems.

Hub Drinkeries Crying in Their Long Beers

BOSTON, March 11.—Purveyors of food, liquor and entertainment, particularly nitery and tavern operators, around the Hub are getting ready to take it on the chin.

The big squeeze is just beginning with a whole new set of taxes, the growing scarcity of hard liquor and the predicted shortage of beer, and the new OPA cut in food allotments.

The Boston Herald was the only paper here last week to take any extensive account of what the new 30 per cent tax will mean to nitery operators. In a front-page story signed by Arthur Stratton the paper echoed the moans of local operators.

Sock at Jukes

The article threw a monkey wrench at juke boxes by stating that a large portion of Boston's tavern operators were going to junk their machines if the tax could be escaped in that way. It said in part, "The death of the ear-splitting, nerve-wracking juke box, the mechanical demon that has sent many a man fleeing to the street . . . seems inevitable."

Last week OPA announced a new method of computing food allotments to hotels, clubs and taverns based on the number of meals served, rather than the number of customers. The regulations will reduce the food allotments of some nitery and tavern operators as much as 65 per cent.

A number of nitery operators around town have indicated that their liquor stocks are getting dangerously low. At the same time the New England district of the National Beer Wholesalers of America met in a two-day conference at the Hotel Statler and expressed a gloomy outlook for beer production.

Dime Beer Gone?

Since beer wholesalers are caught between the 1942 ceiling prices and the coming increased prices caused by the new taxes, matters of prices and controls were discussed at the meeting. Whether a glass of beer will continue to be sold for a dime is a matter for guesswork.

It is figured here that the total taxes (30 per cent federal, added taxes in bottled liquor, the Massachusetts Old Age Tax of 5 per cent) would raise a \$10 tab to \$14.65.

Le Jazz Hot Spot Set to Come Alive

CHICAGO, March 11.—Grand Terrace, local spot identified with the early days of such jazz greats as Count Basie, Fletcher Henderson and Earl Hines, will reopen about April 7 under new management.

Denver D. Ferguson, of the Indianapolis talent agency bearing his name, heads a syndicate organized to operate the place. Ferguson's office will book. Spot was shuttered for a long period while in the possession of Joe Glaser, New York talent rep. Initial show will comprise 30 performers and a 10-man ork.

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MAGIC

By BILL SACHS

PAUL ROSINI, who has made several enviable records in Detroit niteries the last two years, is back at Saks's Show Bar there. . . . **GIOVANNI**, pickpocket magician, closed a nine-week stand at the Bowery, Detroit, Sunday night (5), making the longest run for a headliner in the history of that spot. . . . **BOB PARKER**, the "Gay Deceiver," is set for an unlimited stand at the Wivel Restaurant, New York. . . . **FLORETTA AND BOYETTE**, after a 28-week theater tour with the *Hobby Lobby* unit, are current at the Nixon Cafe, Pittsburgh, marking time before they go overseas for USO-Camps Shows, Inc. . . . **THE GREAT BALLENTINE**, after winding up with the *Pin-Up Girls Revue*, enjoyed a week on the sands at Miami before opening March 8 at the Olympia Theater there, following in G. Ray Terrell, whom Ballentine describes as "an excellent trixster." Ballentine heads northward this week-end for more trouping in major vaude emporiums and niteries. . . . **ALBERT VANTINE**, of Vantine and Cazan, on his second tour abroad with a USO unit, V-mails from London: "Having grand time here. Visited my father first time in 30 years. Some thrill sleeping in my own bed. Visited the Davenport here and they send regards. Hope we can get *The Billboard*." . . . **SIR EDWARDS**, mentalist, now doubling between club dates and war work in Indianapolis, has visions of a gayly decorated showboat, plying the Ohio and Mississippi rivers, with the following painted on its sides: "Sir Edwards's Palace of Mystery." The thing could become a reality, as Sir Edwards has already set out lines to capture a floating theater for that purpose. He has in mind a program of one and a quarter hours of magic by John Wilson (The Great Darrell) and 45 minutes of mental dexterity by himself. . . . **LIEUT. LEE ALLEN ESTES**, Safety First Magician of the Kentucky State Highway Patrol, visited the Dante show during its recent engagement at the National Theater, Louisville. And the Loot relates an interesting tale of the terrific party after the night performance. The shenanigans began earlier in the evening, when Dante's assistants smuggled Estes into one of the cabinets during the presentation of Dante's popular "rehearsal" trick. The surprise of finding Estes in the cabinet instead of one of the regular assistants almost floored Dante and he had to take a few minutes to regain his composure. The audience, sensing the gag, joined Dante in a hearty laugh.

DANTE THE MAGICIAN took his *Sim-Sala-Bim* into the Shubert LaFayette Theater, Detroit, Monday (13) for a three-week stand, marking the beginning

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Going Hollywood

NEW YORK, March 11.—A new broom sweeps clean and sometimes even fancy. So Leonard MacBain, the new tub-thumper at the East Side class spot, the Monte Carlo, has sold the management a new idea which he and the real estate outfit that runs the spot, hopes will bring out the upper bracket mob in droves.

The latest dream child is to show film previews to what MacBain calls "a class audience." Pics will be flashed in the Casino by some new method which flack is vague about. Idea is that house lights will only have to be partly dimmed. The half-light will enable the lifted-pinky set to put on the feed-bag, do a little elbow-bending and see their movies in solid comfort. If movies are not available, or the companies refuse to play ball, plan is to put on theatrical productions with a Little Theater tinge.

So far the film companies queried say they don't know from nothing, and why should they show their products in a night club?

Meanwhile the Monte Carlo is going ahead with arrangements. On April 1 its Casino will close for remodeling and reopen with a blare of trumpets to a class pic audience May 15.

of another tour of legit houses. George Alabama Florida, vet agent, has returned to handle the advance. . . . **THE GREAT RAYMOND** (Maurice F. Raymond), the pre-war globe-circling magician, has just completed another four-day engagement at the Armory, Akron, his eighth show there in a little over two years. Raymond is reported prepping for a tour that will take him to the various USO centers. . . . **KING FELTON** is preparing to again take his magic under canvas the coming season, while wife, Hazel, remains in Kansas City, Mo., to look after their Grask Trailer sales business. . . . **JACK HERBERT** Monday (13) began his fifth week at the Cotton Club, Houston. . . . **TOMMY WINDSOR** typewrites from his Marietta (O.) headquarters: "Read your magic column avidly each week. How do you get so much news in so little space? You've been conserving paper for years." . . . **SYD GOLDEN**, Philly trixster now out with a USO Camp Show, was 1-A'd last week. . . . **MILBOURNE CHRISTOPHER**, V-mailing from England under date of March 1, says: "Did my rope tricks at the British Ring, IBM, luncheon in London. Many old friends there. Thanks to Lucille and Jacket Barnett, have added several marvelous 18th and 19th century bills and woodcuts to my collection, among them Lane, Palatine and Ingleby!" . . . **H. A. AND DELLA MACKNIGHT**, the hypnotic funmakers, who recently returned to their Spokane home after an absence of four years, have been keeping busy on lodge and theater dates in that sector and this week begin on a string of midnight dates for the Evergreen Circuit. . . . **W. I. FAYSSOUX** pipes from Asheville, N. C., that he playing his old territory to good returns. . . . **JOHN SNYDER JR.**, Cincinnati magic manufacturer and past national president of the IBM, was the subject of swell human-interest yarn, by Janet Callahan, in the March 10 issue of *The Cincinnati Post*. Photos illustrating the piece showed John performing his newest invention, the *Wand-a-Block*.

A HIGHLAND FLING

(Continued from page 23)

timing. John Ireland is excellent as the young laird. The remaining roles vary in competence.

John Root's two settings, a pub and especially a forest scene, have a wonderful rustic atmosphere. Costumes by Motley are fine. The lighting is generally dimmed too low.

"Fling" is paced for a quick sale to the flickers. It's fantasy and pawky wit will go well on the screen (in the style of "Mr. Jordan"). It's a natural for radio dramatization, either isolated incidents, or the whole script, either as an hour show as a 13-week series.

Bill Riley.

Tourists Won't Be Scared In or Out of Miami

MIAMI, March 11.—Closing of Hialeah usually marks the end of the Miami season, but this year seems to be different. Folks are staying to see the ponies run at Tropical, and lack of transportation has much to do with prolonging what has been the most prosperous take in a long time.

In spite of adverse reports printed in Northern publications, the influx of visitors continues and the problem of where to put them is still a headache to the local Chamber of Commerce.

All of the hotels and most of the niteries are to remain open all summer. There are 142 busses in and out of Miami daily, and twelve busses are operated to Key West, standees in all of them. Train reservations are booked to capacity for 30 days.

BURLESQUE NOTES

NEW YORK:

BETTY ROWLAND, former strip, now boss of a nitery, the Ball of Fire, recently launched in Los Angeles. On the opening bill are Gus Schilling, comic; Lee Trent, straight, and Betty. . . . **MUNRO AND ADAMS**, jugglers, first time in burly, left the Hirst Circuit March 11 to return to niteries. . . . **WHISTLING DAWN BROTHERS'** act, *Their Wedding of the Birds*, was recently resumed for the Latin Quarter, Boston, thru the return of one of the team, Jack Murray, army discharged; now it is the other half, Larry Raymond, who received notice for his physical. . . . **MOE COSTELLO** has Art Lewis as a partner in his new burly stock venture to open April 1 at the Republic, Ocean View, Norfolk, for which Phil Rosenberg will do the booking.

LEONA THURSTON in her eighth month doubling between the clubs Cobra and 608. . . . **JOHNNY GOODMAN**, comic, entering on his eighth month at the Gem, Chicago, where he has been on and off the last three years; opposite comic is Sam Goldman, and straight man Al Ritchey. . . . **VILMA JOSZY** now is Phyllis Ayres, featured strip in a Hirst unit.

AL PAGE AND COMPANY, with Ernestine and Oscar, returned to the Hirst wheel via another unit at the Howard, Boston, March 10. . . . **SUNNY LOVETT** opened at the 606 Club, Chi, last week. . . . **TINY FULLER** again pinch-hit at the Hudson, Union City, in the March 5 week, this time for Frank X. Silk who is laid up in a Philly hospital, where Billy (Scratch) Wallace, another comic, is also registered. . . . **MIKE SACHS**, who shares a piano specialty with Alice Kennedy, among other comedy scenes, and has done so for 27 years, finally was induced to become a member of the musicians' union.

WEN MILLER, ex-straight man, now managing the National, Detroit. . . . **MARY ETTA KENYON**, who was a vocalist in burly back in Mutual Wheel shows and last with Charles Hunt's circus, is now operating a farm in Davenport Center, N. Y. . . . **STELLA MILLS** returned to featured strip in a Hirst show after two years of retirement, remained a fortnight, and back to her home in Atlanta. . . . **VEVE AUSTIN**, dancer, left the Hirst wheel for a USO unit.

YEOMEN OF THE GUARD

(Continued from page 22)

chore. It's reflected in everybody's work right down to the chorus line.

R. H. Burnside's boys and gals may not put on the best brand of Gilbert and Sullivan ever to be seen hereabouts. They have been guilty of a sour performance or two. The chorus are built for chant rather than looks, some of

The Billboard

The World's Foremost Amusement Weekly

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

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

EDITORS: Claude R. Ellis, Walter W. Hurd, Joseph M. Koehler, Leonard Traube (on leave to the Armed Forces).

EXECUTIVE NEWS EDITOR—William J. Sachs.
ASSOCIATE EDITORS: Lou Frankel, Robert Francis, Nat Green.

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



the costumes are a bit threadbare and the scenery likewise. But they've got some players who can't be up-staged by any D'oyly Carte. Ames, Pitkin, Bertram Peacock and Robert Eccles can stand up with the best of them. Catherine Judah need bow to no Savoyard contralto and Kathleen Roche is a fetching prima donna, when her voice doesn't go over-brittle thru evident strain. With the full rep returns in, the ledger shows a satisfactory balance on the side of good, all-round entertainment.

B. F.

Under New Ownership FOLLIES THEATER

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FAMOUS PARADISE REVUE

All week stands, 30 consecutive weeks, no lay offs. SALARY \$50.00 per week and transportation for line work and \$40.00 per week for posing. IF YOU ARE NOT YOUNG AND ATTRACTIVE DON'T ANSWER THIS ADVERTISEMENT. Show will open Saturday, April 1st, in Petersburg, Va. Rehearsals start March 27th in Petersburg, Va.
All Address: CETLIN & WILSON SHOWS, P. O. Box 787, Petersburg, Va.

GUN JUMPERS BOW OKAY

Buckeye Unit Pulls in L. R.

Quarters Space Eased

LITTLE ROCK, March 11.—Buckeye State Shows opened a unit of four rides, Minstrel Show and 14 concessions at Ninth and Spring streets here March 3 to excellent business, reported H. B. Shive. Attractions are behind a free gate, and prices range from 15 to 25 cents for the rides and 50 cents for the Minstrel Show. Mike and Frieda Rosen and Sam Levine greeted local acquaintances and showfolk friends wintering here and in Hot Springs. Equipment is painted in patriotic colors, and the owners had many compliments on appearance and running condition of the unit.

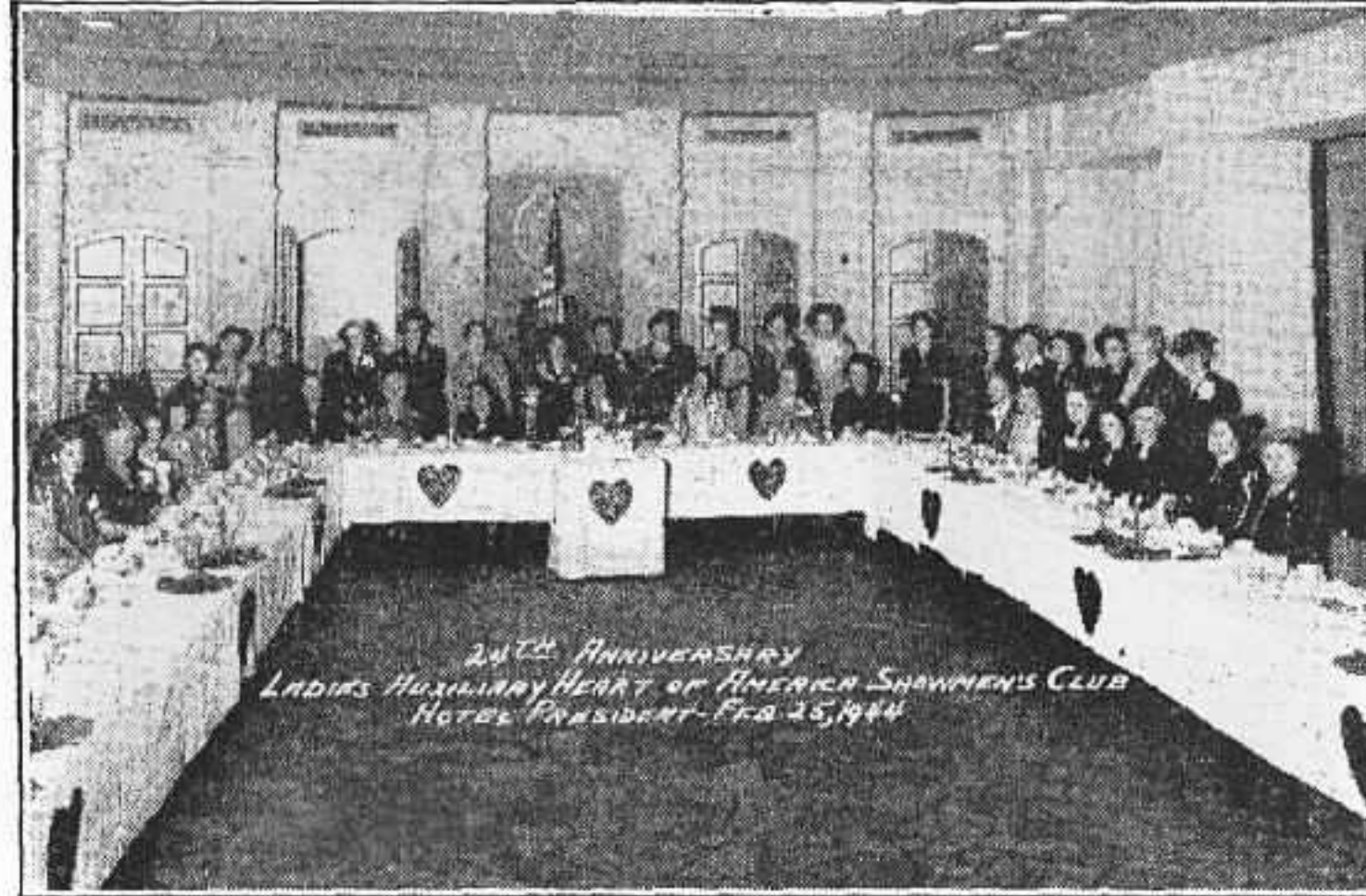
More space was created after moving the unit out of winter quarters, and work has been stepped up on other equipment for the full opening in North Little Rock March 23. Frank Tezzano joined with a big Minstrel Show, produced by Horatio Ballard and featuring such performers as George Williams, Eugene Pope and His Swing Orchestra, Mine. LaRose, Georgia Mae Pope, Francis Bennett and chorus. Manager Rosen purchased a bus with capacity to transport all of minstrels, and an enlarged front under construction will be ready for North Little Rock. New canvas has been ordered and a new stage is being built.

Bruce and Christina Duffy returned from San Antonio. Pat Ford has his (See Buckeye Unit in L. R. on page 57)

Toll of Tops In Crafts Fire

SAN BERNARDINO, Calif., March 11.—Fire of undetermined origin on the Crafts shows' midway destroyed several concession tops and damaged other property during the Yuma, Ariz., engagement March 3, before the fire department brought the flames, fanned by a light breeze, under control. The fire was discovered in the cork gallery of Johnny Gilliland at 6 p.m. Friday evening. The blaze spread nearly 150 feet along concession row, and sparks flew over other canvas. Those sustaining loss from the fire, which might easily have been a serious conflagration, are Johnny Gilliland, cork gallery; Albert Nelson, dart game; Ragland & Korte, race horse game, bottle ball game and tent mouse game. A sling-shot game tent, a section of the side-show top and the Merry-Go-Round top also were damaged. Replacements were immediately ordered.

For the first time in 14 years the Crafts shows left California for Yuma, the same city in which they played when they previously left this State in 1930. Newspapers and radio gave much space and time, and Frank Schull's town and country billing brought Indians and Hindus from reservations, as well as truck farmers and growers. Over 30,000 troops on maneuvers in the area swelled attendance over the week-end and at times taxed the midway. The provost (See Fire Hits Crafts Tops on page 57)



SOCIAL NIGHT was combined with a celebration of the 24th anniversary of the Ladies' Auxiliary, Heart of America Showmen's Club, in the Hotel President, Kansas City, Mo., February 25. About 40 members attended. First Vice-President Myrtle Duncan welcomed the guests and Bird Brainerd was toastmistress.

Weer Crews Step Up Work

NORFOLK, Va., March 11.—With approach of the opening date, April 1, quarters of the J. C. Weer Shows here are operating on full schedule under supervision of Cash Wiltse. Every wagon has been repainted and lettered, and show fronts are nearing completion. Those already in quarters include T. W. (Slim) Kelley, Side Show and Snake Show; Mr. and Mrs. Clyde Howey, Monkey Circus; Mr. and Mrs. Sydney Daniels, cookhouse, guess-your-age and weight concessions, and Speedy Merrill, Motordrome.

Manager J. C. Weer returned from the North this week, and R. C. McCarter, general agent, arrived with contracts for (See Weer Work Stepped Up on page 57)

Marks Jaunt Starts April 3

RICHMOND, Va., March 11.—Manager John H. Marks said the Marks Shows would start the 21st annual trek on the West Broad Street lot here April 3. Crews in quarters here are readying shows and rides under direction of Tommy Heath, superintendent. Jimmy Simpson, vet minstrel producer, who booked with Marks Shows instead of continuing his rep show, has started rehearsals of the Cotton Club Revue. Commissary, managed by Pearl Wiggins, opened last week (See Marks Opens April 3 on page 57)

SLA Launches Intensive Drive For Red Cross

CHICAGO, March 11.—The Showmen's League of America, which has been designated to represent outdoor amusements in the amusement and recreation division of the Red Cross War Fund drive, is preparing for an intensive campaign among outdoor showmen. At a meeting of the League's Red Cross committee Wednesday (See SLA DRIVE FOR RC on page 57)

SLA Party Proceeds For Soldiers' Packages

CHICAGO, March 11.—Proceeds of the annual spring party of the Showmen's League of America will be used for the Soldiers' Package fund, which provides a package each month for League members in service.

League now has about 100 members in service, many of them overseas. Each month, for more than a year, these members have received a package of useful articles each month, and the many enthusiastic letters received from the men are evidence that the packages are greatly appreciated.

Chairman Ernie A. Young has started rounding up talent for the party. Johnny Jones's orchestra, well known in the Chicago area, has been engaged and will furnish music for the show and dancing.

Silver Derby Opener Is Good in Moultrie

MOULTRIE, Ga., March 11.—Opening here, Fay's Silver Derby Shows during the week ended March 4 had warm weather and good business, with a 10-cent gate. There are 4 rides, 24 concessions and 2 shows, and business increased nightly. Saturday night there were 2,562 paid admissions thru the front gate.

Personnel: E. J. Fay, owner-manager; Mrs. Bernice Fay, secretary-treasurer; Theodore Meadows, general agent; Jimmy Forbus, electrician; Shorty L. Lowe, lot man; Pop Lock, painter-decorator. Rides, Fred King, Silver Derby foreman; Art Smock, second man; Kinney Etzel and Smokey, the Bullet; Philip Maynard, Mix-Up; Fred Cook, foreman; Clyde Wing, second man; "Stooge" Whatzer, Kid Auto.

Concessions, Mrs. Meadows, cookhouse; Bob Pace, griddle; Lillian King and Mildred Cook, counters; Wanda Meadows, photos; Jack Allen, ball game; Doc Swan, novelty game; Mr. and Mrs. Herb Beard, cigarette hoop-la; Mr. and Mrs. J. W. McCallister, Arkansas Kids ball game; Mr. and Mrs. Roy Wilson, toss-in-color game; Mr. and Mrs. John Hanson, fishpond; Kinney Etzel, pan game; Mrs. L. D. Frost, agent; Ted and Betty Martin, cigarette gallery; Mr. and Mrs. George White, popcorn, sno corn, candy apples, pitch-till-win; Bob Millken, Whittie Brannon, agents; Mrs. Fred Haines, penny pitch; Fred Haines, Kangaroo color block; Whittie Mulford, pea (See Silver Derby Opener on page 57)

Kortes Opening Big For El Paso Center

EL PASO, March 11.—A large amusement center being operated here by the Kortes Amusements under personal supervision of Peter Kortes, of museum and side-show note, is in the building which has been used by the Kortes World's Fair Museum for the last four years in the downtown district and is former home of the First National Bank.

The front has been changed materially, with a large neon sign and distinctive color scheme. The interior, which has about 9,000 feet of floor space, has been decorated with brilliant lighting and color effects. A Mexican band has been engaged to furnish music and a variety of concessions had big business on the opening day.

Arcade machines, lunch stand, popcorn, jewelry and curio concessions are popular and the two ball games had big grosses. At the opening Owner Kortes was recipient of many floral tributes and guests included Chris Fox, secretary of Chamber of Commerce; Charles White, former carnivalite and now owner of the Alamo Club, city and county officials and press scribes.

Garden State Will Open Pa. Quarters

PHILLIPSBURG, N. J., March 11.—Garden State Shows are set to open April 29 in industrial territory, with 26 weeks, including celebrations and fairs, contracted, said R. H. Miner Jr. Work on equipment will begin in quarters, New Holland, Pa., April 1. New parts and other material have arrived from several manufacturers. Present personnel (See Garden State Preps on page 57)

Albert coat and a top hat, placed the points of five iron stakes into the ground and, to the amazement of the onlookers, the stakes were quietly swallowed by the sand. "Quicksand!" yelled some. But the fact that only iron was drawn into the earth soon convinced the crowd that our boss was a hero and proved that Florida's publicity was right.

Some of the State's scientists weren't convinced and had a mineralogist make some tests. Digging deep into the ground, he discovered that, before being filled in, (See BALLYHOO BROS. on page 41)

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

Lodestone, Fla., March 11, 1944.

Dear Editor:

For years business men's clubs have been boasting about Florida's magnetic sand with, "If it once gets into your shoes you are there to stay." Until after our arrival here we took no stock in those brags. Knowing how these filled-in lots are down here, the bosses were prepared to plank the wagons into their locations. When the first one slid off of the plank, putting the wheels only a few inches into the sand, it convinced us that there was a solid formation underneath. The rubber-tired tractors then had no difficulty in spotting the rubber-tired wagons.

The trouble started when the ride iron was unloaded. When a piece had been set it couldn't be moved until we hired

the aid of a steam crane. This convinced the office and the entire personnel that we had discovered magnetic sand. So strongly was the earth magnetized that when an iron stake was set the power below pulled it into the ground. Such big news couldn't be hidden and our press department went to town to make the sand famous. We backed up every statement formerly made by the business club's press agents and gained much good will by doing so. The city council immediately voted to return our license money, altho many of the natives demanded proof.

Wednesday was set as Magnetic Sand Day. The gate admission was raised to a half-buck with the guarantee that ample proof would be produced. At 11 p.m. Manager Pete Ballyhoo, wearing a Prince

- READ • • • • •
- NEXT WEEK—SOERBAYA
- Post-War Show Business
- in Orient
- By Sam Abbott
- Spring Number of
- THE BILLBOARD
- Dated March 25
- • • • •

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Charles Driver—Bernie Mendelson.
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\$12.00 PER 1,000 FEET
2 Conductor #18 gauge, used on army maneuvers. Good as new.
1/3 deposit with all orders.
CROWN MACHINE CO.
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GOLD MEDAL SHOWS
NOW BOOKING FOR 1944 SEASON
Address: OSCAR BLOOM, Mgr.
P. O. Box 32 Columbus, Miss.

JJJ Ready For Augusta

AUGUSTA, Ga., March 11.—After supervising finishing touches in preparation for the opening here under Police and Firemen's Fund auspices on March 25, E. Lawrence Phillips, president of the Johnny J. Jones Exposition, left for a brief vacation in Orlando, Fla., but will return in time for the opening. Most of the show fronts and new main entrance arch have been erected on the fairgrounds. Last of the coaches came out of the railroad shops and redecking of flatcars will be completed this week.

Dell and Dorothy Crouch arrived from San Antonio, and their Motordrome is being redecorated. Tilt-a-Whirl also arrived. Joe Pearl, veteran mailman and *The Billboard* agent, and the Del Rio midgets, with Eddie Keck, will arrive next week. Art Converse and Lady Crystal are scheduled to arrive next week. Converse will again have the Wild Life Exhibit. Fred Sawyer will have the Minstrel Show, with a new line-up.

Ralph G. Lockett, office manager, spent several days at home in Ettrick, Va., visiting his mother. T. A. (Red) Schulz, Marks Shows, was a recent visitor.

Caravans Party in April

CHICAGO, March 11.—At the meeting of Caravans March 7 officers present were President Pearl McGlynn, First Vice-President Lillian Lawrence and Secretary Jeanette Wall, reported Alice Kady. It was decided to hold annual election of officers in December. First anniversary party will be held the second week in April. Nanette Franks, Betty Brooks, Mae Archer, Florence Hunt, Patricia Gordon, Emily Bailey, Betty Proper and Ann Babel were elected to membership. Daisy Davis, visiting her husband, who is with Polack Bros.' Circus, attended her first meeting, brought in several new members and made a cash donation. Other donations came from Frieda Rosen, Mabel Wright and Emily Bailey. Relief committee reported Becky Daniels, Clair Sopenier and Joyce Williams Gray III. Ann Sleyster and Billie Bunyard were among those present. Luncheon was donated by Pearl McGlynn and Emily Bailey.

WATCH THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.

Byers Bros.' Combined Shows

Opening March 23—10 Days—Texarkana, Ark. Auspices Police Department. \$1,000,000 Weekly Payroll.

W SECOND MEN WHO DRIVE SEMIS FOR FOLLOWING RIDES: Merry-Go-Round, Ferris Wheels, Tilt-a-Whirl, new 8-Car Streamlined Whip, Octopus, Roll-o-Plane. Whip Foreman wanted; Alvin Smith, wire. Top wages, good treatment and a long season.

A ON ACCOUNT OF DISAPPOINTMENT CAN PLACE MECHANICAL SHOW, GLASS HOUSE OR FUN HOUSE. RENA KISER CAN PLACE DANCING GIRLS AND TICKET SELLERS. Jean Helton, Tex and June Butler, wire at once. W. J. DUNNE SIDE SHOW WANTS A-1 TALKER, TICKET SELLERS.

N TATTOO ARTIST AND WORKING ACTS. (Pay every night.)

T CONCESSIONS: Can place Scales, Hoop-La, Candy Floss, String Game, Stock Wheels. No Grind Stores or G Wheels.

T WILL BOOK OR BUY SMALL FLYING SCOOTER OR SMITH & SMITH CHAIR-O-PLANE. Must be A-1. No junk wanted.

Write or wire CARL W. BYERS, 1210 West 8th St., Texarkana, Texas.

ATTENTION, SHOWMEN ATTENTION, RIDE OWNERS ATTENTION, CONCESSIONERS

14 Fairs—WM. T. COLLINS SHOWS—14 Fairs
WE HAVE THE BEST ROUTE OF OUTSTANDING FAIRS IN THE MIDDLE NORTHWEST

Opening April 28th in a downtown lot in St. Paul, followed by some of the best still dates in Minnesota and North Dakota. We have the following bona fide fairs in North Dakota, commencing at Plaxton, June 22-24; Bottineau, June 26-28; Cando, June 29 to July 1; Jamestown, July 3-8; Pesenden, July 11-14; Langdon, July 17-19; Hamilton, July 20-22. In Minnesota we have Bayport, Aug. 4-6; Mora, Aug. 7-9; White Bear, Aug. 10-13; Worthington, Aug. 21-23; Jackson, Aug. 24-27; Madison, Sept. 7-10; Blue Earth, Sept. 11-13. Three more are pending.

WANT RIDES: Will buy for cash Tilt, Octopus or Roll-o-Plane, or will book with transportation. Also will book Pony Ride or any Ride that will not conflict with what we have.

SHOWS: Want Monkey Show, Unborn, Geek, Pit Show, Girl Show or any show of merit with their own transportation and equipment. Want to hear from Dick Taylor, Billie Myler, Fred McIntyre and Clyde Howey; write again. Preacher Munroe, answer to your letter was returned.

HELP: Want Foreman and Assistants for the following Rides: Ferris Wheel, Parker Baby Q, Octopus, Chairplane. Top salaries and the best of treatment.

CONCESSIONS: Want Cookhouse or Grab, String Game, Hi Striker, Novelties, Scales, Floss, Bowling Alley, Lead Gallery, Cork Gallery, Cat Rack or any others that work for ten cents.

All Replies: WM. T. COLLINS, 406 ERIE STREET, ST. PAUL 2, MINN.

An Invitation to the Skeptical . . . "JUST WATCH US GROW"

G. C. "MITCH" MITCHELL, Gen. Agt. CHAS. H. SUTTON, Publ. Rel. & Bus. Mgr.

OPENING MARCH 25 IN BATESBURG, SOUTH CAROLINA

Then long season in proven spots in North Carolina, South Carolina, Virginia, New Jersey, Maryland, Pennsylvania, Georgia, and Florida all winter. Presenting our FREE ACT, the high, petite, sensational "MISS STARINA," in Aerial Ballet (first time in America). NOTICE—To interested showmen we offer 5 or more Rides, 5 Shows, 25 to 30 Concessions, sensational Free Act, proven industrial spots. Plenty advertising, people and the best of treatment. Can place one or two good Shows—Grind, Rally, Illusion, Animal, SPECIAL NOTICE! Have beautiful 30x90 Ton, frame, banners and line, plus all inside equipment for a Side Show. Yes! Transportation, RIDE HELP—Foremen, Second Men—TOPS in PAY with BONUSES, plus year-round work. Best treatment. WIRE NOW—Don't Write. WANT to BUY, BOOK or LEASE for season—#5 EB Wheel (NOTE—Simon Krause, write again, please). Will book Flat Rides, too. CONCESSIONS—Legitimate only—no P.C. Hurry! Space limited. Want especially ARCADE—"Til Wins—Ponds, POSITIVELY NO WHEELS or FLATS. Notice—George Keefer wants Agents. Address care Shows at once. SPECIAL ATTENTION to Ride Help: We have no heavy lifting on this show; our EQUIPMENT MECHANIZED, automatic lifters, etc. New winter quarters will have comfortable rooms for Ride Help. WIRE, DON'T WRITE—All replies care Western Union to

ZACCHINI SHOWS, BRUNO ZACCHINI, General Manager
Hinesville, Georgia, until March 22; then to BATESBURG, SOUTH CAROLINA.
P.S.: Mrs. Zacchini wants Man and Wife for Penny Pitch and other Concession.

DICK'S PARAMOUNT SHOWS, Inc.
OPENS APRIL 12

WANT WANT WANT
SHOWS—SIDE SHOW, MONKEY SHOW. Have complete outfits. WILD LIFE or GRIND SHOW. Liberal percentage.
RIDES—KIDDIE AUTOS.
CONCESSIONS—BINGO—Scales—Guess-Your-Age.
HELP—RIDE HELP—Top Money to SOBER men; Semi Drivers preferred. Long season.
DICK GILSDORF, Box 401, Chews, N. J.

BUNTING SHOWS Want for Season of 1944

CONCESSIONS: Can place Merchandise Concessions of all kinds. No coupons. Will give X on Scales, Hoopla, Penny Pitch and Candy Floss.
SHOWS: Can place several Grind Shows with own outfits. No Girl Shows.
RIDE HELP: Want Foreman for Octopus. Second Men for other Rides. Must drive trucks. Salary no object if you are capable. Drunks and chasers, save your stamps. Playing a route of proven still dates, fairs and celebrations in Illinois.

FOR SALE: Eight-Car Whip. Single Loop with 5 HP Motor. Smith & Smith Chairplane. Also several Show Tents.

ADDRESS BOX 297, LADD, ILLINOIS

COLORED PERFORMERS-MUSICIANS
FOR MEDICINE SHOW—WANTED AT ONCE

Enlarging Show, want Dancing Girls for line, Specialty Acts, Blues Singers, Harp and String Music and Musicians all instruments can be placed. You know my reputation—top salaries—good treatment—you get your money here. Write at once, tell all you can and will do. One, two and three weeks' stands.
DAVID S. BELL, Owner FARGO FOLLIES, Home Office, 116 E. Rogers St., Valdosta, Ga.
P.S.: Want 5 to 15 K.W.-A.C. Light Plant.

Dodson's World's Fair Shows

OPENING IN ALEXANDRIA, LA., SATURDAY, APRIL 1ST

Show Train Will Leave Beaumont, Texas, for Alexandria, La., Tuesday, March 28th

All people contracted or engaged to be with the above shows either report at Beaumont, Texas, before March 28th or at Alexandria, La., on or before April 1st.

Can place useful Carnival People in all lines. Ride Help, Train Help and Workingmen in all departments, come on, we will place you and guarantee you top salary and good treatment. Salary paid in cash each week. No brass or meal tickets.

Have complete new outfit, including a new wagon front built this winter that we will furnish for first-class Organized Minstrel Show with not less than 7-piece band. We will furnish sleeping car accommodations to a real Minstrel Show.

Ray Cramer can place Scottish Band of two or more pieces, Working Acts and Freaks for one of the finest Side Shows on the road. Salary paid out of office each week. Will place from 10 to 15-Piece Organized White Band, or Musicians for White Band all instruments. Can place legitimate Concessions at all times. All address

DODSON'S WORLD'S FAIR SHOWS
Beaumont, Texas, P. O. Box 216, Until March 28th; Then Per Route.

BEE'S OLD RELIABLE SHOWS, INC.
OPENING APRIL 6, LEBANON, TENN.

Want Ride Men for all Rides, top salaries. Especially want Wheel Foreman that is a Foreman and can work likewise. Want Billposter with car. Want Special Agent; Blacky Ogilty, wire at once. Want Concession Agent for Stock Concessions, also Count Store Agents for Roll Down and Razzle Dazzle; only two Count Stores on Show. Punk Smith, Joe Brownie and "Heavy," get in touch with John Terry (Middle) at once. Want to book Photo, Novelty, Jewelry, Name on Ribbon and Snow. No others wanted. Agents contracted that have changed your address, answer this ad. Want Girl Show Manager with three or more Girls; we have new top and front. All address:
BEE'S OLD RELIABLE SHOWS, INC., R.F.D. #1, Winchester, Ky.

PENNY PITCH GAMES
 Size 46x46", Price \$25.00.
 Size 48x48", With 1 Jack Pot, \$35.00.
 Size 48x48", with 5 Jack Pots, \$45.00.

PARK SPECIAL WHEELS
 30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
 100-Player Complete 7.00

1/3 Deposit on All Orders.
SLACK MFG. CO.
 124-126 W. Lake St. CHICAGO, ILL.

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Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
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 Samples of the 4 Readings, Four for 25¢.
 No. 1, 35 Pages, Assorted Color Covers35
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NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Pelicy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

HOW TO WIN AT ANY KIND OF SPECULATION. 24-p., Well Bound 25¢

PACK OF 79 EGYPTIAN F. T. CARDS.
 Answers All Questions, Lucky Numbers, etc. 40¢

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Graphology Charts, 9x17, Sam. 5¢ per 1000 \$6.00

MENTAL TELEPATHY, Booklet, 21 P. 25¢

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100; Sample 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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 19 West Jackson Blvd. CHICAGO
 Send for Wholesale Prices.

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228 W. 42d Street, New York City
 Open 1 P.M. Daily
WANT NOVELTY ACTS OF MERIT.
 State salary and all details in first letter.
 Open all year round.
SCHORK & SCHAFFER.

WANTED

Help for Fly-O-Plane and other Rides. Come on, don't write or wire. Will place you! This Show booked until Xmas and a very good chance to work all of the winter. Train leaves Beaumont March 28th.

CHAS. T. GOSS
 Dodson's World's Fair Shows, Beaumont Tex., Until March 28; Alexandria, La., March 29th to April 8th.

WILL PAY

\$285.00 per 10,000 case of .22 Short Shells, or \$27.50 per thousand. Will buy any amount. Ship express C. O. D. Payment guaranteed.

J. ZOTTER
 423 12th Street OAKLAND 7, CALIF.

HAMILTON AMUSEMENT COMPANY
 Open April 1

Want Concession Agents to work for 32 weeks in Greater Birmingham. Plenty of money. Will sell one 25 K.W. Buffalo Light Plant cheap, also one Devil's Bowling Alley, both in perfect condition. Will buy one Fish Pond, complete; also 25 gross of Cans or more and 100 gross of Indoor Sparklers. Lady Agent wanted who can handle books and drive small truck. Will furnish transportation fare for any person I know. Drunkards need not bother answering this ad.
JOE SALADINO, Mecca Hotel, Birmingham, Ala.

FOR SALE

4 30 K.W., 5 35 K.W., 5 40 K.W. Gasoline Engine Generator Sets, 110 volts; 4 36-inch Hull-Cunnolly and 4 24-inch Arc Lights, one Sperry Giro Search Light, lot of Carbons.

ILLUMINATION, INC.
 38-10 Queens Blvd. Sunnyside, L. I., N. Y.
 Tel.: Ha. 8-5512

FROZEN CUSTARD FOR SALE

2 Easy Freeze Henry Ambassador Ice Machines, one AC motor, one D.C.; one 5 K.W. Universal Light Plant, one Tent, Platform and Frame, Packers Milk Cans and all Equipment, lot of Paris. Can't ship, bring a truck and take all for \$200.00.

WALTER M. HOLLIDAY
 STAR ROUTE LOOK HAVEN, PA.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

JUMPING north fast?

MRS. DOROTHY WITTE, known as Dorothy Bishop, is reported in Herman Hospital, Houston, with a heart ailment.

E. F. GORMAN, former circus and carnival man, is operating a successful weekly newspaper in Yuma, Ariz.

BOOKED on the J. R. Edwards Shows are Mary Tennis, palmistry, and M. A. Florie, Bloomfield, Ia., corn game.

JOE TRACY EMERLING, who had been in Veterans' Hospital, Indianapolis, has been transferred to the Dayton branch, 623, V. A. P., Dayton, O.

WILLIAM ROYAL, who was superintendent of rides for 10 years on the Nat Rarrier Shows, is in the radio and electric business in Philadelphia.

ELIZABETH STEBLAR reported from Columbia, S. C., that her mother, Mrs. Joseph Steblar, was convalescing at her home after a foot operation performed in Columbia Hospital.

DON'T listen yourself into trouble when knockers are around.

ADAM (POP) ERBE, former athletic showman and who operated shows with early-day carnivals, has been visiting friends in Pascagoula and Jackson, Miss., this winter.

R. L. GIBBS, former electrician on the Bazinet Shows, is operating an electric service in Melten, Wis., besides a skating rink and concessions in the evening for the city.

DOC R. GARFIELD, of Hall of Science note, wrote that he and Tom Scully would take to the road again this season with Andy Bros.' Shows. They have been in Miami for a number of months.

SKEET AND GEORGE McALLAN left Hot Springs, where they had been wintering and where Mr. and Mrs. W. G. Womack, Liberty, Mo., visited them, to join the Tivoli Exposition Shows.

GUY who knows only, "Ain't it the truth, boss!" seems to be the most popular around office wagons.

MARIE AND SMOKEY JONES, formerly with the L. J. Heth Shows, reported from Birmingham that they would produce Marie's Queens of Burlesque on Hennies Bros.' Shows this season.

ROBERT E. JACOBS, The Billboard sales agent on Byers Bros.' Shows, who arrived in Texarkana, Tex., from Peru, Ind., reported much activity in quarters there.



SECOND LIEUT. EDDIE HYMAN, formerly with the Alamo Exposition Shows, is stationed at Taft, Calif., a pilot in the Air Corps. His mother, who will again be with the Alamo shows, has been The Billboard agent on the show for the past 15 years.



PFC. JACK WARD, 1109 Sqd., 9th Air Corps, stationed at Hereford, Ariz., surprised his mother, Mrs. Ruth MacMahon, operator of a concession on Crafts 20 Big Shows, with a week's visit during the Yuma, Ariz., engagement. He was on the Crafts Shows, both No. 1 and No. 2 units, several years. He was well entertained during his stay and left to visit home folk in Houma, La., before returning to his training in the Air Corps, where he has been since induction a year ago.

MRS. ANNA JANE PEARSON BUNTING left the hospital in Effingham, Ill., March 3, after a successful operation and is recuperating at her home in Ramsey, Ill. She expects to be on hand when the Bunting shows open early next month.

LA BOUNTY, presenting a novelty act and playing night clubs, while filling an engagement in Cincinnati last week, called at The Billboard offices. He was with the Mighty Monarch Shows last season.

WITH their daughter, Mrs. Florence Doyle, Mr. and Mrs. James Woodward, Brunswick, Ga., are visiting their daughter and son-in-law, Mr. and Mrs. Paul Reynolds, Birmingham, formerly with the L. J. Heth Shows.

EQUIPMENT which enables fliers to see thru fog could be useful in smoke-filled privilege cars.

BEN SWARTZ, of the former Krause Shows, who has been in business in Philadelphia for the past ten years, is building three concessions to place with

Looks Like Some Do

IT'S hard for an agent to tell much about a town while passing thru it in a Pullman berth.—Oscar the Ham.

a unit around Philly, opening early in May.

EDWARD K. JOHNSON, contracting agent of the Cetlin & Wilson Shows, was to leave Philadelphia for winter quarters, Petersburg, Va., March 15. He first joined the C. & W. staff in the spring of 1936.

SIDNEY HOEY, former corn game operator with United American and Sol's Liberty Shows, wrote from his home in South Beloit, Ill., that he was employed in a war plant there and might troupe this season.

DON FOLTZ reported from Arma, Kan., winter quarters of the Elite Exposition Shows, that James White, general agent, and his wife and daughter returned to quarters. Mickie Levatan returned from Texas recently.

MARTIN AND EVELYN WIRTH reported from Panama City, Fla., that they expected to operate their photo machine again in the Carolinas. Wirth, former secretary for the Al C. Hansen and other shows, is timekeeper in a war plant.

HARRY H. TURNER, who was novelty concessionaire with the Smith Greater Shows and other early-day orgs, is a candidate for nomination to the county board of education, Huntington, W. Va., where he resides and is now in the coin machine business.

JOHN DUNCAN, Halifax, advance and banner man with carnivals in Canada and the States, and formerly operating a med show, has been entertaining armed forces thru Nova Scotia. His partner in a blackface act is his wife, who was also in carnival biz with him.

MRS. WALTER B. FOX, wife of the general agent of Wallace Bros.' Shows, who had been visiting friends and relatives in North Carolina, spent several days in Memphis with Bob Fox's widow while en route to Jackson, Miss., to join her husband.

SAN LUIS, Mexico, 22 miles south of Yuma, Ariz., was mecca for many members of the Crafts Shows during the Yuma engagement. They stocked up with Mexican perfumes and other articles permitted by customs officers to enter the States.

GONE for the duration is the cookhouse operator who was friendly with his food when committees and fair secs visited.

PAUL GEARIN, Halifax, for many years with the Lynch Greater Exposition Shows on publicity and as a concessionaire, furnished information for a story on a change from live horse power to Diesel electric in operation of a new ferry be-

D. Stack Hubbard says:

"The BIG ELI operates as smooth as the day I received it. Haven't spent a nickel for repairs outside of aluminum paint for the steel."
 Keep the BIG ELI WHEEL in good condition—it will pay its way in net profits throughout each season.

ELI BRIDGE COMPANY
 Originators of Reliable BIG ELI Products
 800 Case Ave. Jacksonville, Illinois

SECOND-HAND SHOW PROPERTY FOR SALE

\$12.50 Wax Liver, Lung, Heart in Glass Case.
 \$3.00 New Wool Blankets, 62x82 inches.
 \$10.00 Gold Cloth Drop, 8x18 Feet.
 \$50.00 Folding Estay Organ, Playing Condition.
 We buy Show Tents, Kiddie Rides, Evans Wheels, Rink Skates. Pay cash. Call or write.
WEIL'S CURIOSITY SHOP
 12 Strawberry St. Philadelphia, Pa.

WANT

Capable Secretary for medium size carnival. Salary \$75.00 per week, \$10.00 week bonus for season.
 Address:
BOX D-139
 The Billboard CINCINNATI 1, O.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, STRIKERS, ETC.
 Still Available
EVANS' BIG PUSH
 Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

ARCADE FOR SALE
 Complete, ready to open except top. 80 Machines—Sky Fighter, Tommy Guns, Baker Sky Pilot, Anti-Aircraft Gun, Microscope Drop Pictures, 10 Love Meters, Card Venders, Bag Puncher-Lifter, new set Cockeyed Circus Machines; all Counters, Jacks, Bally Cloth, Front Entrance, Wiring, Switch Boxes, Light Stringers, Spare Parts. Outfit stored near Raleigh, N. Car. Price \$2750.00. Will trade as part payment on any Flat Rides, balance cash. Can use Tilt, Ride-O; Portable Skooter Building, with or without cars.
ARTHUR E. WALSH
 Gibsonton, Fla.

WANT
 General Agent that is familiar with these States: Alabama, Virginia, Tennessee, West Virginia, Kentucky, Arkansas and Mississippi. Must be reliable, sober and can stand prosperity and improve himself. Answer by mail, full details.
F. W. PEPPERS
 SELMA, ALABAMA

COLEMAN BROS.' SHOWS
 Opening Early in April.
 Want Shows—Monkey, Ice, Midget, Fat Girls, Penny Arcade, any New or Novel Show, Pit or Platform; have outfit for same. Foremen for Rides, Drivers for Semis, Help in all departments. Long season, good wages.
Thos. J. Coleman
 508 Main St. MIDDLETOWN, CONN.

WALLACE BROS.' SHOWS
WANT
 Lot Man, Cook House Help, Ride Help on Tilt, Merry-Go-Round, Wheel, Chairplane, Marquee, Truck Drivers, Working Men. All mail to **WALLACE BROS.' SHOW**, Box 1184, or Fair Grounds, Jackson, Miss.

SIDE SHOW ACTS
Wanted — Freaks — Wanted
 Working and Novelty Acts of all kinds. Ticket Sellers that make second openings, Lecturer for inside; can offer you long season. Show opens Augusta, Ga., March 25th. Write or wire
CARL J. LAUTHER
 Millers Tavern, Va.; after March 20, Johnny J. Jones Show, Augusta, Ga.

Gentsch & Sparks Shows
WANT
 Shows with or without outfits. Book or buy Tilt-a-Whirl. Want Truck Drivers, Ride Help, Mechanic, top wages. Book Bingo, Photo Gallery, Candy Floss. Use Agents on all Concessions, also two Ticket Sellers, main gate. Concessions, wire **JACK OLIVER**; all others wire **GENTSCH & SPARKS**, Pert Gibson, Miss., March 13th to 18th; Hattiesburg, week March 20th. P.S.: Billie Adams, wire Earl McDonner.

SUNSET AMUSEMENT CO.
WANT FOREMAN FOR TWIN WHEELS
 Also Other Ride Help.
 P. O. BOX 468 DANVILLE, ILL.

COUNTER MEN WANTED
 for Arcade. No driving. Write
C. A. STEPHENS
 Caro Stratze Shows Mullons, S. C.

tween Halifax and Dartmouth, N. S., in a New York monthly devoted to motor vessels.

JOE STEINBERG, concessionaire at Mission Beach, Calif., was emcee at a recent large show party held in a famous nitery in Mexicali, Mexico. He spent many years in Mexico with his then partner, Joe Zotter, of the Original Joyland Shows, which toured that country, and Steinberg mastered the language, acting as general agent in the early '20s.

JOHN L. (SPOT) RAGLAND, concessionaire on the Crafts Shows, entertained members of the Regular Associated Troupers at his cafe in Burbank, Calif., guests including Celia Kanthe, Bertie Harris, Mr. and Mrs. C. Cadwell, Mabella Crafts, Gladys Patrick, Marie and Ruth Korte, Babe Miller, Ethel Krieg, Gladys Dill and Tillie Palmateer.

EDWARD A. KENNEDY, for 12 years special agent of the Johnny J. Jones Exposition and later with Rubin & Cherry, George L. Dobyns, Brown & Dyer and other railroad shows, wrote friends from his Long Island City home that he was enjoying good health. He will be 76 on his next birthday and has been living in retirement several years.

MRS. H. M. KILPATRICK, wife of the advertising agent on Dodson's World's Fair Shows, who recently sustained a broken foot in an accident at her home in Gastonia, N. C., reports that the injury is improving and that she expects to be on the road again with her husband. Mr. and Mrs. Walter B. Fox and Paul H. Waddill, secretary of Moore County Fair, Carthage, N. C., were recent guests of the Kilpatricks.

FROM Millers Tavern, Va., Claude Bentley (Claudette) reported closing a six-week engagement with Harry Lewiston's World's Fair Freaks in Youngstown, O., and that Lewiston had good business in Columbus, O.; Wheeling, W. Va., and Youngstown, O. Claudette, staying at the home of Carl J. Lauther, will be annex feature for the 11th season with Lauther on the Johnny J. Jones Exposition.


IN 1916 Hugh Tinney and Harry Boston formed a partnership to take out Boston's Carnival Company, playing lots in Philly with three rides and about 80 concessions. Many of the concessions were built on large vans. E. K. Johnson reports that when he recently visited Independence Hall he met Hugh Tinney, who is now captain of guards of the Liberty Bell at Fifth and Walnut streets, Philadelphia.

WHEN an agent's wife blossoms out with new clothes and jewelry, some managers begin to suspect that they are being sold out to another show.—Colonel Patch.

VISITORS in quarters of the Virginia Greater Shows, Suffolk, Va., recently were Sheriff Culpeper; P. Dalton, State revenue collector of the Suffolk office; Larry Briggs, Mr. and Mrs. Wallace Goodrich, Albert Antoinette, Wille Saunders, Harry Taylor, Deputy Sheriff Clyde Howell and Mrs. George Laderback. Several staff members attended a birthday party for Mrs. Wallace Goodrich. Louis Weinstein and Jack Miller, bingo operators, are overhauling their concession.

FROM quarters of the J. F. Sparks Shows Secretary R. L. Overstreet reported that instead of opening a ride unit, as originally planned, Manager Sparks decided to open the entire show in Birmingham March 10. Bill Dollar, special agent, went to Mississippi. Manager Sparks and Representative Joe J. Fontana returned from Kentucky. More animals, including a bear, arrived in quarters of Lee Houston. John Linton, former electrician on the show, was a visitor. Mr. Merriam, Bay County Fair, Panama City, Fla., was a guest of Mr. and Mrs. J. F. Sparks. Calliope trailer will be ready for the Forest engagement. George Kelly will have the Funhouse. Concessions of Joe and Jim Sparks are ready.

VISITORS at quarters of Wallace Bros.' Shows, Jackson, Miss., have included Mr. and Mrs. H. Fritz; Ira Bennett, superintendent of Jackson Zoo; William Dyer, Dyer's Greater Shows; Charles Dressen, agent Bunting Shows; Frank Gaskin, agent Rogers & Powell Shows; Mr. and Mrs. John Willander, Mighty Sheesley Midway, and H. G. Starbuck, former co-operator of the Buckeye Exposition Shows. Owner-Manager E. E. Farrow Sr., who has been seriously ill, is able to make daily trips to quarters. Secretary Margaret Miller has recovered

"First Things First"
 Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.
 At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.

POWERS & CO.
 MANUFACTURERS OF
CANVAS GOODS
 PHILADELPHIA, PA. CHICAGO, ILL.

EVERLY RIDE OPERATORS
 Protect your **OCTOPUS, ROLLOPLANE** and **FLY-O-PLANE**
 World's Most Popular Rides
 • Operate Slowly • Keep Well Oiled
 • Operate Carefully • Keep Nuts and Bolts Tight
EVERLY AIRCRAFT CO. Manufacturers SALEM, OREGON

WANT
RIDE FOREMEN AND RIDE HELP THAT DRIVE TRUCKS
 Want Cooks, Waiters, Griddle Men, Counter Help for Cook House. Want Second Agent to drive sound truck and post paper. Want real capable Showmen, Talkers, etc., that can produce. Few Concessions open. Girls for Dancing and Posing Show, write Jack Jaeger here. Will book Shows with or without transportation. Furnish outfits. Want to book or buy Octopus, Spitfire, Rolloplane, Flyplane. Show Leaves Here March 25th for Opening at Paris, Tennessee.
ADDRESS NOW
ROGERS GREATER SHOWS
 HUNTINGDON, TENNESSEE

BUCKEYE STATE SHOWS
WANT NOW FOR UNIT OPERATING IN DOWNTOWN LITTLE ROCK AND FOR OPENING OF ENTIRE SHOW MARCH 23D
 Truck Mechanic, Paul Wotring, contact quick. John Velito, Bill Sweeney, Jess Lolly, Jack Pearson and Blackie Cox—Luke Young wants you, come on. Will book Monkey or small Animal Show, Motor Drome or any Show not conflicting with what we have. Frank Tezzano wants for carnivaldom's most outstanding Minstrel Show—Musicians, Performers, Comedians and Chorus Girls; Horatio Ballard, producer. Useful Show People in all departments, reply to **MIKE ROSEN, Mgr., Box 310, North Little Rock, Ark.**

Showmen—Ride Owners—Show Owners—Concessions
PARADA SHOWS
WANT FOR THE 1944 SEASON, STARTING APRIL 1ST, DOWNTOWN STREETS, CANEY, KANSAS — LEGION GALA WEEK
RIDES—Want Foreman for Little Beauty Merry-Go-Round. Will book Kiddle Autos and any other Ride that does not conflict. **GENERAL AGENT**, who can post. **S. L. Ehler**, wire me.
BINGO—Want Manager and Counter Men. **CONCESSIONS**—Photo, Ball Games and other Stock Concessions that do not conflict. Also Agents for office stock concessions.
SHOWS—Want Managers with People for now well framed Slide Show, Girl Review, Minstrel, Snake and one other Grind Show; or will book yours. Winterquarters now open. Come on.
 Address: **H. C. SWISHER, Box 125, Caney, Kansas.**

DANCERS AND SHOW GIRLS
 Contact **ART LEWIS** or **MOE COSTELLO**
AT MONTICELLO HOTEL NORFOLK, VA.
REPUBLIC THEATRE OCEAN VIEW PARK NORFOLK, VA.
 No matinees. 5 days a week. Very little rehearsing. 5 numbers in show. Top salary. Best summer vacation facilities in east. Newly built theatre opens April 1st. Rehearsals March 25th. Season 35 weeks.

NEW ENGLAND AMUSEMENT CO. WANTS
 Free Act for all season. State all in first letter. Man to handle Popcorn and Candy Apples. Couple preferred. Bingo Caller. Must be able to take charge. Chairplane Foreman. Must be capable. Top wages. All round Concession Help, experience not necessary. Will book or buy Ride in good shape. Can place a few Legitimate Concessions for entire season.
 Have for Sale: Rotary Popper, complete with Motor in excellent condition; also 14"x14" Marquee, brand new. Cheap for cash.
HARRY KAHN, 60 Parkside St., Springfield 4, Mass.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.
 All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.
LIGHT WEIGHT BINGO CARDS
 Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.
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 are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
 19 W. Jackson Blvd., Chicago

WANTED
MUSEUM
ACTS
JOHN HOWARD
 711 CHURCH ST. NASHVILLE, TENN.

Want Drome Riders
 Help in general, Speedy Lofton, Billy Beadreau, Camille Southgate, Billy King and others, write or wire at once. 17 weeks in amusement park and 9 big fall fairs with World of Mirth Shows, closing late in November. Highest salaries.
 Contact
Earl Purtle
 7612 Sweet Briar Rd. RICHMOND, VA.

GREAT SUTTON SHOWS
NOW BOOKING
 SHOWS, RIDES AND CONCESSIONS.
 WHAT HAVE YOU?
 P. O. BOX 304 OSCEOLA, ARK.

WANT
 Girl Show Manager with Girls, not less than 2 or 3. Will furnish 50 foot Panel Front and Transportation. Wire, no time to write.
FRANK W. PEPPERS
 Selma, Alabama

FOR SALE
 13 INCH FLOOR POLISHING MACHINE, American, Used 2 Weeks. Priced to Sell, \$300 Cash.
 12 BOWLING BALLS, \$7.50 Each.
 Address:
LEO H. COHN
 MORGANFIELD, KY.

WANTED
 EXPERIENCED TRAINER to work Performing Monkeys in Monkey Circus. Must be draft exempt. Salary to start \$35.00.
EARL CHAMBERS
 Care Royal American Shows Caruthersville, Mo.

FOR SALE—Complete Side Show, banner line, banners, platforms, drapes, all like new. Top 20x80, beautiful frame-up, used one season; five complete stock concessions, canvas good shape, frames all repaired and repainted, backgrounds of expensive drapery material, stringers, stock, etc., all complete. Penny Pitches, Mouse Game, Diggers on Tindem Wheel, four-way Awning Trailer, 10 Machines (1 extra), Loud Speakers, Stock, extra Parts, etc. Very Flashy.
FORREST O. SWISHER, Box 125, Caney, Kansas.

TURNER SCOTT WANTS
 Concession Agents for Swinging Ball; Earl Johnston, Phil Rocco, Vick Dunn, Eddie McNalley, get in touch with me. Show opens March 27th. Long season. Address: **TURNER SCOTT, care Scott Expo, Shows, Box 1562, Atlanta, Ga.**

Opening in St. Louis Area Early in April.
BARLOW'S BIG CITY R. R. SHOWS
 Want Ride Help, Concessions, Outfits open for shows. Would like to hear from Johnnie Johnson, Howard Goodlett, Bob McPherson, Frank (Sunny Boy) Allen, Frank Gregg, Fritz Bellis, Len Milton, Frank Randle, Ed Blain, Fingers Scott, Jay Mangel, Corney L. Wade, J. C. Admire. Write **HAROLD BARLOW, 529 N. 52 St., East St. Louis, Ill.**

from a major operation. Mr. and Mrs. Earl Crane, who will again have frozen custard machine on the show, arrived from Florida, where they spent the winter.

W. R. GEREN, owner of Geren's United Shows, reported from quarters, Cortland, Ind.: All trucks are being overhauled and repainted, Lewis Fee doing an attractive job on fronts and lettering trucks. There will be some changes in personnel. Doc Edwards, formerly with the W. S. Curl Shows, will have the advance; Mrs. Ethel Emmett, secretary; Mrs. W. R. Geren, treasurer; Howard Snyder, billposter; Scotty Kelly, sound. Show has contracted the Capt. Bill Sells lion act as free attraction and is set for 26 weeks in Indiana and Ohio. Visitors to quarters included Ralph Stafford, owner of Stafford's United Shows; W. D. Fleming and Mr. and Mrs. Tom Plunkett, Mrs. W. R. Geren and son, Jerry, will leave Paris, Ky., for quarters April 1. Opening date is set for April 29.

MEETING of the Regular Associated Troupers, Los Angeles, included a reception to Marge Kennedy and Harry Chipman, who were married February 26 in Tia Juana, Mexico. Bridesmaid and best man were Mr. and Mrs. W. R. Patrick, Portland, Ore., and Moxie and Babe Miller served a wedding breakfast in their home at Mission Beach. After the meeting the couple went to Portland as house guests of Mr. and Mrs. Patrick. Members who have joined their shows for the season include C. F. and Clara Zeiger and Rosemary Loomis to Rocky Ford, Colo.; Frank and Jean Yaglia to Archie Clark Shows, in San Diego; W. R. and Gladys Patrick to Jantzen Beach, Portland. It was voted to send a caravan of goodfellowship to Crafts 20 Big Shows in San Bernardino March 8. Crafts Shows have more members in the Troupers than any other show on the West Coast.

MANAGER SAM LAWRENCE arrived in quarters of the Lawrence Greater Shows, Sanford, N. C., February 20 and all rides have been repainted and repaired. Shows' revamping is under supervision of Colonel Sykes and Manager Lawrence. A new marquee is expected this week. Louis Gueth, electrician, is arranging the electrical wagon, and workmen arrived to assist Bob Young and Otis Barr. Bert and Ruth Symonds arrived and others expected are Mrs. Shirley Lawrence; Bill Woodall, who will have the Casino for the fifth season, and Mr. and Mrs. Tommy Carson. There are 15 men in quarters and work will continue till March 27, when the show will open for two weeks in Rockingham, N. C. Tommy Fallow has placed his Miss America and Hawaiian Nites and several concessions. Herman Singer, who will have the Slide Show, and Max Levine, who will have custard and cigarette shooting gallery, are expected this week.

IN QUARTERS of Dodson's World's Fair Shows on South Texas Fairgrounds, Beaumont, Mr. and Mrs. Tex Crawford arrived with their College of Monkey Knowledge, and he is building a front, reported Paul Barron. Tex is also breaking new Simlan actors and rehearsing old members of the cast. Show also has Toodies, performing chimpanzee, and a quartet of coach dogs which work in the patriotic finale. Larry Mullins, concession department, entertained Louis Ringol, general representative of the Alamo Exposition Shows, who stopped over on a business trip and also conferred with President M. G. Dodson. Ed Brauer, special agent, advised from Fort Worth that he would arrive soon. Mrs. Carl Hansen, wife of the show secretary, received word of the death of her sister, a nurse attached to a military hospital in California, from a heart attack, and went to Dallas to attend the funeral services. Mr. and Mrs. Ruddy Rivers are working on their concessions. This will be their first season with the shows. Trainmaster Carl Safford and a crew are relining the flatcars, which have been moved from Deweyville, where they were stored.

Stick Around
 ADVICE of the late Robert A. Josselyn to young general agents: "Always find some excuse for calling upon the 'big man' (in town) as often as possible. Then he won't forget you."

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.

SGT. MATT LANTZ, known in carnival show business as Jimmy Whitaker, is in the infantry in Louisiana.

FIRST S/SGT. WILLIAM O. PERROT, formerly with the Beckmann & Gerety Shows, pens from Station Hospital, Lacombe, O., that he will receive a medical discharge.

S/SGT. NORMAN W. DILLMAN, stationed at Camp Butner, N. C., recently spent a short furlough with Mrs. Dillman (Colleen McCormack) on the Greater United Shows.

PFC. ERNEST E. WENZIK, 32584878, former concessionaire with the Beckmann & Gerety Shows, is stationed with the 393d C.C.T.S., Unit D., Maintenance 1, Army Air Base, Sioux City, Ia.

PVT. LOUIS (TED) PALMER, 35225838, formerly with the Gooding Greater Shows, is an aviation mechanic student at the Army Air Base, Lincoln, Neb. His address is 783, T.S.S., Bks. 322, Army Air Base, Lincoln, Neb.

PFC. JOHN M. (JIMMY) LYNCH, long-time operator of cookhouse and lunch stands on Crafts 20 Big Shows, who has been promoted to staff sergeant, is now overseas, having recently written an interesting letter to Roy E. Ludington, manager of the show.

Plastic Fronts

By JOHN W. WILSON
 Co-Owner, Cetlin & Wilson Shows

EVERY conceivable business at this time is very much interested in the post-war period. Plans by the thousand are being made or proposed for every type of business. In my estimation, they will be dropped as fast as they are made.

Show business certainly can look forward to post-war benefits. Construction will be the most radical in the history of outdoor business. Plastics and plastic materials will play an important part in post-war outdoor show business.

If we are to believe some of the advertisements in recent months and reports of the plastic institute, a new world of construction will be opened for outdoor business. Sheet plastic, with its durability, will take the place of some other products. Fronts will be built of this modern plastic, with its brilliant hues and vast array of colors. New designs will be born that will enhance all midways.

This over-all conversion in design and materials will be costly, and the energetic show manager is looking forward to this era to produce the answer to the midway—something new and different.

Looking in the direction of post-war, there will be many new machines, electrically driven devices, lighting schemes and probably radical changes in the modern Diesels. All this will be good for the outdoor business and for those who are looking forward to progressive midways. There are a great many new inventions that will be released after the war and a great many of them will be useful in outdoor show business.

NOW BOOKING
 CONCESSION AGENTS. Working Men, Mechanic, etc. Will book Photos, Custard, Eats, Drinks, Ride Help, Shows with or without equipment. Opening April 1. Concession People, reply: **ROY GOLDSTONE, 2502 Central, Hot Springs, Ark.** Show and Ride People, reply: **A. SPHEERIS, Mgr., P. O. Box 372, Hot Springs, Ark.**

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ROLL TICKETS DAY & NIGHT SERVICE
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 ★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
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 10,000..\$7.15 50,000..\$13.75 90,000..\$20.35 250,000..\$46.75
 20,000.. 8.80 60,000.. 15.40 100,000.. 22.00 300,000.. 55.00
 30,000.. 10.45 70,000.. 17.05 150,000.. 30.25 500,000.. 88.00
 40,000.. 12.10 80,000.. 18.70 200,000.. 38.50 1,000,000.. 170.50
 Above prices for only wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.
STOCK ROLL TICKETS **WELDON, WILLIAMS & LICK**
 2000 PER ROLL FORT SMITH, ARK.
 1 ROLL.....75c
 5 ROLLS.....@.....60c
 10 ROLLS.....@.....50c
 TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 500,000 HAS BEEN REACHED.

ROCCO MASUCCI Gen. Mgr. **WM. C. (BILL) MURRAY** Gen. Agent
Virginia Greater Shows
 OPENING FIRST OF APRIL IN SUFFOLK, VIRGINIA
 WANT AT ONCE—Truck Mechanic. Want Penny Arcade, High Striker, Guess Your Weight, Age and Scales, Frozen Custard, strictly American Palmistry. Want—Have two new complete Girl Shows, want Manager for same; Jack Kearns and Charlie Fay, answer. Will book Life, War or Crime Show with own transportation or any other worth-while show of merit. Want—Louis Augustino wants Acts for Side Show. Want Foreman for Whip. Winter quarters at Tidewater Fairgrounds, Suffolk, Va., now open.
 Answer and address all mail and wires to P. O. Box 461, Suffolk, Virginia.

WANT-EXPOSITION-AT-HOME-SHOWS-WANT
 OPEN APRIL 15-29, ELKTON, MD.
 WANT CONCESSIONS—Candy Floss, Potato Chips, Pitch-Till-U-Win, Hoop-La, High Striker, Balloon Darts, String Game, Fish Pond, Duck Pond, Devil's Bowling Alley, Photo Gallery, American Palmistry, Penny Arcade. Book or buy Frozen Custard.
 WANT SHOWS — With or without outfits. John McIntyre and Bull Martin want Freaks and Midgets for Ten-In-One; also Girls for Girl Show.
 WANT RIDES — Rollo-Plane, Octopus, 7-Car Tilt, Kiddie Auto Ride. Will book or buy.
 WANT RIDE HELP—Also Semi-Truck Drivers. Want Billposter.
 WILL BOOK Bingo. Bobby Sims, contact me.
 All address **ROX GATTO, Manager, 300 Huntley Rd., Upper Darby, Pa.**

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, March 11.—Meeting March 9 had Past President Edward A. Hook presiding, with Treasurer M. J. Doolan, Secretary Joe Streiblich and Past Presidents Sam J. Levy, Ernie A. Young and J. C. McCaffery. Harry Stahl, president Michigan Showmen's Association, was also on the rostrum. Ways and means committee reported action in raising funds for the servicemen's account. New lease was accepted and ordered signed for one year.

Members were guests of member I. J. Polack at the Shrine Circus March 6 and 7. Sick list includes Nate Hirsch, in serious condition in Illinois Research Hospital; Hymie Stone and William J. Coultry, confined to their homes. Spring party committee is completing arrangements for the event to be held in Bal Tabarin, Hotel Sherman, March 31. Tickets are \$2.50; tax, 25 cents; total, \$2.75. Profits will go to the servicemen's fund. Jacob Gaines was elected to membership, credited to Jules Wolpa.

Red Cross pledges and donations were received from Opal Mills, Whitey Woods, F. C. Prosper, Sinclair Sisters and O'Day, Emil Pallenberg Jr., Louis Stern, Georgetown and Marcel, Pape and Conchita, Sam L. Ward, Nate Eagle, George Davis, Harry Probis, the Antaleks, Zoppe, Zavata Family, Mell Hall, Eric Philmore, Walter Jenner, Dennis Stevens, Albert White, (See SLA on page 58)

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, March 11.—At the meeting March 3 President Maher presided, with Leo Lang, treasurer, and in absence of Secretary Francis L. Deane, Euby Cobb was named secretary pro tem. Charles (Kid) Reagan, columnist on *The St. Louis Star-Times*, an honorary member, was reported as having left the hospital and being on the road to recovery. John W. Stutz and George L. Donohue were elected members. Treasurer's report showed more funds in the treasury than at any time since the club was organized. More War Bonds were purchased and a sizable donation will be made to the Red Cross. Committee, headed by Floyd Hesse and John Sweeney, reported plans complete for the St. Patrick's dance and party in the Maryland Hotel March 18. Missouri Show Women's Club will hold the party jointly with the IAS. All meetings are now opened with a pledge of allegiance to the flag, led by Floyd Hesse, chaplain, which he follows with a prayer. Lunch and refreshments were served after the session by the women's club in their adjoining clubrooms.

SIDNEY PRESSON WANTS

Girls and Girl Show People in all lines. Opening with Frank Burke Shows, Inc., March 30th, playing Southwest Rodeo and Stock Show, El Paso, Tex. Posing and Dancing Girls, salary \$85.00 per week and bonus. Want Grinders, Ticket Sellers and Canvas Men. Johanie and Louise, wire. Other Useful People, write. SIDNEY PRESSON, Fisher Hotel, El Paso, Tex.

BINGO HELP WANTED

Dependable Help that can drive Chevrolet truck for season of 1944; give full details in first letter.

LYNN SMALL

ROGERS GREATER SHOWS
Box 647 Jackson, Tenn.

UNITED LIBERTY SHOWS

Open April 29

Want Concessions that work in lineup. Any Show of merit; I will furnish outfits to reliable parties. Ride Help on Merry-Go-Round, Ferris Wheel and Tilt. This show is booked solid on Illinois State and fairs from July 1st to Oct. 1st. Write

KEN MURRAY, Box 264, Bloomington, Ill.

WANTED

Help for all kinds Concessions now with reliable Show. No junk. Open March 25th. Write or wire

F. DENNIS

Care Capell Bros. HASKELL, OKLA.

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, March 11.—Board of governors and general membership meetings March 8 were presided over by Secretary Joseph McKee in absence of President Oscar C. Buck. Also on the dais were Joseph Hughes, treasurer; Harry Rosen, assistant treasurer; Counselor Max Hoffmann, Chaplain Fred Murry and Executive Secretary Walter K. Sibley. Governors decided that clubrooms would be open daily from 12 noon until 3 a.m.; that an office safe be purchased; that the treasurer's report, showing assets of over \$38,000, be accepted, and that a committee be appointed, with President Emeritus George A. Hamid as chairman, to meet with a committee of the Miami Showmen's Association at a date to be mutually agreeable and where the committees could discuss subjects of interest to both organizations. Committee named by Chairman Hamid comprises President Buck, Clemens Schmitz, Arthur Camp- (See NSA on page 58)

Miami Showmen's Association

236 West Flagler Street
Miami

MIAMI, March 11.—President David B. Endy was in the chair at the March 2 meeting, and also on the rostrum were Vice-Presidents Robert K. Parker, Bill Tucker and Joe Payne, and Assistant Treasurer Wilbur Shaffer. New members named are James J. Reilly, Frank Capetta, Morris Kahntroff, Arthur R. Hopper, Cash Wiltse, Ernest Edward Farrow, A. F. (Curley) James, H. D. (Dinty) Dennis, Floyd E. Gooding, Frank J. Dubey and Mel G. Dodson. In armed forces those elected are Larry S. Osborn, Pfc. George Beardsley, Robert W. Flynn, Jimmy Walsh, Frank Gerard, Herbert W. Parker, Guido T. Caserta, Rayford C. Price, Kinley W. Faulconer and Irving B. Salsberg. Also seated on the rostrum and making talks were James E. Strates, Strates Shows, and Paul O'Conner, candidate for sheriff. Jack Metts and Bob Flynn, both in the service, were invited to the rostrum and spoke.

Louis Margolies left to join the Bantly Shows in Charleston, S. C. Bobby Gloth, who left for St. Augustine, Fla., will then go to Hartford, Conn. Dave Fineman left for the Mighty Sheesley Midway in Pensacola, Fla., and later will join the Johnny J. Jones Exposition in Augusta, Ga. Leonard Ross left for quarters of Coleman Bros. Shows, Middletown, Conn. Members were saddened by the death of House Chairman Maurice (Lefty) Garber March 6. Maxie Herman, chairman of the entertainment committee, who spends much time in the clubrooms, is active in all new policies.

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, March 11.—Membership committee has started a strong 1944 drive and latest new members are Helen Cato, Alice Liebrez, Dorothy Malbin, Marian Smith and Lucille Donahue. A number of members are on the sick list, including Marie Brown, Viola Blake and Aline Hatton. At the social meeting March 2 President Ethel Hesse was hostess and served lunch to which members of the International Showmen's Association were invited. Lotis Francis and Gertrude Lang took first and second prizes, respectively, at bridge, and Louisa Hanasaki and Lucille Donahue were first and second at bingo. Ticket committee reported a sell-out for the Tacky Party in the joint clubrooms March 18.



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, March 11.—Monday night meeting was called to order by President Ted LeFors, who reported that Vice-President Everett W. Coe would leave soon with Arthur Bros. Circus. The gavel was turned over to Coe, who conducted the first part of the meeting. (See PCSA on page 58)



Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., March 11.—Meeting March 3 was called to order by First Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler present. Letter from the Ladies' Auxiliary was read and expressed appreciation for a floral offering for its anniversary dinner. A kangaroo court, presiding over by Acting President Weber, imposed generous fines on L. K. Carter, Jimmy Marshall, Pete Callender and Buck Ray, which went to the entertainment committee.

E. J. (Grabo) Harrison, visiting in the city, donated \$5 to the club's Red Cross (See HASG on page 58)

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America's Newest Streamlined Railroad Show

LAST CALL OPENING DATE
APRIL 1, NORFOLK, VA.

ALL PEOPLE CONTRACTED REPORT ON OR BEFORE MARCH 25

CAN PLACE FAT SHOW
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GLASS HOUSE

MANAGER AND PEOPLE WANTED FOR AMERICA'S MOST BEAUTIFUL HAWAIIAN SHOW.

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RUSSELL JUDY WANTS

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ROYAL AMERICAN SHOWS

"The World's Largest Midway"

Presents For 1944

THE FINEST FAIR ROUTE IN AMERICA

A SEASON OF 45 WEEKS

CAN USE RELIABLE PEOPLE IN ALL DEPARTMENTS

SAM GORDON WANTS

MEN AND WOMEN BALL GAME AGENTS, COUNTER MEN FOR BINGO, GRIND STORE MEN AND WHEELMEN. MAN CAPABLE OF TAKING CHARGE OF POPCORN WAGON. AGENTS FOR FISH POND, DART GAME, BEAR HOOP-LA AND BASKET BALL GAME. Season Opens Middle of April. If you want to be with a Show, where you work and make money every week, let me hear from you at once.

All Concession People, Write SAM GORDON, Concession Manager.

All Others Address: CARL J. SEDLMAYR OR SAM SOLOMON, Caruthersville, Mo.

KAUS EXPOSITION SHOWS

OPENING DATE APRIL 3RD

We hold permits for first showing New Bern defense area. We are proud to announce Mr. Dick Harris as one of our executives. Everyone contracted or engaged report New Bern by March 27th. Can place any legitimate Concessions, few choice Stock Wheels open, good Free Act, Bingo, Arcade, Frozen Custard; Simone, wire; Photos, American Palmistry; Herman Lewis, wire. Good proposition to any type show with own transportation. Ferris Wheel and Octopus Foremen, \$50.00 a week; no meal tickets. Also other Ride Help wanted. Fair Secretaries Virginia and North Carolina, have few dates open. Will buy Super Roll-o-Plane, Frozen Custard.

All Replies to A. J. KAUS, MGR., BOX 1107, NEW BERN, N. C.

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Have large modern building for good legitimate show. Center of amusement section at one of best beaches in Northern New England. Commission basis or may buy. Also want Glass House and other Show Equipment and Games. What have you? Address

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DEE LANG'S FAMOUS SHOWS

CAN PLACE FOR NEW DOWNS AMUSEMENT PARK FOR 1944 SEASON, OPENING EARLY IN APRIL

RIDE HELP, INCLUDING CATERPILLAR RIDE FOREMAN
(Remember—No Set Ups and Tear Downs)

CONCESSION AGENTS FOR 10c SLUM CONCESSIONS

All Address; DEE LANG, 101 North Broadway, St. Louis, Mo., Until March 15th; then Care New Downs Amusement Park, 8620 South Broadway, St. Louis, Mo.

GEREN'S UNITED SHOWS

Winter quarters open at Cortland, Indiana. Show opens at Seymour April 29th. Will play 24 weeks the best defense spots in Indiana and Ohio. Want BINGO. All Stock Concessions except Cracker Jack, Photos, Penny Pitches. All replies will be answered. Shows with own outfits, 15 per cent plus tax. Ride Help for Wheel, Merry-Go-Round, Chair-o-Plane, Double Loop, Kid Rides. Each Ride has its own truck. Top salaries. Pay sure. Come on to winter quarters. We carry one of the best free attractions, Capt. Billy Sells Lion Act. All replies: W. R. GEREN, CORTLAND, INDIANA



**★ INSURANCE ★
CHARLES A. LENZ**

“THE SHOWMAN'S INSURANCE MAN”

A1338 INSURANCE EXCHANGE

CHICAGO

St. Louis

ST. LOUIS, March 11.—Frigid weather for 10 days hampered show openings on lots here. Fidler United Shows at 13th and Branch streets and Maher's Mighty Midway at Broadway and Hickory have been waiting for the weather to break. Others to move out of quarters and open here during the next two weeks include Lake State Shows, John Francis Shows, Mound City Shows, Johnny Bale's Attractions and Midway of Mirth Shows.

Al Wagner, owner, and Milt Morris, general manager of the Cavalcade of Amusements, say work is progressing well in quarters in East St. Louis. Owner Wagner returned from Little Rock last week, where he purchased the private railroad car and several other railroad cars and considerable show equipment from Max Goodman, owner of the Wonder Shows of America, to be added to equipment in East St. Louis. Max Goodman left on Wednesday after spending three days here, awaiting arrival of the property which he sold Wagner.

Carl J. Sedlmayr and Mr. and Mrs. Sam Solomon, Royal American Shows, left this week for quarters in Caruthersville, Mo., after several days here. Elmer and Curtis Velare, still in the city, plan to leave soon. Robert (Bob) Heth, general agent John Francis Shows, returned after a trip in the South, where he booked a route of fairs and celebrations in cotton country. He also sold several rides which had been stored in the South to Al Wagner. J. P. Murphy, who has been wintering here, left for Columbia, S. C., to join the Dumont Shows, which will open in Sumter, S. C., March 13. Barney Williams left several weeks ago. Slim Donaldson, formerly with the

Royal American Shows, passed thru en route to Muskogee, Okla., to join the World of Today Shows, where he will operate his weight scales. Dave Lachman, formerly part owner of the Lachman & Carson Shows, who was among other visitors to *The Billboard* offices Tuesday when he was here on a buying mission, is prosperously engaged in commercial business in Lake Charles, La. Jack Lehr, many years on the St. Louis Police Department and a member of the St. Louis Police Quartet and who resigned from the department, is now a member of the staff of the Thomas N. Packs Enterprises in the entertainment department. H. B. Shive, general agent Buckeye State Shows, passed thru on Monday en route from the North to Little Rock. Charles Lenz, showmen's insurance man, spent several days visiting shows in this vicinity. Charles Chaney has his concessions ready for opening of the Mound City Shows here.

Pete Rust Jr., son of Pete Rust, formerly part owner of the Burrell & Rust Shows, was able to leave St. John's Hospital here on Monday after an emergency operation two weeks ago. Kenneth Blake, who has completed building rigging and tank here, reports some promising dates booked. Eddie Malbin, who arrived last week, is building concessions which he will operate on the John Francis Shows. Bill Carnie, Mr. and Mrs. Don Martin and Mr. and Mrs. Harold G. Taylor, who arrived last week, were guests of Mr. and Mrs. John Francis on several occasions. Charles Womack, who stopped in *The Billboard* offices, will again be with Moore's Modern Midway and will leave soon for Southeast Missouri for the opening. Harry Lewis, concessionaire, who left a hospital here last week, is recuperating in his home.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Kahler Is Ready for Sports Show in Chi

CHICAGO, March 11.—Nick Kahler, sports show impresario, was in Chicago last week preparing for his annual show here, following the Minneapolis show. It is being switched to the Arena this year, and Kahler states that he has lined up some excellent entertainment in addition to the sports features.

Among attractions will be Beebe's bears, Gessner's war dogs; Coley Bay, trained horse; Campbell Sisters, vocalists; *Miss America on Parade*, line of girls; Lamont's Cockatoos; Sharley, the seal; log rollers and canoe tilters. Mike Leliedre and Lillian Diles will give trap shooting exhibitions. Chief Needabah will be the show's announcer.

Kahler reports a heavy booking of exhibit space by summer resorts of Wisconsin and Michigan.

Hasson Heads Altoona Show

PHILADELPHIA, March 11.—Director Tom Hasson, International Amusement Company of Philadelphia, said the company had directed the Firemen's Victory Ball and New York Show in Altoona, Pa., staged in Jaffa Mosque, which was filled to capacity. “Babe” Rhodes and his band from Station WCAE furnished the musical program. *Victory Girl Revue*, with six vaude acts and line of 10 girls, were on the stage. Besides Hasson as director, Helen Sinkerson was secretary; Edward Buebert, publicity director; Carl V. Nold, captain of phone crew; Rome Snyder, Eddie Diebold, Helen King, Mack McCarthy, Bernie Buebert and Joe Hazey, publicists.

Shorts

JOHNNY J. WOODS, human fly, who is making climbs, generally sponsored by American Legion Posts, for benefit of smokes-for-soldiers' funds, was in Cin-

cinnati last week. He worked in Pittsburgh during a recent War Bond drive and last month in Chillicothe, O., for a Legion Post smokes fund.

FRANK B. HILDERBRAND, former agent of West's World's Wonder Shows and well-known concessionaire at fairs, who was in charge of the souvenir program for the annual dance of Local No. 65, Fraternal Order of Police, in Huntington, W. Va., March 3, has been promoting police doings in West Virginia for the past two years and has Charleston coming up. Now on his staff are Harry E. Smith, Barney Forum, R. H. Martina, Hart Robley and Jimmy Flannigan.

**MORRIS HANNUM
CARNIVAL UNIT**

Can place a few more Stock Concessions, Electrician with Sound Truck. Want CANNON ACT FOR TWENTY WEEKS, starting middle April.

MORRIS HANNUM
232 E. Union Street Bethlehem, Penna.

I.O.O.F. LODGE WANTS

TO BOOK LARGE CARNIVAL
If you want good spot for one week get in touch with me.

PAUL MILES
2600 Liberty Pkwy., Baltimore 22, Md.

WANT CARNIVAL

For 14th Annual American Legion 4th of July Celebration at Fairgrounds, Trenton, Tenn. Week of July 3d.

JNO. R. WADE
TRENTON, TENN.

WANTED

Carnival June or July. Good spot for medium, large show. Good ride town. Write

EAST PALESTINE FIRE DEPARTMENT
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**KEMP MOTORDROME EQUIPMENT
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Eleven Motorcycles, Lion Car, two fine Sound Systems, Tools, Repair Parts, Spare Wheels, Tires, Carburetors, Frames, Engines and Tanks, Air Compressor; good condition. Prefer sell complete outfit to one buyer.

MARJORIE KEMP, P. O. Box 610 (Phone H-1311), Tampa, Fla.

Buckeye Board Patty-Cakes Secs For Going Thru

The Ohio State Board of Agriculture in Columbus has gone on record in laudation of the fairs in the State for maintaining their annuals during wartime and has sent a copy of its resolution to the Ohio Fair Managers' Association. The resolution, attested by President Walter J. Buss and Secretary Mrs. C. A. Steele, of the State board:

BE IT RESOLVED, That the State board of agriculture of Ohio, in executive session at Columbus, goes on record as commending the county and independent fairs of Ohio for the outstanding contribution which these fairs have made to the war effort by going forward in 1943.

Be it further resolved, that the efforts of these county and independent fairs in encouraging the sale of War Bonds and Stamps, the collection of scrap material, the sponsoring of Victory Gardens and the encouragement which they have given to the agricultural industry of their communities in furthering the increased production of food is deserving of the commendation of every patriotic American citizen.

Be it further resolved that a copy of this resolution be spread on the minutes of the State board of agriculture of Ohio and a copy of the resolution mailed to the executive secretary of the Ohio Fair Managers' Association.

Magee Is Quitting At Jackson; Hughes Named to Temp Post

JACKSON, Miss., March 11.—Terry Hughes, assistant superintendent of city sanitation, has been named temporary manager of Mississippi State Fair here and City Auditorium, succeeding Rex B. Magee, announced Mayor Walter A. Scott.

Magee tendered his resignation to the city commission to accept a post with a life insurance company in Chattanooga. Hughes has been connected with the city about two years and prior to that was in grocery business here. Since the future of the State fair is uncertain, pending action of the Legislature on a bill providing for sale of the fairgrounds to the city, the city commission was hesitant about making a permanent appointment.

Magee, who has been connected with newspaper and life insurance business in Jackson over 20 years, will assume his new duties about March 16.

BALLYHOO BROS.

(Continued from page 34)

the lot had been a morgue for early-day automobiles and that thousands of them had been buried with their magnetos attached. Now we were in bad over the four-bit gate and the natives yelled, "Frame-up," besides wanting their dough back. Knowing that we were innocent parties to the hoax, something had to be done to protect the show's reputation in the State.

The bosses gave us orders to discover something in the earth which would overcome the scandal. We pondered the question the entire night before deciding that glass was made out of sand thru heat and that this was glass-producing dirt. We approached the business club's press agents with the idea, but they wanted no part of it unless we could prove it. Furthermore, they argued, should we prove our contentions the entire State would profit thru the glass factories that would flourish there. On Saturday afternoon one of our shows caught fire and burned to the ground before hundreds of native witnesses. So intense was the blaze that nothing could stop it, because of a brisk wind and because each fireman had donated 50 cents on magnetic night. When the debris was cleared, there lay a mass of melted glass. That saved our reputation. The boss received letters from the business club, as well as unlimited newspaper and radio publicity, as the man had turned a wasteland into gold. We went happily on our way, the biggest thing that ever played Florida.

P. S.—Don't crack. It was the glass house that burned down.

MAJOR PRIVILEGE.

Vancouver Paying Off

Minn. Contracts B-C, T-D, RAS; P. M. Stays Open

MINNEAPOLIS, March 11.—Minnesota State Fair Board, in an all-day meeting in the Radisson Hotel here Thursday, awarded these contracts for the 1944 fair:

Night grandstand show—Barnes-Carruthers Fair Booking Association.

Fireworks—Thearle-Duffield Fireworks Company.

Midway—Royal American Shows.

M. H. Barnes and Rube Liebman represented B-C and Frank P. Duffield was here for Thearle-Duffield.

The board considered thrill attractions and other afternoon show offers but made no buys except a high act thru George B. Flint, Boyle Woolfolk Agency. Pat Purcell, representing Jack Kochman's Cavalcade of Thrills; Robert L. Lohmar, general agent of the Cavalcade of Amusements, and C. W. Hinck, former thrill show producer now working with the military, attended.

President A. H. Dathe presided at the session of the board, which is undecided on feature day shows as between a rodeo and a thrill show.

Utah Annual Meeting April 8

SALT LAKE CITY, March 11.—Association of Utah Fairs will meet April 8 in the Newhouse Hotel here, Sheldon R. Brewster, secretary, announced. Dates will be finally approved and officers for 1944 will be elected. Dates that have been announced are tentative and subject to adjustment at the meeting.

AROUND THE GROUNDS

LINCOLN, Neb.—The State Fair board has approved a contract with the Cavalcade of Amusements to present its midway during the 1944 fair. Board Secretary E. J. Millie said the board considered the filing of an application with the State racing commission to hold a horse-race meeting.

READING, Pa.—Charles W. Swoyer, secretary of Reading Fair, said two and three-year-old trotting and pacing futurities, former annual features here, would be contested at Trenton (N. J.) State Fair this year. The army having taken over the Reading plant since start of the war, fairs will not be resumed for the duration.

ALLEGAN, Mich.—Team-pulling contests, horse show, thrill show, musical revue and four days of horse racing will highlight the 93d Allegan County Fair in Riverside Park, said E. W. DeLano, president and secretary. B. Ward Beam will present the thrill show. Ernie Young will bring his revue for five nights. An innovation will be the horse show on Saturday.

INDEPENDENCE, Ia.—B. O. Gates, secretary of Buchanan County Fair Association, said directors had decided to hold a four-night and three-day fair instead of a three-day and three-night fair. The board will hold the annual Fourth of July Celebration on the fairgrounds this year and completed arrangements for purchase of Dreamland dance pavilion, formerly owned and operated by private interests. A new ticket and secretary's office and entrance gate of brick will be built to replace the frame structure damaged by fire.

SALT LAKE CITY.—E. O. Brothers, Crescent, was re-elected president and manager of Salt Lake County Fair, Murray, for the fifth consecutive year. B. A. Reynolds for the third year was named manager of concessions and shows, and Stephen J. Moloney, chairman of the publicity committee. Roster: Paul C. Boyce, Sandy; Mrs. Heber C. Aylett, Midvale, vice-presidents; C. L. Bello, Magna, secretary; J. M. Peterson, Draper, treasurer.



E. W. DELANO, president and secretary of Allegan (Mich.) County Fair, who is making extensive plans for the resumption of that annual this year, is a former president of Michigan Association of Fairs, elected in 1942. A thrill show and large revue have been booked and a horse show will be tried out on Saturday.

Utah State Will Repeat With War Plan

SALT LAKE CITY, March 11.—Dates for the 1944 Utah State Fair here were set at a meeting of the fair board. Sheldon R. Brewster, secretary of the board, will again be fair manager.

The wartime plan of exhibits, evolved by Secretary Brewster in 1943 after the fair had been canceled in 1942 because of occupation of some buildings and much ground by Army Air Forces, will be carried out. It was highly successful last year and a new grandstand attendance record was set. Plan involves spreading exhibits and numerous events "uptown," with grandstand shows and as many exhibits as possible on the fairgrounds. Pre-war premiums will be paid on all exhibits possible to present.

A single ticket will be good for all exhibits on the fairgrounds, "uptown" and at grandstand shows, which were booked last year thru the C. W. Nelson Attractions. In 1943 the grandstand show paid out for the first time in recent history of the fair.

MELVIN MILLS, N. H.—Prof. C. C. Bonnette, pioneer balloonist, said that a parachute company in Trenton, N. J., which maintains a museum and "Hall of Fame" at its plant, will place photos of Mr. and Mrs. Bonnette among the exhibits, along with the original red, white and blue 'chute he first used.

ST. PAUL.—Williams & Lee will furnish grandstand attractions for Marquette County Fair, Westfield, Wis.; Monroe County Fair, Tomah, Wis., and Buchanan County Fair, Independence, Ia., reported Gladys M. Williams.

Plant, Sans Fair, Has Net Topping 87G

100G in Victory Bonds

VANCOUVER, B. C., March 11.—Vancouver Exhibition Association, the city's million-dollar enterprise, at its annual meeting in the Vancouver Hotel, reported a net of \$87,817 for '43. Altho there has been no fair since 1941, horse racing at the plant romped home with its usual heavy profits. Last year \$75,113 was the net from racing.

Treasurer F. D. Gross pointed out that the association now had \$140,451, mostly in Victory Bonds. This amount, which he labeled "quick assets," would help meet proposals for post-war expansion, he said. Among the proposals is expansion of "Little Saratoga" into a safer pear-shaped mile track. An American architect has presented a plan.

F. C. Tingley explained a \$2,200 deficit on the golf course by saying that nine of the 18 holes had been turned over to the army. This year the entire 18 holes will be in operation, the army having turned back the nine holes and the Forum building, which since December has done a business of over \$10,000. Sum of \$2,233.24 was spent on junior farm work of Chilliwack Exhibition, where over 140 youngsters exhibited 125 animals, said to be the biggest exhibition of its kind in Canada.

President John Dunsmuir announced he would not consider the presidency for another year, as he had served five years and felt someone else should carry on. Members expressed regret at the passing of one of the directors, E. S. Knowlton, and named John S. C. Moffatt to the vacancy.

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For The Biggest Fair In Kewaunee County
SEPTEMBER 2, 3, 4
Organized Carnival or Independent Rides,
Shows and Concessions.
JULIUS CAHN, Socy., Luxemburg, Wis.

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FAIR SECRETARIES
FOR YOUR GRANDSTAND SHOW
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ERNIE YOUNG
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Wanted, Concessions!
(NO GAMING)
Booming Defense Center
TRI-STATE FAIR
AUGUST 14-20 INCLUSIVE
Superior, Wis.

Railers Card Openers

Cole Quarters Humming; April 20 Opening Date

LOUISVILLE, March 11.—With department heads arriving daily, the Cole quarters are humming with activity. H. C. (Whitey) Warren will again be assistant to Jack Biggar on the train. He has a crew of twenty working on coaches and flats. Yellow Burnett is in charge of the crew in the paint shops, directed by Orville (Curly) Stewart. New color scheme is being used on cages, but circus red prevails on baggage wagons.

In the shops Charley Lucky, Bill Zastro and Fred Walker with a crew, have about completed repair work on wagons and will start building new red ticket wagon and new seat wagons next week. "Waxy" Dyke is making new trappings for Liberty horses and ponies. Jack Biggar, general superintendent in quarters, has completed the big ring barn and stables barn and has turned his crew over to Whitey Warren on the train.

William H. (Bill) Curtis, general superintendent of the show on the road, is due any day. Floyd Lee, in charge of lights, has constructed new lighting system for the big top, including three spot lights for each ring and a system of overhead lighting never before used by the show. Walter Rice, public-address engineer, arrived March 5 and brought with him equipment for all-new public-address system both in big show and side show. Show will open here April 20 for a four-day run, thru Sunday, April 23.

Mills Unit Playing Camps

ASHLAND, O., March 11.—In the unit of Mills Bros.' Circus, managed by Jake Mills and appearing at Camp Knox, Ky., and other camps are Ida Mills; Bert Wallace, equestrian director, and wife, Jeanette; Pat O'Brien, elephant superintendent, and wife, Patsy; Liberty horses, dogs, ponies and goats. Doc Waddell, who will be with the show, visited quarters here, and a party was staged at the home of Jack Mills, Rose Mills and daughter, Arlene, welcoming the guests. Superintendent Johnny Wall is recovering from an accident.

DOROTHY H. COLE (Mrs. James M. Cole), Penn Yan, N. Y., in a letter to *The Billboard*, states that Pvt. Rudolf Miller, in England, wants to hear from his parents, Mr. and Mrs. Rudolf Miller, owners of Jumbo and His Pals, as it is urgent. Miller and the Red Cross have tried to get in touch with the parents.

Pearl Can Sleep Now

SARASOTA, Fla., March 11.—They executed Pearl here Wednesday afternoon, and that night she got the first honest-to-goodness sleep she had in two years. Death came instantaneously from two bullets fired into her brain from 30-30 rifles manned by Sarasota's police chief, E. A. Garner, and S/Sgt. Greely Miller, USMC, who is just back from the Pacific war theater and who formerly was an usher with the show. Pearl, in the prime of life—25 to 30 years old—was good-natured to the end, when her lifeless body toppled over in a nine-foot grave.

Pearl was a crossing bull. Two years ago she slipped in a railroad yard and hurt her foot. The injury wouldn't heal and for two years she did all her sleeping standing up. She once belonged to the upper crust of the Ringling elephants. Then came the war, transforming a lot of circus help into fighting Yanks. Pearl went to work; you might say she gave her all for the war effort. She weighed three tons.



DOC WADDELL, 81, after two years away from the lots, will be chaplain and type the publicity and stories for Mills Bros.' Circus this year.

HM Grosses \$90,000 in K. C.

KANSAS CITY, Mo., March 11.—Hamid-Horton Circus, sponsored by Police Benefit Association, played to tremendous crowds in Municipal Auditorium here. Show opened February 29 and closed March 5, with better than 50 per cent of seats sold in advance. Attendance of 78,000, according to Treasurer C. Baker, of the auditorium, doubled that of last year; gross was \$90,000. Tickets sold at \$1.00, \$1.25 and \$1.50.

The show was strongly plugged by the policemen and *The Kansas City Star*, and thru publicity departments of war plants. Show was also presented to children in Mercy Hospital and Delano School for Crippled Children.

Kelly-Miller Damage Not as Bad as Reported

HUGO, Okla., March 11.—A tornado which struck the quarters of the Al G. Kelly-Miller Bros.' Circus night of March 3 did considerable damage but not as serious as reported last week. No one was hurt. Trucks and trailers were overturned, but trucks can be repaired. Three house trailers will have to be replaced. Show will be able to open on time May 1.

Work in quarters is in full swing. K-M to Open May 1 on opposite page.

Two RB Previews at Sarasota

SARASOTA, Fla., March 11.—To clean up winter quarters area, erect the new '44 big top and put the final polish on the show's performance, the Ringling quarters will close to visitors tomorrow and will remain closed until March 26, when the show will give two preview performances on that day.

According to Roland Butler, the top will go up on Monday, under direction of George W. Smith, general manager, and will remain up until after the show the following Sunday. Altho no menagerie will be erected, cages will be open to display, as will all other activities on the day of the opening.

According to Butler, quoting figures from Fred DeWolfe, auditor, the shows' take for the winter season amounted to a little over \$12,000, much higher than originally anticipated in view of the location and gasoline rationing.

The costume ensemble has arrived from New York with James Strook and (Two RB Previews on opposite page)

Week-End Biz Puts Sunbrock Show Over

CHICAGO, March 11.—Larry Sunbrock's show ends its 16-day engagement at the Coliseum tonight. Business was light during the week, but big on week-ends, and it was announced show was off the nut last Saturday.

Injunctions and other accompaniments incident to Sunbrock shows have been in evidence here, but all performers' salaries have been paid promptly. Jack Irving, head of the local AGVA, stated he had collected about \$6,500 in performers' salaries.

Roanoke Has Gain Of 40% Over 1943

ROANOKE, Va., March 11.—Second annual Hippodrome Thrill Circus, staged by Junior Chamber of Commerce under direction of Edwin N. Williams, February 28-March 4, had a gain of 40 per cent over last year's attendance. Turnaways were recorded four nights. Williams will produce the show next year.

Among featured acts were Malikovia, high wire; Flying Romas; Panti and Rosa, acrobats; Hale Hamilton Jr. and sister, Snyder's bears, Joe Hodgini family, Happy Harrison's dogs and ponies; Miss Marie, muscle grind and trapeze; clown numbers produced by Jim Gerber and Jack Darling, first named doing ladder rock. Eighteen acts were presented in two rings and center stage at the Auditorium.

READ
SOIL TO SAWDUST
Saga of the Campbell Brothers
By Levi H. Bloyd
Spring Number of THE BILLBOARD
Dated March 25

Polack Strikes Obstacles in Chi; Winds Up in Black

CHICAGO, March 11.—Unfavorable weather, Lent, the income tax and other unfavorable factors have cut attendance at Polack Bros.' Medinah Shrine circus, which closes a 12-day engagement at Medinah Temple tomorrow. Aside from a turnout at one of last Sunday's matinees, attendance has been far below expectations. Door sales have been disappointing. However, advance sale of ticket books by the Shrine and the 100-page program will provide a sufficient gross to put the show in the black.

Shrine nixed any auxiliary sale of general admission tickets. This, together (Chi Snags for Polack on opposite page)

Moore Training Seeing-Eye Dogs For Blind Soldiers

CHICAGO, March 11.—Sunny Moore, young performer who formerly had a dog act with Edna Curtis and later with Polack Bros.' Circus, is training seeing-eye dogs for the army. Moore entered the army early last year and in October was transferred from the infantry to the K-9 Corps, where his talents as a dog trainer are being put to good use.

In a letter to Irv. J. Polack, Moore (See Dogs for Blind Vets on page 56)

LaRue To Join B-R Show

LOS ANGELES, March 11.—Art LaRue, clown cop, has just finished his assignment in *Woodrow Wilson* at 20th Century-Fox Pictures. He had his bulldog, Butch, in the picture. LaRue and his clown troupe and dogs will be with the Beatty-Russell circus, but before joining will play a date at the Coliseum, March 25. In the troupe are George Perkins, Dick Manly and Rene Thezan.



ANSEL E. (BUCK) WALTRIP, more than 20 years in advance of circuses, and the past three seasons in Cole Bros.' press department, will leave the circus field April 10 to join the field exploitation staff of RKO-Radio Pictures, Inc. At present he is handling advance promotional activities of the Polack Bros.' Circus date for Antioch Temple Shrine, Dayton, O. He will close his third consecutive winter season with that show April 1.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

SPRING challenging?

PILOTING Arthur Bros.' Circus is Jimmy Wood.

NEW trailer belonging to Herriott family was demolished by a tornado at Kelly-Miller quarters, Hugo, Okla.

HARRY THOMAS, of the Cole show, was in Cincinnati on business last week and visited *The Billboard* offices.

LEE SMITH, clown cop, working in Rochester, N. Y., this winter, will again be with Cole Bros., his sixth season.

YESTERYEAR boast: "We had it rolled up by 11 p.m."

HAL SILVER (Hubert Castle), wire-walker now with Polack Bros.' Circus, takes his physical this week.

AFTER 25 years separation, Gus Lind and Lyle Chappell are again together, playing West Coast dates. They will be with the Beatty-Russell show.

SNARE drummer Billy Todd, last season with Cole Bros.' Circus, has signed with O. A. Gilson's band with the Beatty-Russell show.

MAJ. JAMES EDGAR, formerly with the Al G. Barnes Circus, who is home from England on sick leave, will spend some time at his home in Sarasota.

EARLY-DAY parade ad: "Words cannot describe this amazing professional marvel."

BOB STEVENS, operator of Bailey Bros.' Circus, was in Chicago recently, conferring with Irv J. Polack. Stevens was accompanied by his wife.

L. M. GARNER will have the front door on Bud E. Anderson's circus and his wife will take reserved seat tickets. Garner's son, Claude, will sell tickets.

GLENN PINEY DAVIS pens that he has signed contracts to produce Cincinnati baseball clowns this season. He was formerly with Engle & Eldridge, Sparton (See Under the Marquee on page 56)



With the Circus Fans

By THE RINGMASTER

President FRANK H. HARTLESS, 2930 W. Lake St., Chicago
 Secretary W. M. BUCKINGHAM, P. O. Box 4, Gates Ferry, Conn.
 (Conducted by WALTER HOENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Dr. William M. Mann, chairman of the James E. Cooper Top and director of the United States National Zoological Park, has joined the Technical Observers Division of the U. S. Army and left for the Pacific, parts unknown. He was serving as chairman of the Washington Shrine Circus, scheduled for last week in March. Charles Mander, who was associated with Melvin D. Hildreth and well known to showfolks, is now with the headquarters staff in Africa.

At annual meeting of the Ledyard Fire Company, District No. 2, Inc., Gates Ferry, Conn., March 1, Walter M. Buckingham was elected treasurer.

Member Jane Sherburne, San Jose, Calif., showed her circus pictures to the "High-Twelve," a Masonic organization

of that city, also at another stand, Pacific Grove, at Forest Hill Hotel. In issue of February 20, San Jose Mercury Herald and News, a feature story appeared titled, "Local Girl Longs for Circus Season to Follow Her Hobby," by Marion Bartlett. It was headed by a picture of Jane Sherburne on a camel. Story dealt with her circus interest and mentioned that she was introduced to her hobby by that ardent fan, her uncle, James V. Chloupek, a member of the CFA board of directors. Jane has about 7,500 feet of colored circus film and about 1,000 colored stills and appears before many organizations.

Member Joe Minchin left February 25 for Sarasota, where he is visiting quarters of the Big One and friends among the personnel. Joe hopes to be able to stay long enough to catch the preview of the show at quarters March 26.

CFA Wilson Poarch, now with the armed forces at Mobile, Ala., spent a furlough at his home in Petersburg, Va. While there he visited with member Charlie Lauterbach.

CFA Bob Kincey, of The Birmingham News, spent two days at the quarters of the Big One and met many showfolk friends.

CFA Bill Brinley, Meriden, Conn., now with the armed forces at Buckley Field, Colo., spends some of his free time carving animals for his miniature circus. He recently sent to his quarters a sea elephant (walrus), tiger, jaguar and leopard.

Father Ed, chaplain, returned to Cambridge, Mass., February 23 following a visit to Sarasota and quarters of the Ringling circus.

K-M TO OPEN MAY 1

(Continued from opposite page)

Seventeen people are here. A modern cookhouse on wheels has been completed. A semi-trailer for the eight-horse Liberty act is being built, also semis for light plant and large monkey cage. A horse top will soon be completed to house 14 horses, 10 ponies and 1 mule. Big top is being turned out by the O'Henry Tent & Awning Company. Side-show top is being built here.

Obert, Kelly and Dale Miller and Milt and Viola Herriott visited Clyde Bros.' Indoor Circus at Bonham, Tex., where they met Art and Marie Henry, Miller Family and Gus Kanerva. Trappings for the white four-horse Liberty act are being made. Show will have seven menage and five specialty horses, also two stallions doing Liberty alone. George Sweet and family have arrived. Sweet will have charge of the mechanical department. Shorty Gilson is busy in the wood-working department; head groom, Harry Cone, with the stock, and Viola Herriott in the wardrobe department.

Homer B. Phillips is in town and seen around quarters. A group of fox terriers arrived, which will give the show two dog acts. C. H. Woolrich will be musical director. The Woolrichs are now at their home in Umatilla, Fla. Barney and Jimmy Aronson have also signed. They will do two acts and present clown numbers. Jean Herriott is practicing on traps and wire with her brother, Johnny. John Hoffman, now in New Orleans, will have charge of the bulls and cages.

TWO RB PREVIEWS

(Continued from opposite page)

his staff of assistants for final fittings. Bud Knapp, director of music, has arrived to make final arrangements and to assist Merle Evans and Robert Ringling in orchestrations.

The first show train will leave here for New Jersey March 29 so as to arrive in the Bronx yards April 1. As usual, two stock and animal feedings stops will be made.

Altho a trade magazine indicated this week that the show would make a return engagement to New York later in the season; according to Ringling officials, the statement is unfounded and without fact.

CHI SNAGS FOR POLACK

(Continued from opposite page)

with competition of Ice-Capades and the Sunbrock show, coupled with extremely cold and inclement weather during most of the engagement, held down attendance.

Show goes from here to Columbus and Dayton, O., then to the West Coast. It was announced today that the show will play the Shrine Auditorium, Los Angeles, for the Shrine early in the summer. Engagement will be for 10 days.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Don Smith, CHS, info: In answer to question by E. F. Reed, he may refer to season of 1891, as year in which Adam Forepaugh's circus played Mason City, Ia. The show featured a Wild West display, and may have employed Doc Carver, altho Captain Bogardus was featured "Champion Rifle Shot" with Forepaugh in two previous seasons. However, the Reed Sisters are listed in the program for that year.

Many Cornerites have asked us about Jake Posey. So for your file, under Personalities, put the following information: He was born in Cedar Grove, Ind., June 27, 1863; began to troupe in 1880, with the Van Amburgh wagon show; in 1881-1882-1883 he was with the Sells Bros.' R. R. Shows; 1884-1885-1886-1887, S. H. Barrett Circus; drove six-horse bill wagon in advance of the Stowe, Long & Gumble wagon show in 1888; 1899, Miller & Freeman Circus; 1890, Adam Forepaugh's Circus; 1891, boss hostler with the John Robinson Circus, same 1892; 1893-1894-1895, boss hostler with Bob Hunting's Circus; 1896, Barnum & Bailey; 1897, boss hostler B. E. Wallace Circus; 1898 to 1902, Barnum & Bailey in Europe; 1903 to 1907, Buffalo Bill's Wild West Show; laid off until 1910 when he joined Campbell Bros.' Circus; 1911-1912-1913, Yankee Robinson's Circus; 1914-1915-1916, Hagenbeck-Wallace show; laid off until 1921 and went out with the Al G. Barnes Circus; 1923 to 1930, Sparks' Circus; 1931 to 1935, Al G. Barnes; 1936, Hagenbeck-Wallace.

Posey was boss hostler from 1891 on with the exception of five years with Barnum & Bailey when he was assistant boss hostler and drove the 40-horse team.

Ward Back From Australia

CHICAGO, March 11. — Billy Ward, aerialist, formerly with Cole Bros.' Circus and for the last few years with the Wirth Circus in Australia, arrived in the States March 4 and is now visiting his mother in Des Moines. When hostilities were declared he could not get out of the country, and it was not until a few weeks ago that he was able to obtain passage. He left Australia February 5 and made the trip home in just a month. Ward is a nephew of Earl Shipley, former clown now in war work here, and he expects to visit Shipley soon.

TEXAS Championship Rodeo will be presented at Corsicana, Tex., September 12-16. Last year's edition of the Food for Freedom Exposition presented by the Corsicana Livestock and Agricultural Show was such a success, financially and otherwise, that the directors have decided to put on the second edition this year, according to Manager Robert G. Dillard.

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 America's finest Stock-Whip Manipulators.
 Now touring Army Camps for U.S.O. Camp Shows, Inc.
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 1560 Broadway NEW YORK CITY, N. Y.

TEX SMITH
 With His Comedy Horse "EIGHT BALL"
 Now booking for '44. The best in a Comedy Western Act. Also do a Big Horse Catch.
 TEX SMITH, 615 Broad St., Clinton, Tenn.

ACTS WANTED
 Suitable for Indoor Circuses and Fairs.
 ERNIE YOUNG AGENCY
 155 N. CLARK ST. CHICAGO 1, ILL.

TENTS
 New and Used Concession, 6x10, 6x8, 8x10, 8x12, 10x10, 10x12, 10x16. Larger Tents, 14x21, 14x24, 20x30, 20x40, 30x15, 40x60. Sidewall 7 to 10 ft. high.
 KERR MFG. CO.
 1854 W. Grand Ave. Chicago 22, Ill.

PHONE MEN WANTED
 To join at once. Deal opens March 20. Wire or write
 TOM HASSON
 Timrod Hotel CHARLESTON, S. C.

BUD E. ANDERSON CIRCUS WANTS
 Useful People in all lines. Early April opening. Canvas and Seat Men, Cook House Help, General Superintendent; Jerome Smith, wire. Menage Riders, Girls for Swinging Ladders; Marion Clark, John Dunche, J. H. Ramsey, wire. Emporia, Kansas.

WANTED
 Bar Performers for season with Cole Bros.' Circus. Charley Forrest, write.
 HAROLD R. VOICE
 Central Armory CLEVELAND, O.

THE Aerial Ortons
 Double Sway Pole Act
 Featuring "A Flirtation in the Clouds"
 One of the Features of Osman Temple Shrine Circus, St. Paul, Minn.
 Next Week Lansing, Mich.
 Watch for an important announcement coming soon

America's Most Outstanding Flying Act
 THE FLYING ROMAS
 Currently featured
 SHRINE CIRCUS, ST. PAUL, MINN.
 Permanent Address: DAKOTA CITY, NEBR.

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 America's Greatest Traveling Fraternal Circus
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 AUSPICES ARMORIES AUDITORIUMS THEATERS
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 IRV. J. POLACK, General Director
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 SEE ROUTE IN THE BILLBOARD
 GENERAL OFFICES
 1411 ASHLAND BLDG., 155 N. CLARK ST. CHICAGO, ILL.

OTTO J. LAURY
 Formerly of Toledo, Ohio
 Owing to urgency of past personal history for workers, must know your address and present occupation. Information from any source will be gratefully received.
 MABEL VALENTEENE MOO REE
 Or MIGHTY MITE MOO REE
 Care Billboard Cincinnati 1, Ohio

GIRL AERIALIST WANTED
 Who can fly, or wants to learn Flying Trapeze Business. Excellent opportunity for right party. Consider breaking in good amateur. Guarantee 40 weeks yearly. Good salary, accommodation. Wire immediately
 FLYING ROMAS
 DAKOTA CITY, NEB.

McFalls Put In Busy Month At Pt. Arthur Pier

PORT ARTHUR, Tex., March 11.—Mr. and Mrs. Fred McFalls and their new million-dollar municipal Pleasure Pier here figured in the news over the nation in February when they handled a gathering of 800 of the country's leaders in the oil industry for the opening here of the world's largest plant for the production of butadiene from petroleum. Butadiene is an important ingredient of synthetic rubber.

Altho the Pier is on a part-time operating basis during the winter, February developed into one of the busiest periods of the Pier's career. The month opened with a one-night Sabine District Boy Scout show which attracted 10,000 persons. The show, sponsored by the Port Arthur Rotary Club, was housed in Pleasure Pier ballroom. The Coast Guard (See McFALLS BUSY on opposite page)



L. B. HERRING JR., former secretary-manager of the South Texas State Fair, Beaumont, for nearly 17 years, who, effective this week, becomes general manager of the new \$1,500,000 recreation pier at Galveston, Tex. The pier, which extends 1,500 feet into the Gulf of Mexico, contains full concession and recreational facilities, including ballroom, movie house, restaurant and convention hall, and will begin operation in the spring.

Speakers at Hub Meet to Discuss Vital Biz Probs

BOSTON, March 11.—Vital subjects will be aired at the forthcoming 16th Annual Convention of the New England Section, NAAPPB, scheduled for March 22 at the Parker House here. President Ed Carroll and Program Chairman Henry Bowen have lined up top speakers to discuss new taxes, OPA regulations, transportation, priorities, government relations and post-war planning.

Speakers at the afternoon business session, beginning at 1:30, will be Leonard B. Schloss, NAAPPB national prexy, whose subject will be "Report From Washington"; Roger Johnson, Regional Business Consultant, U. S. Department of Commerce, "Post-War Outlook in New England"; Henry A. Guenther, past national president, NAAPPB, "Amusement Men (See HUB SPEAKERS SET on opp. page)

Pearce, Inc., Moves To Larger Quarters

DETROIT, March 11.—Offices of Fred W. Pearce and Company, Inc., one of the largest park and coaster operators in the country, are being moved to the Nottingham Building, 15324 East Jefferson Avenue. This is the firm's first move in 23 years, during which time offices have been in the Knickerbocker (now Whittier) Theater Building, across the street from the former site of Riverview (originally Electric) Park. Need for larger quarters caused the move.

Pearce organization includes a string of park companies—Walled Lake Park Company, operating Walled Lake (Mich.) Park; Pearce Amusement Company, operating Coaster at Chippewa Lake, O.; Pearce Coaster Company, operating Coaster, Whip, Skee-Ball Alleys, shooting gallery and Haunted Castle at Chain-of-Rocks Park, St. Louis; Excelsior Park Company, operating Excelsior Park, Minneapolis; Lincoln Coaster Company, operating Coaster at Westlake Park, St. Louis, and Bridgeport Coaster Company, operating Coaster at Pleasure Beach Park, Bridgeport, Conn.

Bridgeport, Pleasure Beach Bridge Tiff to High Court

BRIDGEPORT, Conn., March 11.—A dispute between the Pleasure Beach Park Company and the city of Bridgeport concerning title to the Pleasure Beach bridge probably will be carried to Superior Court for final determination.

John C. Molloy, who has been acting as State receiver for the amusement park concern since August, 1937, when he was appointed by Judge Edward J. Quinlan on application of Henry D. Scott, a stockholder of Wheeling, W. Va., has petitioned Superior Court for permission to sue the municipality. If his motion is granted he will seek a declaratory judgment, determining ownership of the property.

In an appraisal filed in connection with the receivership, the bridge and its appurtenances were valued at \$75,000 in their present location and \$25,000 otherwise.

American Recreational Equipment Association

By R. S. UZZELL

This is the time of the year that twist-ers usually hit in the Southwest and West. A circus in winter quarters has already been hit, but up to this writing no park has been a victim. The only remedy for such a contingent loss is cyclone insurance. Like fire insurance, it is needed most when the calamity overtakes you. The few who were insured when the misplaced tropical storm struck New England in 1938 were most fortunate.

One reason for the rapid spread of fire is the accumulation of rubbish that has no value and should be disposed of to prevent becoming a hazard. Marked improvement has occurred in the past 10 (See AREA on page 47)

READ PARKS AND COMMUNITY SOCIAL LIFE

By Reese H. Jones

Spring Number of THE BILLBOARD

Dated March 25

Riverside Preps For Easter Bow

SPRINGFIELD, Mass., March 11.—Edward J. Carroll announced Monday (6) that the opening of his Riverside Park for the 1944 season would take place Easter Saturday, April 8. Riverside will be in full operation Saturday nights and Sunday afternoons and evenings during April and part of May. Daily operation starts late in May.

Since the close of the season last September three units at Riverside have re- (See RIVERSIDE PREPS on page 49)

FOR SALE
PARK . . FAIR . . CARNIVAL . . EQUIPMENT
 Miniature Railway Steel Track with connection irons and ties, 16 sections of straight track and 32 sections of semi-circle track, approximately 1000 feet in all. Complete lot as in, F.O.B. Trenton, \$300.00. Two Mammoth Searchlights with 30-inch lens and mercury lamps, water controlled safety boxes, carrier standards, A-1 condition, F.O.B. Trenton. A real buy at \$300.00 each. Circus Tent, 80-ft. round top, red and blue heavy canvas, trimmed with yellow strips. Used only 3 months (no side walls or poles). Must be seen to appreciate value. For quick sale, F.O.B. Trenton, \$400.00. Custer Cars, gasoline operated, three in good condition, one fair. Will sell the lot of 4 as is, great value for replacements. The lot now \$600.00. Red Bug Electric Cars, 4 of them, two new, in fair condition. \$75.00 each or will take \$275.00 for the lot. Calliope, Tangley make, Model C.A. 43, needs overhauling. A real bargain, \$300.00. World Fair Lighting Equipment, surplus, never used, like new. 2 Master Switch Boards, two sizes, 4x8 ft. sq. with master switch, 600 volts; two 200 volts attached switches, two 60 volts switches attached, two 30-volt switches attached on all black marble, coppers mounted, steel panel box fronts. Nothing like this on the market today. Cash \$300.00 each, or will sell the two boards at \$500.00. 2 Master Switch Boards with 28-30 amp. outlets. Size of boards 32x40 inches; cabinets made of steel. \$75.00 each, or will take \$125.00 for the two. Special . . . Most attractive park features ever conceived . . . Giant Pin-Wheels. Made of stainless steel blades, 5 ft. long; tower, 6 ft. high. Can be placed on buildings, poles or entrance arch, etc. Have eight (8) of these, F.O.B. Trenton, at \$100.00 each. Under-water electric light Trench display, 30 sections, used in lagoon at N. Y. World's Fair. Beautiful effects, all colored lights. Ready to install. \$1,000.00. Electric Metal Flexible Conduit Cable, in 3 to 8 ft. length. This is hard to get now. One cent a foot. For further particulars communicate with
HAMID AMUSEMENT CO., INC.
 10 Rockefeller Plaza New York 20, N. Y.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

To My Daughter

Dear Peggy: You're only a year and a half old, so you wouldn't understand this open letter to you. But maybe Mommy will save this column for you, and when you grow up you'll be able to look back to the days your Old Man used to talk about pools at the dinner table and your big brother, Peter, could never quite understand the difference between a swim pool and pool table.

You know, Peg, it's cute when Peter mixes up the two terms, for he's only five. But when older lads—in their teens—start doing the same thing and spend most of their leisure hours in poolrooms—then it's bad. That's what is going on all over the country just now (See POOL WHIRL on page 55)

ATTENTION OUTSTANDING FREE ACTS
 Few Spots Open on Our 1944 Outdoor Free-Act Program
WRITE OR WIRE HARRY V. LAVAN
 Pontchartrain Beach, New Orleans 19, La.

WILL BOOK, BUY OR LEASE SPITFIRE, FLYOPLANE, OCTOPUS OR ROLLOPLANE BUY MORE WAR BONDS NOW
 All Replies
SECRETARY, VICTORY PARK
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KENTUCKY DERBY
 GROUP GAMES — 24 Units Per Game
WRITE OR WIRE INTERNATIONAL MUTOSCOPE CORPORATION
 Penny Arcade Headquarters Since 1895
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Looking For A New Game?
 We are again able to offer a limited quantity of our electric penny games. Standard equipment for all operators. Low pre-war prices.
 Write today.
King Manufacturing Co.
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WANTED TO BUY .22 SHORT AMMUNITION
 Will Buy Any Amount You Have State Your Price
PLAYLAND AMUSEMENT
 CHARLES RUBENSTEIN
 239 W. 125th St. New York, N. Y.
 Tel.: Me. 2-7755

WANTED TO BUY
 Silver Streak or Moon Rocket, Ride-O or Caterpillar, Roll-o-Plane, Octopus, Tumble Bug or any good Ride for amusement park for cash. Give location and price.
BOX D-188, The Billboard, Cincinnati 1, O.

WANTED—RIDES
 Carousel, Dodgem or Scooter and Whip
 For Amusement Park at New York Seaside Resort. 1,000,000 Attendance Sundays Last Year. Will accept percentage for season June to September, 1944. Send pictures and information to
BOX 575, Care The Billboard, 1564 Broadway, New York 19.

FOR RENT OLD ORCHARD BEACH, MAINE
 Vacant lot about 60x45 ft., situated in the best spot on the beach. This is an unusual opportunity for one with the proper ride. Write to **DAVID WOLFSON**, Executor Usen Estate, Old Orchard Beach, Maine.

NOW AVAILABLE A-1 AMUSEMENT PARK MANAGER
 46 years of age; 24 years' experience in all phases of Park Business. All replies held in confidence.
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FOR SALE TUMBLE BUG RIDE
 Complete With 4 10-H.P. Motors
 VERY GOOD CONDITION
LINCOLN PARK Dartmouth, Mass.

Communications to 25-27 Opera Place, Cincinnati 1, O.

Illinois Roller Champs Decided

CHICAGO, March 11.—The large number of contestants and spectators at the Illinois State RSROA sanctioned figure and dance roller skating championships at the Arcadia Rink March 1-3 made it the most successful ever held here. Chicago newspapers for the first time covered the event and gave it plenty of space, especially *The Chicago Sun* and *Daily Times*. No advertising lineage on roller skating has ever been carried by these newspapers, according to Phil J. Hays, manager of Arcadia Rink.

Arcadia Rink entrants took 9 out of the 11 events.

Winners in the contests, including two announced last week, follow, with those not representing Arcadia Rink being indicated:

Junior girls' figures: First, Lorraine Mazzuca; second, Susan Kershaw; third, Audrey Smith, Skateland, Aurora, Ill.

Junior boys' figures: Theodore Rosdahl.

Junior dance: First, Lorraine Mazzuca and Theodore Rosdahl; second, Donna Jean Connors and Robert Drennan, Skateland, Aurora, Ill.; third, Betty Lou Oursler and James Moller, Mill Bridge, Lyons, Ill.

Novice ladies' figures: First, Caroline

Buchanan; second, Betty Riebock; third, Bonita Bullis.

Novice men's figures: First, Charles Duncey; second, Robert W. Gormley; third, Jack Mayes.

Novice pairs: First, Lois Fagan and Edward Ketchum, Planet; second, Caroline Buchanan and William Legner; third, Dorothy Schwan and Howard Schwan.

Novice dance: First, Mariene Horn and Clifford Check, Mill Bridge, Lyons, Ill.; second, Vera Ashworth and Matthew Solomon, Planet; third, Shirley Kramer and Charles John, Planet.

Senior ladies' figures: Betty J. Yarrington.

Senior men's figures: Dominick De Cicco.

Senior pairs: Betty Riebock and Charles Dancey.

Senior dance: First, Betty Riebock and Charles Dancey; second, Betty Wallace and Jack Kaericher, unattached, Decatur, Ill.; third, Eloise Newland and J. P. Roger, unattached, Decatur, Ill.

Huge Space Planned Thru Conversion by Philly Ballroom Op

PHILADELPHIA, March 11.—Plans are under way to establish a huge roller rink here. Charles Solomon, operator of the Met, local ballroom, is working out a plan to set aside several nights of the week for roller skating. Ballroom is on the site of the former Metropolitan Opera House, floor extending from the big stage to take in the entire downstairs of the large theater.

Increasing popularity of roller skating here, particularly among war workers, resulted in Solomon's considering the conversion.

New Site Has More Space

CLEVELAND, March 11. — Roll-Away Skate Company moved into its new plant here March 1 where there is more space to provide better service. Altho no word has been received from the government that will permit manufacturing skates now despite propaganda on the release of steel for consumers, the plant will be ready to go as soon as the gong is rung.

VICTOR J. BROWN'S New Dreamland Arena, Newark, N. J., will hold the RSROA-sanctioned New Jersey State championships, April 5 and 6 in all events, including speed.

MISSOURI STATE championships, previously sanctioned by the RSROA, have been broadened into a regional meet to include Kansas. Location is the Arena, St. Louis, for dance, figures and pairs competition March 11 and 12.

JACK SHUMAN, who died at his home in Sandusky, O., March 8, from a heart attack, operated rinks thruout Ohio for the past 30 years. He served on the board of directors of the RSROA since its organization in 1937. His son, Jack Jr., operates Akron (O.) Rink. Details in the Final Curtain.

UNABLE to buy skates, Yarmouth (N. S.) Roller Skating Company, has temporarily converted its rink into a dance hall. Intention is to resume skating when enough skates are available. The supply had been far below the demand at this rink, in operation about two years, with Frank Kitaeff as manager and part owner. Rink is on a street floor and originally was a garage.

SEPPERINO ROLLERDROME, Cincinnati, will stage its annual RSROA party, with all proceeds going to the fund to help defray costs of the national amateur roller skating championships to be held in Detroit May 8. William F. Sefferino, rink manager, has put Mrs. Lillian Erdman, pro skater, in charge of directing the show, which will be staged with a circus theme. A group of Cincinnati entries will be scheduled for the Ohio championships prior to the national meet.

HUB SPEAKERS SET

(Continued from opposite page) and Organization"; Eldon C. Shoup, Regional Administrator, OPA, "Business Guide-Posts; Trends in OPA", and Harry A. Ackley, Recreation Section, Service Trades Division, Office Civilian Requirements, WPB, Washington.

Governor Leverett Saltonstall will be chief speaker at the luncheon at noon,

and Sgt. Barney Ross, marine hero, will head the speakers at the evening banquet.

President Carroll has announced the formation of a ladies' hospitality committee to include Mrs. E. J. Carroll, Mrs. Fred L. Markey, Mrs. Wallace St. C. Jones, Mrs. A. W. Abbott, Mrs. A. A. Casassa, Mrs. E. B. Enegren, Mrs. Daniel Bauer, Mrs. Al Martin and Dorothy Jones.

McFALLS BUSY

(Continued from opposite page) Band from the Eighth Naval District furnished music for the evening.

On the following evening Mr. and Mrs. McFalls donated the Pier ballroom for an all-servicemen's dance. Coffee and doughnuts were furnished free to some 900 servicemen and their dates.

The feature of the month was the celebration marking the formal dedication of the big butadiene plant at nearby Port Neches. The plant, which has been featured in *Life*, *Time*, *Nation's Business*, *Look* and in the newsreels, will produce 100,000 tons of butadiene a year.

Meanwhile Manager McFalls is proceeding with the reconditioning of the Pier for the spring opening. The McFalls plan to book free attractions and fireworks for the summer.

The Pier's winter policy has included week-end dancing and operation of the midway, and the McFalls are pleased with the results despite the handicap of rain and unfavorable weather. Rides and games did exceptionally well on week-ends, they report. Altho handi-

capped by the shortage of help, Superintendent Roy Smith has had the plant functioning efficiently and has been able to maintain an operating organization which at times reached the level of a skeleton crew.

Pleasure Pier, erected on a man-made island on Lake Sabine fronting the city, was opened in the summer of 1942.

The Pier plant includes a main building housing the ballroom, dining room, kitchen, a large fresh water swimming pool and bathhouse, yacht basin and a midway flanked by a score of rides and games, including Roller Coaster, Tilt-a-Whirl, Scooter, Ferris Wheel, Octopus and others. There also is speedboating on Lake Sabine.

A. C. Travel Blossoming; Bang-Up Season in Offing

ATLANTIC CITY, March 11.—Week-end travel, especially from New York, has been showing a substantial increase in recent weeks. There has been enough train facilities, but bus lines have put on extra busses to carry the New York load. Hotels report overflow business, with waiting lists dating far into the summer. All indications point to a boom season.

Frank P. Gravatt announces that his Steel Pier will light up for the Easter Sunday (April 9) week-end.

A chamber of commerce survey showed that there are 40 of the resort's better-class hotels now catering to tourist trade.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY, STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

MAGES SPORTS STORES
4019 W. North Ave. CHICAGO, ILL.

WANTED TO BUY SOME GOOD CHICAGO RINK SKATES FOR SALE

150x50 Khaki Color Campbell Tent, complete with poles, chains; jacks and side walls (green). Tent has been used as a 120x50. One thirty-foot Middle, used only two months. Complete outfit in perfect condition. Top of Tent cost \$2,600. Will sell complete for \$1,500. Less than half price.

Don McElhinney
3131 Sunnyside Ave. BURLINGTON, IOWA
Phone 3891 LR

WANTED TO BUY FOR CASH

Used Rink Roller Skates and Parts. Write us immediately.

JOHNNY JONES, JR.
132 Seventh Street PITTSBURGH, PA.

No. 321 DUSTLESS FLOOR DRESSING

Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance O. O. D.

GAGAN BROTHERS
444 Second St., Everett, Mass.

WANTED TO BUY USED CHICAGO ROLLER SKATES

ROBERT HAMILTON
8131 Sunnyside Ave. BURLINGTON, IOWA

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

IS NOW **100% WAR WORK**
AND WILL BE! 'TIL IT'S—
OVER—OVER THERE

HYDE'S NEW ROLLER "RAINBOWS"

Color them to match any Ensemble



Sensationally new

Now they can be dyed to match any ensemble or costume color scheme. Now you can give your skaters something new full of life and color.

Dye them for them or they can take them to their nearest shoe store and there are 160 different shades on the color chart.

A handsome white outfit or a brightly colored flashing pair of roller shoes for special occasions.

Write today for the new catalog of Roller "Rainbows". The shoes, the idea, the new uppers on the same fine lasts will make a hit.

White upper leather may be "out for the duration" but not fine roller shoes. We're making them now with unbleached white duck uppers and white leather trimmed. Actually they're superior in wear to all leather. The same fine shoe craftsmanship and all white ready to wear or color for any occasion.

HYDE

HYDE ATHLETIC SHOE COMPANY
Manufacturers of those famous "Betty Lytle" Shoes
CAMBRIDGE, MASSACHUSETTS

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

Used Photo Ceiling Order Starts April 6

WASHINGTON, March 11.—Office of Price Administration put ceilings on the sale of used photographic equipment last week because the growing scarcity of new cameras and accessories forced the trade to rely almost completely on the used market. Prices were fixed for 200 models of still cameras, 30 types of movie cameras, 20 projectors, 35 enlargers, 15 exposure meters and 15 still projectors. Reconditioned equipment is to be classified into two groups with a dollar-and-cents ceiling for each. The price of used equipment in first-class operating condition is limited to 75 per cent of the 1942 selling price. Equipment sold "as is" must be priced at 33 per cent. All Class I equipment must be sold under a 30-day guarantee of free repairs and replacement of defective parts. All items selling for more than \$5 must be tagged by the dealer with the name of the article, lens description, OPA retail ceiling price, and selling price. The new regulation, effective April 6, replaces the present "freeze" order which pegs prices at March, 1942, levels.

Totem Dude Ranch, Camden, Give 16mm. Westerns a Whirl

CAMDEN, N. J., March 11.—Totem Ranch at suburban Maple Shade, combination dude ranch and restaurant featuring Western-style entertainment, is the first of the ranches in the area to enlarge its scope of amusement with the introduction of 16-mm. movie shows. In keeping with the entertainment provided by Western and cowboy performers, the movie program presented Friday evenings is devoted entirely to the showing of films pertaining to rodeos and Western stars. Introduced last week, the movie programs proved an immediate hit, and when Totem Ranch gets into full swing with the spring and summer season, it is planned to present the movie programs several nights a week.

Since there are quite a number of dude ranches in the Southern New Jersey area, introduction of the Western movie shows at the Totem Ranch means the opening up of a new source of locations for the roadshowmen in this territory.

HAROLD C. HOPPER, head of the motion picture section of the War Production Board, has resigned to return to the presidency of the Cinema Mercantile Corporation in Hollywood. When the resignation was announced, Hopper reported that 90 per cent of the war-connected problems of the movie and film industries have been solved. The situation on 35mm. raw stock is in such shape that restrictions are due to be lifted shortly. Restrictions on 16mm. stock will remain effective. Lincoln V. Burrows, who has served as assistant chief for the last two years, is succeeding Hopper.

MAKE MONEY
SHOW MOVIES
IN YOUR OWN OR NEARBY COMMUNITY

Tire, gas restrictions will keep people home. We furnish everything: talking picture projector and finest pictures. Cash in on this big opportunity. Write Now!
Southern Visual, Dept. 1950
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EXPERIENCE NOT NECESSARY

FOR SALE 16mm. SOUND AND SILENT PROJECTORS
Features and Short Subjects Available at Bargain Prices.
ZENITH 308 West 44th St. NEW YORK CITY

16 MM. **RELIGIOUS SUBJECTS** 35 MM.
Westerns, Actions, Selected Shorts.
Wanted: 16MM. Sound Projectors.
OTTO MARBACH, 630 Ninth Ave., N. Y. City

Movie-Hungry Towns

Roadshowmen who missed last week's issue of The Billboard are urged to look up the story on page 3, headlined "OCR Cites Fun-Shy Areas," which gives a list of war production centers where additional recreational facilities, such as theaters, are badly needed. Altho the Office of Civilian Requirements or any other branch of the government cannot underwrite any ventures, officials hint that surveys had indicated the areas listed would yield a good profit to operators. Twenty-five towns in Michigan, Oklahoma, Louisiana and Texas were named as locations where theaters would be well patronized by war workers and their families.

War Creates New Fans in S. Pacific

NEW YORK, March 11.—Returning from an 18,000-mile South Pacific tour for the Hollywood Victory Committee and USO-Camp Shows, film actor Randolph Scott, reported that the industry's gift films to the armed forces overseas, "were as up-to-date on the islands as anything on Hollywood Boulevard."

Scott stated that in many advanced areas he frequently played on the same bill with his latest pictures. "I was amazed," he said, "upon arriving at Bougainville, to find that we were doing a personal appearance with *Courvette 225*, which was just being released in the States when I left."

"Mail and movies are the most important elements in the lives of the boys over there," he said, adding that everywhere he went he found the latest films being shown "even when we got so close to the front that it was rare for a show to run all the way thru without being interrupted by an air-raid alert."

In conclusion, he added: "These 16mm. movies which Hollywood sends over have also created a new group of the world's most avid fans, island natives. They had never seen movies until our troops arrived. Now they stand around every night waiting for the show to start."

Imaginative roadshowmen are already thinking of this native audience and dreaming of the post-war days when unrestricted travel will give free rein to that yen to roam far and wide. What South Pacific natives could use for admission fees is a problem, of course, but the chances are that the United States or whichever friendly government takes charge of these tropical islands will maintain permanent or temporary air bases, which should provide labor for the movie-loving natives.

Color Films From Black And White Prints Coming

HOLLYWOOD, March 11.—Roadshowmen of the future will be able to show color movies from black and white prints because of an invention by Richard Thomas, of this city. The invention is a four-element lens assembly that divides light rays emanating from the object photographed and then focuses the rays thru primary color filters to form four separate images on a single film. When projected the film will appear in color.

Films, in order to be used in the machine Thomas has invented, will be taken thru filters of red, green, blue and violet. Since each filter transmits its own light, each negative image will be in the filter terms altho the image in actuality is black and white.

Thomas was recently issued his seventh basic patent.

WPB'S AMENDMENT to General Limitation Order L-233 covering photographic film and film base relates to the manner of filing the quarterly reports manufacturers must submit.

DON'T FORGET TO LOOK FOR YOUR NAME IN THE LETTER LIST EACH WEEK. MAIL IS ADVERTISED ONLY ONE TIME.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Bisbee To Tour No. 4 'Ole Opry'

NASHVILLE, March 11.—J. C. Bisbee, of Memphis, who for many years has had out his Bisbee's Comedians under canvas, this season will house in his tent theater the No. 4 unit of the *Grand Ole Opry*, of Station WSM here. George D. Hay will serve as company manager, with Ben B. Heffner as personal rep, in charge on the road. Opening date has not been announced.

Zeke Clements, the Dixie Yodeler, will be featured. Hillbilly contingent will also include George D. Hay, Rufus Brewster, the Smith Sisters (Lorene, Pauline and Gracie), Grandpappy George Wilkerson and the Georgia Peach Pickers ork, made up of Sanford Williams, Joseph Williams, Joe Pope, Boots Harris and Jimmy Selph.

Roberson-Gifford, Famous Make Ready

GIRARD, Ill., March 11.—Plans are under way for the opening this spring of the Roberson-Gifford Players, for another trek over their established Illinois territory, and of the Famous Players, for another swing thru Iowa. Both shows enjoyed a fat 1943 season.

The Gifford Players, who have been working a circle out of this city all winter, wind up the season April 16, and will go intact with one of the above shows. The circle has been under the management of Wayne Huff.

Several new towns have been added recently, and bookings are already being made for next season, Huff says.

Rep Ripples

RALPH BLACKWELL, well-known Mid-western repster who is just rounding out two years in the army, infos again from India to say that he's in the hospital for the third time and to bemoan the fact that his buddy, Johnny D. Finch, the ex-Billroyan, recently departed there for parts unknown. Writing under date of February 17, Ralph says further: "I miss Johnny and the shop talks we used to have. Saw a September 15 issue of *The Billboard*, telling about me meeting Johnny over here. And that squib about 'I wish I had a doll—wooden or otherwise' was no joke. If they ever put the limit on packages to soldiers at 150 pounds, I'm going to send for a blonde and a gallon of whisky. Finch painted some swell sets for the various shows that have appeared here. I am in Special Service, presenting movies to the boys nightly. Melvyn Douglas and Joe E. Brown, the movie stars, showed here recently. Do you know the whereabouts of Mac and Gladys McWhirter, who had the Mack-Neely Comedians in Tennessee from 1940 thru 1942? I was with them in 1941 and was on my way to join them when Uncle Sam grabbed me." . . . A FEW MAILS LATER comes word from the above-mentioned John D. Finch, who typewrites from "Somewhere in C-B-I Land," as follows: "What's cookin' back there in the way of showbiz? The lack of newsstands where one might buy *The Billboard* out here in the jungles is appalling. I miss the 'bible' and its news of my friends. I'm not particularly mad at any of my old associates, so if you can stir 'em up to the extent that they'd see fit to drop me a line, I'd certainly appreciate it. I often wonder what has become of Shorty and Gladys Duncan, the Farleys, Archo (Joe the Speed), Hal and Grace Crider, Billie Dunn, Kitty Watkins and Alex MacDougall, Dora Helmert, Cal and Bonnie

West, Eddie and Betty Mellon, Ollie and Martha Hamilton, the Hinkles and the many other old Billroyans. Met an old trouser friend in India sometime ago—Pfc. Ralph Blackwell. He and I trouped at various times under the banner of that great guy and comic, Boob Brasfield." Johnny's address is Pfc. John D. Finch, ASN 35403366, 479 Engr. Maint. Co., APO 689, care Postmaster, New York City.

FANNIE A. HENDERSON, of the Henderson Stock Company, is spending some time in Rockwell City, Ia., but expects to return to her Mason, Mich., headquarters in the spring. She says that her plans for the summer are indefinite, but that she'll probably remain at her Mason home, renovate the scenery and props, and wish that she were trouping. . . . CHARLES KERN, who launched his two-people school trick in Garrison, Mo., several weeks ago, is doing a condensed version of *Huckleberry Finn*, arranged by E. F. Hannan. . . . JACK AND ELSIE LOWRY, formerly partnered with L. Verne Slout in tent-show operation, are now located in Oakland, Calif., where Jack is holding down a supervisory job with the government, and Elsie is doing war work for the army. . . . MR. AND MRS. GUY BEACH, of the old Beach Stock Company, one of the biggest money-making stocks in the '20s, are in Hollywood, where Guy has swell prospects for picture work. . . . GUYLAND (SKIPPY) HICKMAN, after beating at the doors of Hollywood for some time, has settled for a war job for the time being. . . . ALVA STEVENS is another former stock and rep performer engaged in war work on the West Coast. . . . CECIL RAWSON, former boss canvasman for the Slout Players, has been given his honorable discharge from the army and will be back on canvas for Slout the coming season.

FOR PRINTED COPY OF

HAMLET

TRANSLATED INTO PLAIN ENGLISH

SEND \$2.06 TO
CYRUS FRIEDMAN
3006 N. E. 29th Ave.,
Portland 12, Ore.

WANTED

For Tent Rep, A-1 Young Team for Leads, Young General Business Man; others write. Frank Francis, Ray Lamb, Cliff Malcom, let me hear from you; have good proposition. Show opens early in April. State all.

J. A. OGLE
BOX 670 ANNISTON, ALA.

SHOW BOAT WANTED

WANTED to lease for four or five months a Show Boat in good condition. Give lowest price, seating capacity, last time used, name and address of manager of last show using boat, lowest number of crew needed, sleeping accommodations. Full particulars and picture in first letter. **SIR EDWARDS, 2914 Brookside Ave., Indianapolis 4, Ind.**

WANTED

People all lines doubling instruments for radio dance show. 1 hour show, 2 hour dance. No Sundays. Short jumps, steady work.

CHICK BOYES PLAYERS
216 W. 26th KEARNEY, NEBR.

HARLEY SADLER STAGE SHOW WANTS

Join now, Working Boys, Boss Canvasman with knowledge of trucks, Sailmaker and Repair Man. Good salaries. Playing three day and week stands, Dramatic Tent Show. Can place Juvenile Man, would consider Team. Tell all in answer. Rehearsals begin March 27th, open April 5th. For Sale—One hundred Drops, size twelve by twenty-four feet. Almost any scene desired, used in stock, nearly new. \$10.00 each or \$50.00 for six. Property Trunks, etc. Can use good Harmonica Player. Want to buy for cash nice Xylophone or Marimba. Wire or write

HARLEY SADLER NEW STAGE SHOW, SWEETWATER, TEXAS

MAIL ON HAND AT CINCINNATI OFFICE
25-27 Opera Place
Cincinnati 1, Ohio

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ADAMS, Geo. Ails, Roscoe
AINSWORTH, Robt. Lee
AKINS, Leo L.
ALDORF, James
ALLEN, Billie (1722)
Allen & Lee
Allen, E. R.
ALLEN, Wm. Herbert
ALLEN, Wilbur Herbert
ALLISON, Arthur McKinley
ANDERSON, Elmer Richard
Anderson, Harry J.
Andrews, Paul
Apples, Henry
Aquinio, Pvt. Ralph A.
Arbogast, Geo. Michael
Arbuckle, R. R.
Arbuckle, Terrance
Arnett, James Edw.
Arnott, Jack
AYCOCK, Douglas
BACKUS, Jos. Potor
Bailey, Mrs. Bill
BAILLE, John B.
BAKER, Carl Hubert
Baldwin, Geo.
Ball, John G.
Ballou, Cecil Thos.
Bard, Giles Hess
BARMAN, Leslie W.
BARNES, Wm. Henry
Barry, Wm. T.
Baxter, J. A.
Beckard, Arthur E.
BECK, Robt. Emmett
Bel-Mar, John J.
Benjamin, Mrs. H. A.
Bennett, Dorothy
Bentley, Maude
Billups, Sammy Leo
BLACKLEY, Wm.
BLEDSOE, Robt. Elmer
Bloom, Mrs. J. Oscar
Blue, Ben
Bogart, Earl J.
BOISENEAU, Chas. B.
Bonum, Sam
Bonta, Mrs. Pat
BOSWELL, Wm. Henry
BOWDEN, Jos. Thos.
BOYD, Chas. R.
BOYD, Elder
BOYER, Eugene
Bozeman, James
Bradley, Earl R.
Brady, L. P.
Brady, M. L. P.
Brady, Terry
BRANDON, Joe Cephus
Brasfield, L. L.
Braunstein, Ben
BRAY, Garland
Breckenridge, Eddie
BREMER, James Raymond
Bresk, Mrs. Lou
Brodbeck, Fred
Brooks, Prof. A.
Brooks, Geo. H.
Broudy, Paul
Brown, Elmer
Brown, Frank
Brown, Freddie
Brown, Harry N.
Brown, Kenneth P. H.
Brown, W. S.
BROWNE, Derwood A.
Brownie, Thos. A.
Bruce, Arthur
BRUNELLE, Jos. Newell
Brunel, Arthur
Bryant, Mrs. Kathryn A.
Bryant, G. Hodges
Bryant, Paul B.
Buck, Stephen B.
Burdett, Sonny
Burger, Harry
BURGESS, Earl Glenn
Burk, Earl & Gladys
Burke, Mrs. Pnt
Burns, Jimmie J.
Burns, Robt.
RUSH, Robt. Wm.
BUTLER, Jos. Edw.
BYRD, Wm. Edgar
Calclaysure, Joe
CALDWELL, Sammie Leo
Calvert, Dana
Camel, Frank Raky
Cameron, Donald
CAMERON, Isaac McKenley
Camp, Robt. J.
Cannon, I. B.
Carey, Al
Carland, Buck
CARLYLE, John R.
Carry, Tommy
Carvey, B. T.
Carver, Ella
CASPARY, Paul Allen
CASPER, John
CASSIDENT, Jos. U.
Casteel, Frank
CATEY, Earl W.
Caughy, Russell J.
Chatwell, Jimmie Lee

- Gould, Max (Cookhouse)
GRANT, Clard
Grant, Harry
Green, Al
Green, Albert E.
Green, Clifford
GREEN, Gilbert A.
Greer, Jack F.
Griffin, Bea (Handless)
Guthrie, J. W.
GWARA, Felix P.
Hall, Louis
HALL, Philip L.
Hulligan, James
Hamblin, Mrs. Claude
Hamilton, Mel
Hansen, John
Harden, Geo.
HARDING, Wm. Reid
Harper, Ray & Fay
Harris, Harry B.
Harris, Pet (Mv.)
Harrison, Hubert
Harrison, Hubert
HART, Roy Osro
HART, Wayne
Hartman, Henry
Harvey, Al
Hayes, James
Ladd, Chas. Henry
LAMB, Buddy
LAMB, Herman A.
Land, J. H.
LANE, Lacey Louis
Lano, Margie
Langen, Wm.
Langley, George
LAPEZ, Jas. Bud
Lauer, Morris
Lawson, Marshall
LeDoux, Marie
Leach, Russell
LEDBETTER, Geo. Edwin
Lee, Paul
Lee, Princess Chang
Leo, Ivan
Lepore, Mattico
LEWIS, James Albert
Lewis, Wm. Carlisle
Lewis, Wm. Clarence
Lloyd, Capt. Jack
Logan, Robt.
Luther
Logsdon, Marcus
Long, Bill Oval
Long, Harry K.
Long, Vernon
LOPEZ, Jas. Bud
LORD, Jack Delbert
LOVITT, Manley Elgin
Lowery, Herbert Henry
LUDLOW, Melvin Richard
LUNDGREN, Howard M.
Lyons, Jas. Robt.
MacDougal, Mickey
MacAtee, Ellsworth
McCAHREN, Frank Oliver
McCAIN, Wm. E.
McCallister, C. H.
McComb, Ernest
McCREADY, Claude M.
McDONALD, Reid LeRoy
McDOWELL, Karl Ernest
McGIRE, Richmond
McHENRY, Gilbert
McKESSON, John Reils
McNeely, Nora
McPeck, James C.
McRae, M. W.
McROBERTS, Robt. Chas.
McSHAIN, Eugene Edw.
Madison, Pinky
Magnum, Clement F.
MAHAY, Charles Victor
Males, J. G.
MALLERY, Richard
Manos, Mrs. Laura
Marchella, Madeline
Marchette, Rebel
Marco, Walter
Marder, Phil
Margolis, Louis
MARION, Sidney Ray
MARRROW, Herbert P.
MARSHALL, Howard
MARSHALL, Sam
Marthers, Donald
MARTIN, Carolyn
Martin, Jack
Martin, James R.
Martin, Mrs. Janet
Martin, Joe
MARTIN, Malcolm C.
MARTINO, Pat
Mathews, Robert P.
Mathews, Jimmy C.
Mayer, Paul
Mayman, Gilbert
Mayo, LeBeau
MEADOWS, Clarence
MECKLING, Chas. Karl
Mejia, Miguel B.
Mercy, Alexander
Mercy, Nat
Merrill, Speedy
Merritt, Raymond
Michels, M. W.
Miller, Chris H.
Miller, Edward L.
Miller, Elmer
Miller, Everett B.
Miller, John
MILLER, Leo Albert
Miller, Nancy
Miller, Rudy
Mills, Mrs. Doris
Mitchell, D.
Mitchell, Edker
MITCHELL, Nick J. Reno, Thos. A.



Letter List

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen!

The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

- Mitchell, Jack
Mitchell, Shark
Mix, Art
MONAHAM, Edward
Monahan, John
MONROE, Geo. Oliver
Montgomery, Trevor
MORGAN, Bud
Morgan, O. Nat
Morgan, John R.
Moore, James S.
Moore, John H.
Moore, Walter F.
Morales, Pedro
Morris, Allen
Morris, Mansfield
Morrison, Milton
Morrison, Robt. Paul
MORRISON'S, Carnival, Ben
MORSE, John Sawyer
Morton, Lon O.
MOSHER, Wm. Munro
Munn, Mrs. Rosella
Munroe, Jack
MURPHY, Edward Benedict
Murphy, Mike
Murphy, Niel
Murphy, R. E.
Myers, Gerald
Mysterious Three
NAPOLION, Lewis NAUGLE
Nelson, Clarence E.
Nelson, Elaine
Newman, Lucille Cousins
NICHOLAS, John, 18153
NINNIES, Peter
NORTON, Ralph Jas.
Nuskind, Louis
Nye, John Raymond
O'BRIAN, Geo. Francis
O'BRIEN, Michael O'Connell, D. B.
O'DANN, Walter O'Dell, Jessie
O'Dell, Laran J.
O'Dell, Mrs. Tommy
Ogleby, Wm. F.
O'Hara, Boots
O'Malley, Danny
OCEAN, Michael
Orman, Frank
Osborne, J. L.
Overall & Meyers
Owen, George
PAIGE, Geo. Wm.
Painter, Wm. Leroy
Pallizes, Sam
Pallesten, Cynthia
Palmer, Esther
Palmeri, Larry
PALMERINO, Chas. J.
Paulet, Albert
PARDEE, Eugene
Pardo, Benjamin
Parker, Bill
Parks Bros.
PATMAN, Earl Newton
Paul, E. W.
PEDOTE, Frank
Perdue, George
Perry, Frank (Cotton Candy)
PERRY, John Henry
PERRY, Leonard
Peters, Alton D.
PETRIE, Roy Allen
Pielot, Alexander
PINCKEY, Robert Dale
Poplin, Theo. R.
Poracki, Jos.
Potter, Mrs. Mabel
POUNDERS, Andrew
Powers, Francis
PRESTON, Jas. Thomas
Price, Bruce
Pyne, R. S.
Quinn, Joe
QUINTANA, Jos. Donald
Ragalis, Jos. Kaismer
RAGLAND, Phillips Thos.
Rankin, R. B.
Raymer, Ford
REESE, Elmer Calvin
Reeves, Mrs. Daisy
REEVES, Jas. Leland
REID, Albert Junior
Reid, Ezra Matthew
Reid, Mrs. Ruth
Remy, Archie
Reno, Thos. A.

- STIEHM, Melvin Paul
Stofel, Walter
Stringer, Doc
Stueby, Tony
Styles, Talmadge
Sullivan, Randolph
Sullivan, Jimmie J.
Sullivan, John Leo
Summers, Eugene
SUMMERS, Wm. Calvin
Sutherland, Joseph E.
Swisher, Clifford
SYLVER, James E.
SYNAK, Leonard S.
Szymanski, Judith J.
Talbot, Geo. Burt
TAN, Alex
Taylor, Charles
TAYLOR, Clifford John
TAYLOR, Herman
Taylor, Howard Ray
Taylor, James
TAYLOR, Major Lee
Terban, Max
Texas Joe
THOMAS, Arney Geo.
Thomas, L. Louise
THOMAS, Woodrow
Thompson, Herbert
Thorn, Whitey
Thrush, Paul Eugene
Thurman, Brad
Tom, Walter
Townsend, Lester E.
Travers, George
TRIMMER, Paul ED
Trueblood, Mrs. C.
TrUSTEE, Lou Loyd
Tyree, Earl
UNDERHILL, Andrew Daniel
UNDERWOOD, Ralph Neal
Vazge, Milo
VALLEGO, Tony
VAN CAMP, Arthur John
Van, Ernie
VAREOKA, John Jos.
VAUGHN, Edgar Hatfield
VAUGHN, Hamp Sylvester
Venus, Bunny
WAGAN, Geo. Frank
Walker, Fred Broadway
WALKER, George Lorraine
Walker, Henry Lee
WALKER, Martin
WALTER, Tom
Wangerwin, Clarence
WARD, Clyde C.
WARD, Kenneth Wade
Ward, Lecta
Ward, Vernon Arthur
Warner, George Edward
Washburn, B. C.
WASSO, Bob
WASSO, Ralph
Waters, W. H.
Watkins, Frank
Waver, Anthony
WEAVER, Geo. Carol
WEBER, Frederick
WELIWEIN, Robt. Eugene
Weinke, August Erust
Weinmann, Geo. Lank
Weiss, Kay Lawrence
WELLS, Jos Mearl Robt.
Staples, Norman
STERLING, John Wm.
STEWART, Jim
Stewart, Mrs. J. Lewis
STICKLE, Arthur Perry
WILKERSON, George
Willard, Chester
Williams, Mrs. H. H.
Williams, Howard
WILLIAMS, Robert
WILLIAMS, Daniel A.
Willmer, George
Wills Jr., Geo. Burt
Wilson, Bob
WILSON, Harry John
Wilson, J. D.
Wilson, Red
WILSON, Robt. Earl
Winkley, Lt. Frank R.
WINNING, Chas. James
Wocfie, J. H.
Wolf, Chubby
Woorlein, Mrs. Ruth
Wood, Mrs. Chas.
Whitey
Woodrums, Calvin Thos.
WOODRUME, Thomas
Word, Dennis
Wright, Chas. R.
Wrist, Mrs. Donald
YOUNG, Max Bryson
YOUNGQUIST, Lawrence Calvin
ZIMMERMAN, Hubert E.

NEW YORK OFFICE
1564 Broadway, New York 19, N. Y.

MAIL ON HAND AT

- Allen, Glen
Bailey, Smiles
Bevorlbrna
Boneberg, Albert
BOSTWICK, Edw. Jefferson
Boyce, Betty
Brent, Tommy
Cina, Freddy
Daytina, Madeline
Decker, Ralph
Diavolo, Dare Daril
Dodson, Chas.
Dowling, Elaine
EVANS, Lew
Fenwick, Charles
Gilbert, Jack
Griffin, William J.
Guin, Alec
Harvey, Bob
Hayward, Ora
Hebron, Lillian
Howard, K. W.
Hurley, Jacqueline
Ingler, William
Jones, Billy
Keywood, Stewart
Kingsley, Patricia
Kopen, Sgt. Jerry
Kubatt, Eddie
LaCrosse, Mary
Lady Dorothea
Leahy, Chas.
Mack, Helen
Manning, Ross
McGlynn, Reverend
Mulemans, Charles
MHALLOW JR., Andrew J.
Miller, Sada D.
MURPHY, James J.
O'Brien, William J.
Redmond, William H.
Reever, Leon
Revelly, Rosita
Rucards, Roy
RUSSELL, Lewis
Sells Bros. Circus
Slafkin, Louis
Schubert, Violet
Slim, Texas
SMITH, Herbert
SMITH, Jr., Ira
Smith, Mrs. M. A.
Southwin, Pat
Steward, Gus
Thomas, Eugenia
Thompson, Walter
Torre, Thomas
Trevor, Madeline
Walton, Gypsy
WHITREE, Victor J.
Wids, Daisy
Wocfle, Bill

MAIL ON HAND AT CHICAGO OFFICE
12th Floor Ashland Bldg.
156 No. Clark St.
Chicago 1, Ill.

- ADAMS, Richard Ray
Adams, Nathan Yogi
Campbell, Mrs. Jenn Seabury, Beatrice
Seabury, William Harry
Colbert, Ray Fred
Damit, Albert H. SIMS, Leonard
Dyer, Tony Marvin
Freeman, L. STEVENS, George
Hart Jr., Dom
HOLT JR., Theodore William
Jones, J. F. Stye, Jos
Jugimato, Marlon Vaughan, Jerry
NICHOLSON, Clyde Archie Yeargain, Earl or Duko

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

- Braunock, John W. O'Riley, Jerry
Callan, Mrs. J. B. Romig, Carl A.
Campbell, Henry ROBERTS, Maxwell Aldrie
Dexter, Al
Ella, Mrs. Laura
HICE, Ellsworth
Wainmann, Geo. Lank
Weiss, Kay Lawrence
WELLS, Jos Mearl Robt.
Westerly, Samuel
WESTERN, Geo. J.
Weyls, Ed Daniel
WHARTON, Lee Marlah, Dr. S. M.
Wiley, Hubert MONTGOMERY, Paul
Wilbite, Sam
WILKE, Thomas Nelson, Pete
Joseph NIXON, James

AREA

(Continued from page 44)
years but there is still room for a better clean-up at regular intervals.
Amusement park managers who expect to allow political campaign meetings should not discriminate, but should allow all parties the same privilege. Our friend, Mike Heim, at Electric Park, Kansas City, Mo., had some great meetings in the past, but he never discriminated, but accommodated all orderly meetings.
Frederick Thompson had burros on his Pike's Peak ride at Luna Park, Coney Island, and two elephants left over from the Indian Durbar. In a political campaign some years back, he had a race between a donkey and an elephant, with an understanding that the one reaching Washington first would decide the election. The press followed closely the progress of the race each day. It was original and timely, two elements which usually net front-page notices.
It is not too early to think of Flag Day and Decoration Day. Both take on new meanings this year. The accelerated rate of losses in our armed forces will call for more deserved memorials than we have ever known before.
A man in the West wants two Coasters built. Who can obtain that much lum-

ber now with which to build two new amusement devices? It is an index, however, of his confidence in the two parks in which he operates and in the future of the park business in general.
There is an urgency to get spring work done, with a leeway of some time for unforeseen emergencies which might arise and would be difficult to meet with lack of man power and the difficulty of getting material. What would some of us give for gears and motors? To get them on early delivery is our immediate problem.
There has never been a time in the history of the amusement park business when so many students have been employed as there will be the coming summer. The rub is to get them for the opening. They are deeply engrossed in final examinations or in preparations for them just as we are opening or preparing for it. Then in the fall many must return to school before we close the season.
Then, too, the women are anxious to connect with a winter job, and are anxious to get away before Labor Day. However, more honorably discharged servicemen will be available this year. Any suggestions from any section of the country on securing operators will be gratefully received.

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MISCELLANEOUS

ACTORS, ACTRESSES, THEATERS — POST-cards, Pictures, Old Timers; thousands other Postcards. Send stamp for list. Nugent, 101 N. Third, Richmond, Va.

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GREAT FUN — MAKE BELIEVE YOU ARE IN New York, Chicago, Miami, Washington, Hollywood, Montreal. Three cards sent, you write return I'll mail, 25¢. Letters mailed, 15¢. Receiving, Forwarding Service. Details free. Pin-Ups, Fun Cards, Labels, Souvenirs, Sparetime Offers, Commission Circulars, 10¢. Learn Mailorder, instruction, 10¢; 300 Ways to Earn Money, 25¢. Hallen, 436 N. Y. Ave., Brooklyn 25, N. Y. mh18

KATHRYNE — PLEASE COME BACK AND we'll go through with what we planned. Walt.

"YOU SHOULD BE A SAGWA BREWIN" Mamma. "You Should Be a Sagwa Brewin' Papa." Learn mystic Indian Sagwa Brewing. Sweeping America like the famous cross word puzzles a few years ago. Brochure mailed, two dimes; refund, M. Henry Beveridge, Indian Lore Herbivore, 1090 Grove St., San Francisco 17, Calif.

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FOR SALE — EASTMAN DIRECT POSITIVE Paper. Late 1944 dating. 25 rolls 1 1/2"x250, \$3.45 each; 15 rolls 2"x250, \$7.45 each; 20 rolls 2 1/2"x250, \$8.00 each; 8 gross 5x7, 1945 dating, \$7.95 per gross; one gross 8x10, 1945 dating, \$13.00. 1/3 deposit required with order, balance C. O. D. McLamb Photo Studio, 1624 South St., Philadelphia 46, Pa. mh25x

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JOSEPH SCHNEIDER KREUZNACH NO. 187685 Tele Xenar f 5.5 7" 18CM with auto shutter. Timed T. B. 100 50 25 with flange lens board and lens cap. Sold on five days' trial, \$75.00. Wire full amount if you want this lens. United Photo Supply Service, Gatesville, Tex.

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WANTED TO BUY

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WANT TO BUY ANYTHING PERTAINING TO Jungle Folks, Cannibals, Headhunters; also Pyralis, Mummies, Curiosities. Write Tate's Curiosity Shop, Safford, Ariz. ap8

WANT 60 WATT OR MORE AMPLIFIER AND Speakers suitable for skating rink; also Rink Skates, sizes 1, 2, 3, 4, 5 and 6. Will pay \$4.00 per pair if in good condition. Write Ragan's Park, Macon, Ga.

WANTED — 22 AMMUNITION, 22 SHORTS and Longs. Winchester Rifles, Model 74 and 62, new or used. Any quantity. Vernon Stewart, 106 1/2 High St., Portsmouth, Va. mh18

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WILL PAY CASH FOR PORTABLE RINK, Hardwood Floor and Tent. Ray Paul Miller, 812 S. 19 Ave., Yakima, Wash.

875 SQUARE FEET OF CARPETING, DRAPES, Steinway Piano. Must be in good condition. Walter Vines, P. O. Box 441, Lakeland, Fla.

At Liberty Advertisements 5c a Word. Minimum \$1. Cash With Copy.

AT LIBERTY ACROBATS

AFTER APRIL 1ST — HIGH AERIAL ACT, consisting of single trapeze, rings and perch. Will make attractive offer to a good show that will give me Penny Pitch privilege. Write or wire H. E. Basley, 2890 Gordon Oaks, Brunswick, Ga.

AT LIBERTY AGENTS AND MANAGERS

A-1 ADVANCE AGENT, BUSINESS AND PERSONAL Manager. Expert Contractor, Booker, Publicity, etc., available 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 organizing girl orchestra for theatres, hotels, ballrooms, clubs, motion pictures, radio, etc. Write full details, send photos, best offer first letter. Box 2608, Hollywood 28, Calif. mh18

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE JUNE 2ND TO JUNE 30TH — Ervin Hinkle and his Orchestra, featuring Colleen Lowder (vocalist), 11 musicians. Presenting a versatile round of danceable and showy numbers from sweet to hot. This group has been extremely popular in the Carolinas, 100% union. Contact Ervin Hinkle, 1233 East Boulevard, Charlotte, N. C. Phone 3-7348.

VERSATILE FIVE PIECE BAND — COT SHOWS. Four vocalists, all 4-F's, very neat, good habits. Available April first. Want Chicago connections or Midwest. Mickey Finnegan, 1124 Hamilton, Grand Rapids, Mich. mh25

AT LIBERTY CIRCUS AND CARNIVAL

ALEXANDRA — HALF AND HALF FOR annex. Intelligent lecture and first class presentation. Reliable managers, write G. Gordon, 5101 Ave. I, Brooklyn, N. Y.

FANNIE BLAIS — THE DIFFERENT HALF AND Half. Experience, ability, new costumes. I make annex openings and still under forty. Address Jack Blais, 47-25 40th St., Long Island City 4, N. Y. Care O'Brien.

AT LIBERTY MAGICIANS

"LA-MAR," THE MAGICIAN — CLUBS, LODGES, entertainments, etc. Myers, 519 Wheeling Ave., Cambridge, O. mh25

AT LIBERTY MUSICIANS

A-1 CLARINETIST — READ, FAKE, CUT shows. Prefer novelty outfit. Play Sax, some Fiddle. Instruments stolen. Colms, Laclede Hotel, St. Louis, Mo.

DRUMMER — SWING VIBRAHARP, XYLO-phonist; all styles, including solo work. Solid drums. Read on all instruments. Dance, radio, recording experience. Photo and records sent on request. Young, sober, reliable. Army discharge. Would like location in California with ambitious small combo or good band. Carl Dean, 815 W. California St., Oklahoma City, Okla.

AT LIBERTY — UNION TRAP DRUMMER. Circus, all offers considered. Read, fake, Sober, reliable. State all. Fred Franklin, 564 1/2 Poplar, Macon, Ga. mh18

BASSMAN AND DRUMMER — PREFER WORKING together; 4-F's, 10 and 21. Solid beat. Prefer location. Union, show experience. Bassman also Vocalist. Write or wire Carlos Puert, 2407 N. Twelfth, Sheboygan, Wis.

DRUMMER — SEMI NAME EXPERIENCE, 21, 4-F. Beautiful equipment. Dependable, fine appearance. Travel, location. Norman Cogan, 4369 40th St., Sunnyside, N. Y. mh18

DRUMMER — UNION, SOBER, DRAFT EX-empt. Good outfit. Hotel location wanted. For photos, information write Box 0-6, Billboard, Cincinnati 1, O.

DRUMMER — UNION, AGE 38, MARRIED, have children. Salary \$80.00 minimum. Location preferred. "Moe" Enger, 1211A W. 19th Ave., Amarillo, Tex.

EXPERIENCED DRUMMER — 4-F, UNION, single, reliable. Flashy set drums. State top war time salary. "Hob" H. Rankin, care Richard Theatre, Aluskie, N. C. mh25

GIRL ELECTRIC STEEL GUITARIST — ATTRACTIVE, high character. Union, strictly read, experienced, reliable. Harmony voice. State salary. Betty Foster, 182 West 48th, New York City.

HAMMOND ORGANIST — OWN ORGAN. Concert Model B (door space 5'x4'), DXR 20 tone cabinet. Background: Conservatory, radio, theatre, yanderville, hotel dining rooms, cocktail lounges. Draft exempt. Minimum \$150.00. Available March 25. Fifty mile radius Times Square. Box 573, Billboard, 1564 Broadway, New York 19. mh25

SINGER, PIANIST — 4-F, BOTH WORKING; would like change. Do ballads, swing, foreign, etc. Cal Callender, 1511 Esplanade, New Orleans, La. mh25

TENOR MAN DOUBLING CLARINET — ALSO Drummer. Both 4-F. Low salaries void. What have you? Jerks, lay off. Address Musicians, 404 N. 4th St., Humboldt, Kan.

TRUMPET — VACIL ANY STYLE, YEARS OF experience. Vocalist. Address Musician, General Delivery, Denver, Colo.

TROMBONE AND TRUMPET — BOTH WANT job in responsibly led band. Reliable and thoroughly experienced. Can join immediately. State all. Contact Musicians, 15 Franklin Ave., Larchmont, N. Y.

AT LIBERTY PARKS AND FAIRS

EDDIE AND EDNA DOREY — PRODUCING Clowns and Stiltwalker for all events. Broadway Hotel, Salt Lake City 1, Utah. mh18

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PIANIST AND ARRANGER — READ, FAKE, transpose and takeoff. Well experienced. Single, 4-F, union. Want name band work only. Transportation. Write or wire Anthony Ruoppolo, 248 Wooster St., New Haven, Conn.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY APRIL 1, 1944 — ATTENTION. Booking Agents, A-1 Hawaiian Novelty Act. Native Hawaiian Dancer, A-1 Electric Steel Guitar Player. Years of experience in theatres, night clubs and hotels. Have best of wardrobe. Two spots, single and double 15 minute act. A.G.V.A. What have you? Write full details, don't wire. Hawaiian Novelty Act, care Homer Mesh, No. 1, West Lake, La.

AT LIBERTY — SPECIALTY TEAM, MUSIC, Sax, Banjo, Harmony singing, yodeling and dancing; all double specialties. Man characters; comedy, light or low; quartette man. Lady, young, small, good appearance, can work choros. Both read lines and fair study; do not double orchestra. Good wardrobe and appearance. Have car and trailer. Address J. J. Bennett, Gen. Del., Columbus, Ohio.

RIVERSIDE PREPS

(Continued from page 44) maintained open—bowling alley, roller rink and restaurant. A complete redecorating job is being done, and repairs are being made to rides, equipment and grounds. A new feature will be a special war display, to be housed in the building formerly known as Hobbyland. The popular Park-In Theater, which was closed down due to the pleasure-driving ban early last May, will be open this season on Saturdays and Sundays. The fleet of transmobiles, which attracted nationwide attention last year when the Riverside management succeeded in keeping open thru development of its own gasless bus system, will again be ready for use "if, and when," according to Carroll. More than 150,000 park patrons were transported from downtown Springfield to the Agawam resort last season on the transmobiles. Clambakes and outings will again be a prominent feature at Riverside this year. Several improvements are planned for both private groves. "We are looking forward to a good season," said Carroll, "and base this opinion on the successful operation of units all winter. We licked the distressing problems of no gas, no busses, no pleasure driving and no South End Bridge last season, so I don't think we'll find conditions any tougher. We will be in there trying anyway, and at all costs."

WPB PLANS STRESS JOBBERS

Distributors May Supply Goods To New Firms

Pending order aimed to stop complaints against discrimination by wholesalers

WASHINGTON, March 11.—While ideas on plans for converting to civilian production were boiling last week, the distribution of merchandise got a little more attention than usual. The War

Production Board made known that it is considering complaints about wholesalers and jobbers, such complaints coming chiefly from the retail field. This means that distribution will be considered an important factor when final plans for increasing civilian goods are made known.

WPB officials say that some changes in present distribution methods may be ordered when consideration of special problems in this field have been completed. The order, when issued, will probably set up certain policies which wholesalers are to follow in handling their accounts. One word seems to run through all the complaints received against jobbers and that is the word discrimination. The new rules will thus be aimed at preventing "discrimination."

Already in Works

The proposed order is not mere talk. It is already moving through the various sections of WPB that have to do with wholesale functions, and predictions are that it will be ready for formal consideration by the last week in March. Some officials said that a formal order of this kind would hardly be issued before April 10.

All kinds of consumer goods that are not rationed, or on priority lists, will probably be covered by the order if it goes through. The reason for placing certain controls on the wholesale trade is that production by manufacturers will get off to a slow start and hence jobbers will be asked to help distribute products as equitably as possible.

WPB officials say that civilian goods should be distributed in accordance with civilian needs and without discrimination in acceptance or filling of orders by suppliers.

Rules To Follow

Some indication of the extent of the order may be indicated by certain principles which have already been made (See WPB PLANS JOBBERS on page 52)

Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, March 11.—OPA promises that procedure rulings to take care of the retail situation created by new higher taxes will be out in plenty of time for merchants to organize necessary readjustments before April 1, when the taxes go into effect. It seems definite that the agency will insist upon taggings which will clearly indicate to the purchaser that higher prices are due to the tax and are not a violation of price ceilings. Considering the publicity that tax bill grabbed during the Congressional uproar after FDR's veto, it's a little unflattering, to say the least, of OPA to hint that you and I and the guy next door don't know what to expect. The people who are going to pay that 20 per cent are more apt than not to be up on the latest. It's swell to have solicitous officials, but sometimes this "A is for Apple" business is downright discouraging. A little of this "A-B-C" stuff applied to the complexities of price ceilings now might be a different thing.

ANOTHER PROMISE?—Speaking of ceilings, Chester Bowles, OPA head, said the new retail price order would definitely be ready for use by June 1. This is the plan which has been discussed and announced regularly since last fall and was once promised for January 1, 1944. Prices are to be based on stores' historical mark-ups, and retailers will be permitted a choice of several different pricing methods with the stipulation that once selection of one method has been made, it cannot be changed. Foods will not be included under the new plan.

NEW YORK GIFT SHOW—About 250 exhibits at the hotels New Yorker and Pennsylvania were swamped with buyers last week, most of them following the wartime trend of buying whatever they could get. Some retailers were fairly selective in their purchases, but it was definitely a "seller's market." Buyers from all sections of the country were registered; it was reported that many are now covering all the gift shows to follow up on previously placed orders, get the latest on the delivery situation and keep checking for new items.

CHAIN STORE TAX—There's a bill in the New York State Legislature which would slap a 25 per cent tax on chain stores or on department stores with a yearly gross income of over a million.

CHECK RADIO TURNOVER—An official of the Radio Technical Planning Board said last week that definite time limits should be established for the introduction of new and radically different radio receivers after the war. He urged a 10-year plan to minimize the dangers of sudden obsolescence of present sets,

with at least three years allowed for production of pre-war types before improvements developed during the war are introduced gradually. The man has a point, but we'd like to hear from him again when the public begins clamoring for the FM and television sets all these advertising copywriters have been blurbing. Ads even now have whetted the public appetite so, by the time manufacturers can get going again we'll be drooling too hard to do anything but point and nod a frantic acceptance.

APPLIANCE CONTROL—Canton, O., city council is considering legislation to control the sale and distribution of electrical appliances after the war. Supporters of the bill were chiefly electrical union representatives who said it would protect the public against defective equipment and prevent fires and other accidents.

DEFINITE ENTRY—Lion Manufacturing Corporation has announced that it is planning to make appliances, housewares (See Merchandise Trends on page 53)

'LUCKY HORSESHOE RING'



Made from highly polished Monel Metal.
Hand made.
Hand Engraved.
Limited Supply — Place Order Now.
High Quality — Low Price.

SAMPLE, \$2.50.
DOZEN, \$24.00.

CLIFF WILSON DISTR. CO.
231 D Street LAWTON, OKLAHOMA

SENSATIONAL SURE-FIRE SELLER . . . VEST POCKET SIZE

ADDING MACHINE

COMPLETE WITH LEATHERETTE CASE

YOUR PRICE **\$15.00** DOZEN
SELLS FOR \$2.50

SAMPLE \$2.50

• JOBBERS: Write for Quantity Prices
Eye-catching 2-color display cards furnished

A NATURAL — SELLS TO MEN OR WOMEN!

This demonstration item weighs only 5 ounces, yet is of sturdy construction with metal front and back, good for years of service. So compact it can be carried easily in vest pocket or purse. Extremely useful in office, school, shop and home — by business men, accountants, students, everyone. Works with a touch of the finger. HANDLES TOTALS TO \$9,999,999.99. ABSOLUTELY ACCURATE.

A LIVE DEAL! INVESTIGATE TODAY

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SWAGGER STICKS
\$10.50 Per Gross
(5 Gross Minimum)
Various Assorted Colors.
34" High Overall.



FUZZY WUZZY TOYS
\$8.75 Per Dozen
Assorted Colors.
Scotties, Rabbits, Horses, Ducks, Etc.



BINGO SPECIAL SMOKING STAND
\$15.00 Per Dozen
(Packed 1 Doz. to Carton)
Mahogany-Walnut-Oak Finish.
22" High.



BROWN Big League SPECIAL BASEBALL BAT
\$9.00 Per Dozen
Regulation Size

Terms: 25% Deposit with Orders, Balance C. O. D. Orders shipped direct from factory. Allow 10 days to receive shipments due to transportation difficulties.

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CARNIVAL AND PARK MERCHANDISE FOR IMMEDIATE DELIVERY

ALL ITEMS MADE IN U. S. A.

- 101 Jumbo Fur Dog, Ea. \$3.25
108 21" Dutch Doll, Ea. 2.00
1028 30" Chenille Doll, Ea. 1.75
1041 Cel. Wrap Puggle Doll, Ea. 3.25
1029 36" Boudoir Doll, Ea. 3.25
1031 Large Sleeping Eye Baby, Ea. 1.50
1032 Medium Sleeping Eye Baby, Ea. 1.00
1040 36" U. S. A. Doll, Ea. 2.75
1041 Cel. Wrap Puggle Doll, Ea. 1.00
1042 27" Jr. Deb. Boudoir Doll, Ea. 2.50
201 Ind. Boxed Vanity Pictures, Doz. 6.00
203 3 Pc. Silk Lined Box Military Set, Ea. 1.75
205 Fibre Lunch Boxes, Ea. .45
208 Ass't Animal Vase Flower Pots, Doz. 2.25
2010 12" Canvas Bathing Bag, Ea. .90
2011 Flashy Carded OpLine Earrings, Gr. 9.00
302 18" Cotton Stuffed Plush Bear, Ea. 1.75
304 34" Plush & Velour Bear, Ea. 3.25
307 27" Standing Plush Bear, Ea. 2.75
3012 23" Moving Eye & Wig Doll, Ea. 3.00
401 15" Full Composition Dressed Doll, Ea. 1.10
402 12" Composition Diaper Dolls, Doz. 4.75
405 8" Rag Dolls, Doz. 6.00
4015 26" Cotton Stuffed Jumbo Elephant, Ea. 2.00
4016 26" Cotton Stuffed Jumbo Bear, Ea. 2.00

OUTSTANDING PLASTER ITEMS

- 601 Plaster Dog & Chair, Gr. \$12.00
602 6" Plaster Terror Head Plaques, Gr. 12.00
603 Plaster Baby Face Plaques, Boxed, Gr. 18.00
604 4" Plaster Pigs, Gr. 12.00
605 5c Assorted Plaster, Gr. 1.25
607 10c Assorted Plaster, Gr. 2.50
608 Plaster Angel Child, Gr. 12.00
6011 Plaster Novelty Picture Frames, Pr. 7.25
6012 15c Plaster Figures, Gr. 1.20

- 701 Blankets, Cel. Wrap, & Boxed, Ea. \$2.00
703 Wig Warm Blankets, Ea. 2.00
7012 Boxed Cotton Stuffed Satin Quilts, Ea. 7.50
7014 Chenille Robes, Ea. 2.85
7015 Bath Mat, Cel. Wrap & Boxed, Ea. 1.60
7016 Chenille Spread, Cel. Wrap, & Boxed, Ea. 2.50
7017 Towel Set, Boxed, Ea. 1.00
7023 Cel. Boxed Shag Bath Mat, Ea. 1.75
801 2 Oz. Whiskey Glasses, Gr. 2.25
801 3 Pc. Dresser Set, Ea. .55
802 3 Pc. De Luxe Dresser Set, Ea. 2.25
803 14" Leatherette Case, Ea. .30
808 Bath Salts Set, Cel. Wrap, Doz. 2.25
9014 Wallets, Ind. Boxed, Doz. 3.00
9015 Ass't Wood Dice, Gr. .90
9016 Comic Metal Lapel Carded Buttons, Gr. 1.40
9017 Novelty Rayon Handkerchiefs, Gr. 7.20
9018 Plastic Springtop Cigarette Cases, Doz. 2.75
9019 7 Pc. Men's Tourist Set, Ea. 2.00
9020 7 Pc. Leather Tourist Set, Ea. 3.25
9022 8 Pc. Black Grain Tourist Set, Ea. 1.35
9029 5 Pc. Dresser Set, Bulk Packed, Ea. 1.85
9034 Desk Fountain Set, Ea. .65
9038 6 Pc. Lucite Dresser Set, Silk Lined, Boxed, Ea. 6.50
9040 3 Pc. Set, same as above, Ea. 3.75
9043 6 Ft. Carpet Runner, Fringed Ends, Ea. 1.25
9044 1" Hawaiian Leis, Gr. 3.25
9045 2" Hawaiian Leis, Gr. 7.20
1004 Glassbake Double Boller, Ea. 1.75
1005 Glassbake Saucepan, Ea. 1.25
1006 Glassbake Bizzler Frying Pan, Ea. .90
1007 Glassbake Tea Kettle, Ea. 1.25
10013 7 Pc. Demitasse Set, Wood Rack, Ea. 1.25
10015 Flashy Boudoir Lamps, Ea. 2.25
10017 Flashy Large Table Lamps, Ea. 3.25
10027 Flashy Heat Resistant Bridge Table, Ea. 3.25
10031 5 Pc. Metal Carving Set, Ea. .80
10032 12" Wooden Lunch Boxes, Ea. 1.00
10033 Flashy Wood & Glass Serving Tray, Ea. 2.35
10036 Glass Ash Trays, Gr. 6.00
10037 Engraved Wedding Rings, Gr. 1.00
11016 21" Silk Coat Doll, Ea. 3.00
11017 21" Organdy Dress Doll, Ea. 2.00
11019 13" Organdy Dress Doll, Ea. 1.00

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USUAL ONE DAY SERVICE MONEY REFUNDED MERCHANDISE NOT SATISFACTORY

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Popular Items

Utility Tool

Tools originally purchased by the U. S. government as carbon scrapers for motors of passenger cars, trucks and tractors are now being made available to the public by Gold Shield Products Company as tools adaptable for other uses.

Formula Book

A textbook now being offered by Leonard Troskin incorporates many valuable formulas it is claimed. Book is simply indexed for ready reference and contains working tables that require no technique.

Included are formulas for making imitation gold, rare exotic perfumes, alcohol, wines and liquors, casting coins and tokens, a course in photography, medicinal remedies, cosmetics and many more. Book also contains a buyers' guide, where to purchase products needed for experiments, and in all has 800 pages.

Hampers and Baskets

Flowery waste baskets and laundry hampers that match are offered by Leipzig & Lippe, Inc., New York. Made of a patented tough and light fiber, these are reinforced with metal rims, and come in different designs on white, ivory or red backgrounds.

"Undie-Pins"

There aren't many women these days who'll pass by the new plastic colorful clothespins which hold fragile hose and flimsy stuff firmly and safely on the line. Of special construction, these won't snag even rayons and are claimed to be splinter-proof.

Concessionaires, Note!

Brown Concession Company, Chicago, has a good line of swagger sticks, stuffed toys and other items which go over big at carnivals, parks, games and fairs.

NOVELTY PANTS. GREETING!!! Ogden, Utah. PRINT ANY NAME OF CAMP OR CITY. VERY LATEST NOVELTY GOING LIKE WILDFIRE.

MILY WILLIAMS NOVELTY CO. 1033-1035 Mission St., San Francisco 3, Calif.

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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.

CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise to take care of our show and park trade. Many customers have already purchased their requirements. Order at once from this ad. Much of this goods cannot be replaced when present stock is gone.

EQUIPMENT

- Covered Base Balls, Doz. \$ 2.25
U. S. Weighted Darts, Doz. 1.20
4 to 7 Inch Hoop-La Hoops, Doz. .55
8 Inch Hoop-La Hoops, Doz. .65
Cane Rack Rings, Per 100 2.00
Knife Rack Rings, Per 100 2.00
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Wood Pint Milk Bottles, Each .50
Safety Matches, Per Pkg. (120 Boxes) .85
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Paper Paddles for All Wheels. Prices on Request.

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- Hawaiian Leis, Per Gross \$ 3.25
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- Paper Flag Bows \$.90
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Humorous Mirror Folders 2.95
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Mirror Memo Books 4.50
Jitter Beans, Per Box (240) 1.70
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- Lunch Kits, Each \$.85
8 Pc. Fire King Cooking Set, Each .85
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7 Pc. Carbon Steel Knife Set, Each 3.50
Jumbo Straw Horse and Rider, Doz. 6.75
3 Pc. Fire King Mixing Bowl Set, Each .40
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Order from this ad. All prices F. O. B. Indianapolis. No order shipped C. O. D. without 25% deposit.

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We've just completed a gorgeous line of Mother of Pearl and Gold Filled Locket. Illustrated is one of these exquisitely designed and expertly finished pieces.

Send for Complete Catalog!

#620—1/20 10-Karat Gold Filled on Sterling Silver Locket and Gold Plated on Sterling Silver Neck Chain, Mother of Pearl center and choice of any Service insignia. Individually packaged, in beautiful Velvet Lined boxes. Order today!

\$32.50 Per Dozen. (Send \$3.00 for Sample.) 1/3 deposit, balance C. O. D., F. O. B. N. Y.

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SMOKERS' FUN SHOP. IT'S NEW!!! IT'S DIFFERENT!!! The Money-Maker with Flash 3-Color Display Card. Contains 53 popular Fun-Makers, as follows: 15 Books Explosive Matches, 4 Pkg. Stinx, 4 Pkg. Bitter Cigarettes, 6 Pkg. Medium and 18 Pkg. Loud Cigarette Loads, 6 Books Snake Matches. Special Price \$1.75 PER CARD. Shipped by Express Only. STUART NOVELTY CO. 166 E. Jefferson Ave. Detroit 26, Mich.

STUFFED TOYS

LARGE RABBITS — DOGS — BEARS

An outstanding line in various price ranges. Made up in Plush—Fur—Lamb Skin—Chenille. Beautifully made and priced right.

WRITE FOR SAMPLES OR PRICE LIST

WISCONSIN DELUXE CO. 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

EXCELLENT PREMIUM ITEM AND SALESBOARD PRIZE

BRAND NEW WATCHES

- ★ MILITARY STYLE
- ★ LATEST DESIGN
- ★ CHROME CASES

IN 1/2 DOZ. LOTS OR MORE

\$4.57 each

25% deposit with order, balance C. O. D., F. O. B. Chicago



MORTON DISTRIBUTORS
1035 W. LAKE STREET CHICAGO 7, ILL.
Specializing in Watches to the Premium Trade

Distribution Cost Data for Jobbers Shown in Report

CHICAGO, March 11.—The merchandise trade is finding the fourth part of the Federal Trade Commission's report on distribution costs an interesting paper because it includes electrical specialties. When FTC began issuing the reports on distribution, it was expected the information would be helpful because of the access which government agencies have to facts on trade.

The fourth paper in the series considers the various methods of selling, such as house-to-house, and gives statistics on the comparative costs of each method. Some criticism has been made of the report that it is not specific enough on making distinctions between different types of firms.

In covering the electrical merchandise field, the smaller items used in homes are considered along with major appliances. A summary of wholesale and retail costs per dollar of sales is given below:

Fifty-six wholesale distributors with aggregate sales of \$33,727,000 in 1939, had an average cost of distribution of 18.55 cents and an average provision for bad debts of 0.44 of a cent. Eleven companies operating in the South Atlantic States had the lowest average cost of 15.88 cents per dollar of sales, compared with 19.56 cents for the South Central States, 19.89 cents for the North Central region, 20.37 for the Pacific Coast States and 23.13 for the North Atlantic region.

Eighty-two retail dealers with aggregate sales of \$11,625,789, in 1939, had an average cost of distribution of 30.51 cents. The lowest cost was 27.61 cents in the South Central States, 30.47 cents in the North Atlantic region, 31.67 cents in the North Central section, 33.40 cents in the South Atlantic, and 33.52 cents per dollar of sales in the Pacific Coast States.

WPB PLANS JOBBERS (Continued from page 50)

known. These involve discriminatory practices which may have been started by distributing firms since December 7, 1941, and the list as now being considered includes the following:

1. Discrimination because of size, purchasing methods and distributive practices.
 2. Discrimination because of geographical location.
 3. Imposition of special sales conditions.
 4. Discrimination between non-affiliated outlets and affiliated outlets, where not previously practiced.
- Suppliers will be expected to distribute their goods equitably along the following lines:

1. Adjustments must be made for population changes. This will be one of the strongest points in enforcing retailers' complaints against suppliers, it was indicated.
2. Distribution must be on the basis of such other factors as distributing work clothing on the basis of employment records.
3. Special adjustments for defense areas, new communities and rural areas remote from markets.
4. To fill emergency demands resulting from floods, fires and similar catastrophes, as well as to meet unusual shortages.
5. New accounts and new retail outlets must receive a percentage of goods.

BEAUTIFUL AND ARTISTIC BOOKENDS

From 5 to 6 1/2 Inches High
WORKS OF ART IN EVERY DETAIL



Made of terra cotta composition, in such lifelike finish that the animals look as if they were living.

\$18.00 Per Doz. Pairs

- #4088 K Horseheads
- #4089 K Collies
- #4100 K Scotties
- #4101 K Police Dogs
- #4102 K Boston Bulls
- #4103 K Wolfhounds

Packed 1/6 doz. pairs of a number in carton, 1 doz. pairs single designs or assorted, smallest quantity sold. No C.O.D. shipments without 25% deposit.

We carry a large assortment of GIFT GOODS from \$1.50 to \$90.00 per doz. Complete set K of illustrated price lists mailed to any re-seller on application.

115-119 K South Market St., Chicago 6, Ill.

LEO KAUL IMPORTING AGENCY, Inc.

1944 TREND CREATOR!

Here's one of the best numbers in our line of "1944 Trend Creators." You can't appreciate the profit producing possibilities of this particular locket without seeing it. Get started with our new line NOW!

#812—Circular Gold Plated Locket, Genuine Ocean Mother of Pearl Top with Insignia and Wire Work Fob\$12.00 Doz.

Item is shown in actual size. Order now! Immediate delivery guaranteed! Send for catalog of complete line!

1/3 Deposit, Balance C. O. D., F. O. B. New York.

SEND \$1.00 FOR SAMPLE!



TREND CREATORS 1265 BROADWAY NEW YORK, N. Y.

Special Close-Out Sale of CRUCIFIXES

As low as 30c From 6" to 15" in Height

Gilt Finished, All-Metal Figure Mounted on Beautiful GENUINE-WALNUT CROSS

Never again will you have a chance to get in on such an outstanding bargain. These are the most skillfully designed and beautifully made Crucifixes you've ever seen. Actually retailed for as much as \$10.00 each . . . your cost now as low as 30c each. You can't go wrong. Crucifixes are in Big Demand these days. The Cross is of finest cabinet wood, some walnut, some oak—all genuine and hand rubbed to bring out the beautiful grains fashioned there by nature. The all metal corpus is delicately gilt-finished and retains fine detail of features. An attractive and valuable addition to any home.

SUPPLY LIMITED—RUSH YOUR ORDER!

Closing out entire remaining stock of one of Chicago's largest Crucifix manufacturers. No more when this supply is gone. So hurry. Crucifixes measure in height from 6" to 15" and vary in price accordingly. Fine quality throughout. Note Sale Price List—then rush your order for sizeable quantities in each size. Send 25% deposit with order, balance C. O. D., F. O. B. Chicago.

ILLINOIS MERCHANDISE MART, Dept. AL 500 N. DEARBORN ST. CHICAGO 10, ILLINOIS

SALE PRICES!

- 6" High, only 30c each.
- 8" High, only 41c each.
- 9" High, only 50c each.
- 10" High, only 55c each.
- 12" High, only 63c each.
- 15" High, only 89c each.

Send 25% Dep., Bal. C. O. D., F. O. B. Chicago.

Special Offer GENUINE WM. A. WOODBURY

TOOTH PASTE (and Gum Massage) Large 3 oz. tube. SHAVING CREAM (Lather) Large 3 oz. tube. SHAVING CREAM (Brushless) Large 2.2 oz. tube.

Guaranteed finest quality. Meets all U. S. P. requirements. Each tube boxed . . . one dozen to container . . . one gross to the carton.

Exclusive Factory Distributors

LEVIN BROS.

3-5 WEST 22ND STREET NEW YORK 10, N. Y.

EACH \$8.40 Per Gross F. O. B. N. Y.

JUST OUT! BRAND NEW CATALOG

Full of Jewelry, Earrings, Engraving Jewelry, Carnival Merchandise, Tricks, Jokes, Gifts and complete General Merchandise.

Write for your copy at once while stocks are complete

SCHREIBER MERCHANDISE CO.
1001-3 Broadway Kansas City 6, Mo.

LADIES' FULL FASHION HOSE!

42 & 39 Gauge Sheers, Rayon Silk Hose, "Thirds." They run beautiful, latest shades, sizes 8 1/2 to 10 1/2. 1/2 dozen packing. \$3.25 per dozen pair. For sample dozen add 25¢ postage. Cash with order.

FALLS CITY MERC. CO.
BOX 805 NEW ALBANY, IND.

HEAVY STERLING PHOTO RINGS

Army, Navy, Marines, Etc. \$36.00 Per Doz.

ALL LEATHER WALLETS

Black or Tan, 4 Windows. \$7.00 Per Doz.

CIGARETTE LOADS

\$3.50 In Gross Lots Only.

GEMLOID PENLIGHT FLASHLIGHTS

With Batteries. \$7.80 Per Doz.

KEM METAL CIGARETTE LIGHTERS

\$3.00 Per Doz; \$33.00 Per Gross.

TRANSPARENT CIGARETTE CASES

\$2.00 Per Doz.

1/3 deposit must accompany order, balance C. O. D. Don't write for Catalog.

BORDER NOVELTY CO.
405 Woodward Ave., Detroit 26, Mich. Phone: Cadillac 6261—Cadillac 6253

HANDMADE LEATHER NOVELTIES

Smart Looking—Sell on Sight

LEATHER COSTUME PINS available in 12 popular subjects: Horse Body, Horse Head, Scotty, Twin Dog Heads, Elephant, Deer, Sailor, Bunny, Bambi, Love Birds, Goose, Strawberries. \$6.75 Per Dozen.

FANCY COMB CASE, handmade leather pocket case with comb in shape of Foot or Glove. \$3.75 Per Dozen.

COMPLETE SAMPLE SET, \$8.00

All Prices F.O.B., New York. 25% Deposit Required on All C. O. D. Orders.

REX NOVELTY COMPANY
Room 1200 Temple Bar Building
44 Court St., Brooklyn, N. Y.

PIN-UP GIRLS

Novelty Stores—Gift Shops—Hustlers We have attractively packaged sets that are real sellers and good values.

- Set #1 has 12 Pictures, 7x9 inches
- Set #2 has 9 Pictures, 5x7 inches
- Set #3 has 5 Pictures, 4x5 inches

Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing sordid or offensive, priced right for profit.

Also a new line of ten-cent packaged Novelty Items suitable for Joke and Trick Stores. Clever, comical laugh-makers that sell fast. Consisting of Joke Business Cards, Tickets, Quiz Paks, Puzzles, Placards, War Jokes, Ration Card Jokes, Diplomas, Licenses and others. Two-pound Sample Pack of over fifty items and THREE complete sets of PIN-UPS with wholesale price lists of entire line, \$2.00.

Please State Your Business.

KANT NOVELTY COMPANY
828 Third Ave., Dept. B2, Pittsburgh 22, Pa.

9 1/4 by 5 1/4 by 3 1/2



Available in Tan or Mahogany

UTILITY KIT

Made of high quality leather. It is dust-proof, has a waterproof lining and a Talon zipper. Full capacity opening, with a stiff wire frame at top which holds it rigid when open. It closes snug and compact. Used by both men and women.

BB103 Ea. \$2.10
In Lots of 10.. \$20.00



"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110—\$7.20 Per Dozen.

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

SPECIAL VALUE

Glass Coasters, 4 in. round... **2 1/4 ea.**

(Gro. \$3.24. Ship. Wt. 34 Lbs. No Less Sold.)

Other Big Values in Our New Lists of
GLASSWARE
U. S. SLUM
CHINA NOVELTIES
BALL GAME SUPPLIES
BINGO MERCHANDISE

Ask for lists by name and state line of business. C. O. D. orders shipped same day if accompanied by 25% deposit.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

SLUM SLUM SLUM

\$2.88 Per Gross

F. O. B. Miami Individual Shell Pack With Descriptive Literature. 50% Deposit, Balance C. O. D.

WILLIAM R. RENAUD NOVELTY

7956 N. E. 2d Ave., Miami, Florida

LUMINOUS
RELIGIOUS FIGURES & FLOWERS
By Nite Glow

Write for Complete List

NITE GLOW PROD. CO.
105 W. 47th St., N. Y. C.
ME 3-5794

MERCHANDISE TRENDS
(Continued from page 50)

and metal furniture after the war. Before the war the company made coin machines. What WPB's latest idea will do to all the post-war activities now in the planning stage is a big if, tho. Last week the Office of Civilian Requirement submitted a program to prohibit firms from manufacturing what they did not make in 1941 or some pre-war base period. Before frothing up a lather about it all, business men should remember the anti-trust laws which will probably stand in the way of such a directive.

The regulation, covering pin lever, cylinder and Roskopf watches, establishes different prices for watches with movements under 8 3/4 lignes; and for those that are 8 3/4 lignes or over, but formerly required that the exact size of the movement be set forth on the retail price tag attached to each watch.

The action requires merely that the tag must show whether the movement is under 8 3/4 lignes in size, 8 3/4 lignes or over, as the case may be. This action was taken because a number of sellers have found it difficult to ascertain the exact size of the movements of some watches.

The action also permits sellers to indicate on the tag that the cases contain gold, for which price differentials are provided, by using the symbols commonly used in the trade for various types and qualities of gold metal. This was done in order to permit the description on the tag to conform with the labelling standards customarily followed in the industry and approved by the Federal Trade Commission.

GOV'T ORDERS—OPA simplified the tagging provisions of the ceiling order on certain imported watches, effective March 4.

Lamp dealers with any in stock better see OPA's Amendment 98 to GMPR covering lamps and shades; new ceilings are based on jobber mark-ups. . . . Meanwhile Canadian manufacturers can henceforth return to use of metal in lamps and shade production. . . . WPB March 2 authorized the use of zinc in closure items such as slide fasteners. . . . In a new amendment to MPR-188 and GMPR, OPA outlaws the practice by manufacturers of setting up "new" or "dummy" wholesalers as a means of evading price ceilings. . . . Order 8 of Maximum Import Price Regulation effective March 2 lowered ceilings on many imported manufactured items; until May 2 prices previously approved by OPA may be used. . . . An amendment to the current price-control regulation for raw skin furs was announced by OPA, but the date the new controls are effective was not set. . . . WPB said last week that wood furniture manufacturers can now

produce any type they wish, but limitations on patterns and lumber consumption still stand. . . . Some metal toys may be made by firms where facilities and man power now in war production will not be affected, according to plans under consideration by WPB officials, in order to save lumber.

General Limitation Order L-65 relating to electrical appliances was amended February 19; changes will not allow production of smaller items, nor is such a program even under consideration, said CCR, due to situation in copper wire. . . . At the rate production of electric irons is getting under way, the 2,000,000 iron scheduled won't all be produced this year. Progress of this program is interesting, as it probably will be a pattern for civilian production of other items, when the great day dawns. . . . President Roosevelt started the machinery to take care of discharged soldiers with the executive order of February 24 which established a Retraining and Re-Employment Administration under the OWM.

WOOD JEWELRY

Lapel Badges • Pendants • Pins • Photo Lockets • Gold Wire Mother-Hearts

Send \$10.00 For Sample Assortment

Or Write for No. 43 New Catalogue

Charles Demme WOOD PRODUCTS

PHONE 116 E. WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

BIG CIRCUS SHOW

ON EVERY SHOW

THE GREAT SHOW OF THE YEAR

10¢

NO STANDBY NOT A GAMBLER

MORE FUN THAN A CIRCUS

A MONEY GETTER

No. D2—Doesn't a circus tickle the fancy for something funny, something different, something exciting? The "Big Circus" deal possesses features like these. It's teeming with laughter, mystery and excitement, all rolled into a Big Show of Fun. Inns, taverns, cigar stores, etc., are a few of your prospects. There are 70 tabs on front of cabinet. Brings in \$7.00 at 10¢ a sale. Suggested price to dealers, \$5.50. COSTS YOU \$3.60. LOTS OF 14—\$3.45 EA. SPORS CO., 344 Lamont, Le Center, Minn.

UP TO THE MINUTE MERCHANDISE

- BEST PRICES
- PLENTY OF STOCK
- GOOD SERVICE

Write or Wire Your Wants, No Matter What They May Be.

JERRY GOTTLIEB
303 Fourth Ave., New York City

METAL SOCIAL SECURITY PLATES

Red, White and Blue colors, Eagle design. Limited quantities. Send 15¢ for Sample and Price List.

CHARMS & CAIN
Wholesale Dept. 407 South Dearborn St. CHICAGO 5, ILL.

MAGIC RACES

Don't Pass This By If You Want Something Hot That Sells Fast At

BIG PROFITS

Touched with cigarette 6 horses are off. 40 Races \$1, quantity prices, sample free.

BARKLEY
1318 Arch, Philadelphia 7, Pa.

INTRODUCTORY LISTINGS Covering All Items NOW READY 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.

WE WILL HAVE A COMPLETE NEW PREMIUM CATALOG FOR 1944

READY ABOUT MAY 1

In the meantime send us a list of your requirements and we will answer at once. Thank you. (We Buy Used Cork Guns, Pocket Knives, Clocks, Lamps—Pay Top Prices.)

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.



Flatware Specials

SILVER PLATED ON STEEL BASE

	GROSS	DOZEN
B65S123—Tea Spoons	\$16.60	\$1.45
B65S124—Soup Spoons	26.30	2.25
B65S125—Forks	24.70	2.15

CHROME-PLATED ON STEEL BASE

B65S126—Tea Spoons	\$14.75	\$1.25
B65S127—Soup Spoons	26.50	2.25
B65S128—Forks	26.50	2.25

SOLID STAINLESS STEEL

B22S218—Tea Spoons	Dozen	\$3.30
B22S215—Soup Spoons	Dozen	4.30
B22S216—Forks	Dozen	4.30
B22S217—Dinner Knives	Dozen	5.65

Teaspoons Not Sold Separately.

Gold Plated Military Brooches, \$2.50 Dozen; \$27.00 Gross.



22 K, gold plate on plastic. Illustrated actual size. Available in Army, Navy and Air Corps. Limited stock available.

B36J537—Per Doz. \$2.50; Per Gr. \$27.00.

BIG-VALUE SPECIALS

TOKEN WED. RINGS for prizes, games and giveaways! Lead rings with a raised design. Order today.

B124D528—TOKEN WEDDING RINGS. Sold Per Gross Only, PER GROSS \$1.25.

KEY BRACELET. Timely and handy! Colored plastic bracelets with metal-head key chains.

B241K17—PER DOZEN \$ 1.45
KEYCHAIN BRACELETS, Per Gross 15.00

MILITARY BROOCHES

Assorted Genuine Motier of Pearl Jewelry with Army, Navy or Air Corps insignia. Each in gift box.

No. BJ—Sample \$.80
No. BJ—Dozen 6.50

IMPORTED RUBBER JACKKNIVES

Guaranteed Not To Cut

Good April Fool's Day Merchandise. Length 5 1/2" closed. Assorted Colors.

B10N54—Gross, Postpaid \$3.95

IMPORTED LETTER OPENER AND BOOK MARK

2-Piece Set

Made of white bone with curved, hand-painted bird heads. In gift boxes.

B17N98—Dozen, Postpaid \$1.75

STUFFED TOYS

Easter and Carnival Merchandise Bears, Pandas and Easter Bunnies.

\$28.00 to \$48.00 Per Dozen.

B16X220—Easter Bunnies, Dozen, \$28.00
B16X901—Bears (Two-Tone, Gold and Brown), Dozen 48.00
B16X600—Pandas, Dozen 48.00

HAGG JOSEPH HAGG COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

CANDY!!
SALLY FAMOUS ALLEN

high quality covered chocolates

22 One (1) Pound Boxes Candy in connection with 1000 H. B. at 5¢ per sale takes in \$50.00. Jobber's cost \$19.95 per deal; 10 deals or more, \$19.50 per deal. Rush orders now, as this famous candy is offered on Sales Board for the first time.

IMMEDIATE DELIVERY EASTER BANDS
1/3 Deposit With Orders, Balance C.O.D.

H & H NOVELTY CO.
5713 Euclid Avenue CLEVELAND, OHIO

PRICES SLASHED!!!

We have been fortunate enough to contract with manufacturers at new low prices and are passing the savings on to our customers on our Beautiful New

CEDAR CHESTS

New Model, Oval Top, with Etched Mirror Inside Lid. Packed with 1 Pound Box of Mixed Chocolates or Attractive Stationery.



Quantity Ordered	Price List		Empty Dozen
	Filled with Chocolates Ea.	Filled with Stationery Ea.	
1 Gross	\$2.00	\$1.50	\$16.50
1/2 Gross	2.15	1.65	18.00
3 to 6 Doz.	2.25	1.75	20.00
1 to 3 Doz.	2.35	1.85	21.00
Sample	2.50	2.15	2.00 Ea.

BEAUTIFUL MIRROR VANITY CHESTS with 1 Lb. of Chocolates. In Dozen Lots, \$2.65 Each.
Prices F. O. B. Detroit; 25% with Order, Balance C. O. D.
NOVELTY CHEST AND SALES CO.
3750 Rochester St. DETROIT 6, MICH.

DEALS
DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

When fur coats were first offered as a premium on a deal there was no way of telling whether or not the item would eventually develop into a sure-fire producer for fall and winter months. The feeling was that the necessary take was too high; that the coat was too far removed from the regular run of sales-board merchandise, and that a fur deal couldn't possibly turn over fast enough to be profitable. However, before the first season was out, a large percentage of the skeptics had hopped the band wagon, for the fur deals that had been placed by a few of the pioneers had clicked so well it was natural for others to follow. Today the fur coat and jacket is unquestionably a card and board staple.

The success of the fur coat on a big card helped pave the way for re-acceptance of the big-take deal in general; for when the fur coat hit the market the trend had been toward deals with a take of less than \$20 and in many cases less than \$10. The battery-operated radio and other items which came along later and which also required a comparatively large take, got off to a fast start because of this. The operator had been shown again, that if you give John Public an item with enough consumer appeal, the latter will dig into his pocket often enough to make it worth the operator's while regardless of the take. And the operator has acted accordingly ever since.

Following merchandise trends is a pleasant and interesting task for the alert board man. You never know how long trends will last, and unless an operator gets hep quickly, the run on a particular item may be over, with regrets the order of the day.

PIPES
FOR PITCHMEN & BILL BAKER

Communications to
25 Opera Place, Cincinnati 1, Ohio

THERE IS NOTHING in the word so poor and cheap but what some boob can make it worse and sell it for less.—Irving Mack.

"BIG AL" WILSON... closed his Cleveland store after six good weeks and is waiting for stock before going into Chicago to either the Boston store or Kresge's.

DORIS BYRD... expects to hit Chicago and South Bend, Ind., soon with handwriting.

YOUR PIPES are important to the morale of former pitchmen in the armed service both here and abroad. They look for lines here.

FREDERICKS... reported to be doing okay with astrology in Canton, O.

G. (SLEEPY) DOWNING... and E. (Whitey) Reagan, well-known pitchman, have joined forces and opened a Penny Arcade on Grand Avenue in St. Louis, where they are getting the steel and copper mazuma.

SCIENTISTS SAY that ants are the hardest workers in the world, but somehow they find time to attend all the picnics.

M. G. DYER... marooned for lack of gas and tires in Marion, Ind., is with Sears, Roebuck & Company there for the duration. He cards: "Sure miss old faces since I quit buckey painting, but I manage to keep my hand limber. Wish Jim Phillips, Doc Fry; Doc Thurner, of med; the Shu-makers, of hoops; J. J. Corbett, Jockey Ross and others would pipe in."

THOSE WHO MIND their own business usually succeed because there is so little competition.

EDDIE LEONARD... has left New York for Baltimore and Washington to work his vitamins. He pipes that Manhattan is alive these days and says most pitchfolk are quite active in that sector. Among those seen in the Big Town recently were the "Original Man From Scotland," Jim Reid, now active in a Baltimore war plant; Jack Healy, erstwhile Coney Island mentalist, now in a New Jersey war factory; Dave Oaken, vitamin worker, now managing a Greenwich Village theater; Joe Steele, vet character actor, working a health food in a midtown department store; Benny and Anne Platt, with vitamins; Sammy Love, hand lotion and skin oil, and Lew Love, brother of Sammy, who recently opened new quarters in Philadelphia to

PIN-UP EYEFULS

30 Gorgeous Gals in Full Color

Now... thrilling, glamorous, gorgeous, breath-taking girl beauties in life-like, cozy, full-color pictures—PIN-UP EYEFULS for your den or barracks. Size 4x3 to 5x8.

FREE PICTURE CATALOG

Just send \$1 for 30 PIN-UP EYEFULS, postpaid with PICTURE CATALOG listing (300 full-color reproductions of original paintings by well known artists for framing) included free of extra cost. A gorgeous offering of girls, babies, floral and religious pictures for envelope Tuck-ins and Pin-Ups.



LOOK! LOOK! SPECIAL OFFER

6 DeLuxe PIN-UP GIRL PICTURES, 3 full painting, size 18x20" (1 1/4 Ft. by 1 3/4 Ft.), 3 12x16 and 1 9x12—only \$1.00 postpaid. Don't miss this offer for these large size pictures of bewitching feminine beauty.

FRANK MATTHEWS

111 W. Washington, Dept. B-18, Chicago 2, Ill.

HEEL HITLER

Greatest Laugh Novelty Ever Originated!
It's a colorful greeting card with SURPRISE ANIMATED ACTION when you lift the heel. Each card is individually packed in a humorously illustrated envelope. A 10c retailer.
Jobber's Price, \$20.00 per 1000. Sample 100, \$3.00 Prepaid. Remit full amount with order. No C. O. D.
D. ROBBINS & CO. Newsweek Bldg. NEW YORK CITY

BINGO

SUPPLIES—CARDS—PLASTIC MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

Bingo Location Available

For an experienced Bingo Operator. Eastern Shore Resort. For particulars write THE BILLBOARD, Box NY-59, Palace Theatre Bldg., New York 19, New York.

ZIRCONS 3 FOR \$3.75

Genuine White Diamond Cut Blue Zircons... \$1.25 Per Carat
ZIRCON RINGS SOLID GOLD Ladies or Gents \$4 to \$10 EACH
B. LOWE, BOX 311, ST. LOUIS 1, MO.

ALL METAL PIN BACKS

No shrinkage from broken pins. High luster finish. One inch only. \$2.00 per gross. \$1.75 in hundred gross lots. No C. O. D.'s. Cash with order.

M. AND M. SALES CO.
319 West 48th St. New York 19, N. Y.



IT'S A KNOCK-OUT!

This handsome Horse-Shoe Ring, hand made, hand engraved, is a KNOCK-OUT! Shoe and shank of everlasting Monel Metal is GUARANTEED 20 YEARS. Inlaid with simulated pearl. Price only \$24.00 per dozen. Sample \$2.20, excise tax included. Jobbers—write for full details.

UNITED JEWELRY CO.
BOX 388 WHEELING, W. VA.

5000 ITEMS

At Factory Prices

Bobby Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandises and many other items. Send 3¢ stamp for price list.
BLAKE SUPPLY COMPANY
219 E. Markham LITTLE ROCK, ARK.

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.

JUMPING CIGARETTE

Brand-new patented device makes cigarette jump high in air from package. Startling, crowd catcher, sells on sight. \$3.50 per dozen. \$36.00 per gross. Sample 50¢. Send today for trial lot and "get the jump" on others.
THE MERRY-MAKERS
Box 221, Dept. G Winchester, Mass.

Shanghaied

By E. F. HANNAN

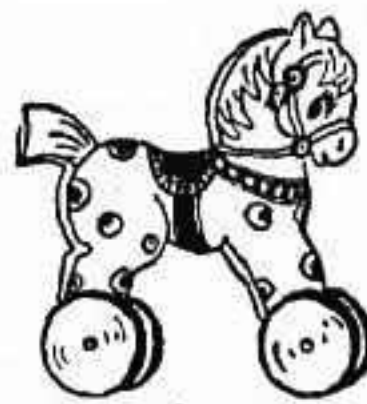
THE life story of George (Curly) Phillips would have run the tale of Jack London a close second. From selling balloons on Main Street, to selling securities on Wall Street, Curly ran the gambit of the whole selling game. At heart he was a pitchman and when the elbow became badly bowed, from too much bending, he dropped to the game he liked the best, and would go at it with a vengeance.

The first time I saw Curly he was trying to beat faro-bank at Old Orchard Beach, Me., and the next time I met him he was part owner of a trotting horse being raced thru the East by Walter Cox. While Cox raced the speedster, Curly was lecturing med in towns not too far away. Then for a long time I missed him, and upon inquiry, the story came that he was in Maritime, Canada. A few years after that I dropped into Sherbrooke, Quebec, to catch a 10-20-30 rep show that was playing some of my bills. The Sherbrooke Fair was on, and I hiked out to the grounds and the first voice I heard was Curly's. He was pitching jewelry, rather on the jam order, and his tip was well banked around him.

That night we talked at the Sherbrooke House, and I said, "Where have you been all this time?" This was his answer: "I was doing fine selling stock for a Boston broker, too fine I guess, for I broke out on a bat. When I got the red-eye out of my system I was on a fishing smack headed for Labrador. What could I do about it? Well, after a few weeks, we put into a Nova Scotian port, and I went ashore, never to go back. I have been moving around Canada ever since. But, let's forget it. How's yourself, do you need anything?" And he pulled out a roll as big as his arm. That was Curly Phillips, a real old-timer who took everything in its stride. 'Twas easy come, easy go, with Curly.

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

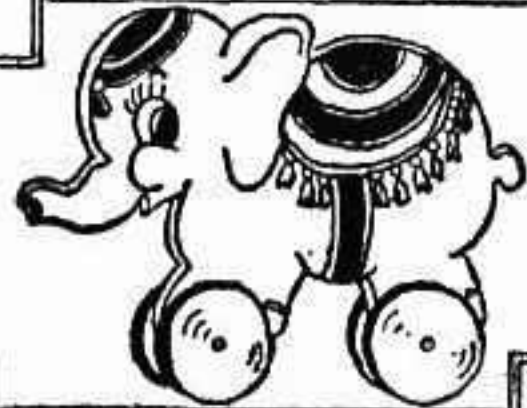


Horse—BB400

Toys measure 10 inches in height and 11 inches in length. The toys look good and are good—just put them on display and their appearance will bring an immediate desire by everyone to obtain them. Order by Number

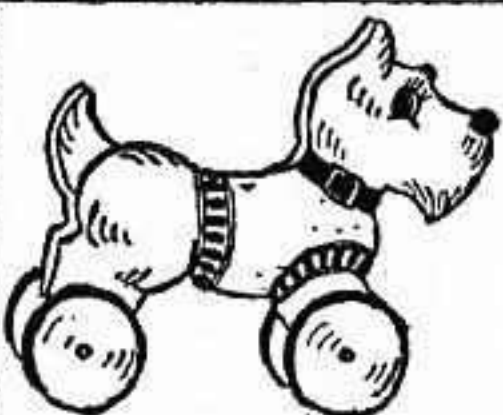
PRICE PER DOZEN \$12.00
Sample of Any Toy, \$1.00. Samples of All Three, \$3.00.
Terms: 1/3 Deposit, Balance C.O.D., F.O.B. Chicago.

ROYAL PRODUCTS CO.
1216 So. Michigan Chicago, Ill.



Elephant—BB401

Dog—BB402



When in Baltimore Stop In and See KRAVITZ & ROTHBARD

1149 E. Baltimore St.

Complete Line of Plaster, American-Made Leis, Slum, Novelties, Jewelry

MAKE EXTRA MONEY FAST
Sell Illustrated Comic Booklets (vest pocket size) and other novelties. 10 different sample booklets sent for 50¢ or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C.O.D. orders. Send cash or money order. No stamps.
GRAYKO, Dept. 220 Box 520, G. P. O., New York

READ

PITCHDOM'S PLACE
IN POST-WAR WORLD

By Madaline E. Ragan

Spring Number of
THE BILLBOARD

Dated March 25

handle increased production. Leonard adds that Sam and Lew claim their recent ad in *The Billboard* brought great results.

DOUBLE SPACE those pipes when you use the typewriter. Thanks.

Pitchdom Five Years Ago

Ricton's Dog Circus sold its tent equipment to Edith Roth of the Blue Ribbon Shows and the Rictons began playing schools in Gainesville, Ga. . . . Joe W. Keown was ready to leave De Queen, Ark., after a rest and going in Oklahoma and other States. . . . Doc Smith was in Hot Springs while Bill Mitchell, Bill Hickey, Blacky Miller, Doc Day and Lester Parks were getting geedus in Ashdown, Ark. . . . Doc Sam Berman took in long green in Jackson, Mich. . . . Arthur Potter was cleaning up with cleaner

in Cleveland and infoed Blanche Osterhout was in Taylor's Arcade with peelers; Suzanne Quale was demonstrating crystals and Wanda Orman had cleaner. . . . Dr. N. F. Tate reported he was building a big med show and expected to open in Beeville, Tex. . . . Al Sears reported a tough winter in Newark, N. J. . . . Joe Morris and partner, glass knives; R. Loyd, rug cleaner; Professor Ballard, mentalist; R. Bee, wire jewelry, and Bob Ainsworth, pens, all cutting up jackpots in Robert Vehling's hotel, Newark, N. J. . . . Toby Adams, manager of Toby's Funmakers, had eight on the pay roll and six attached when he started out from winter quarters in Dyersburg, Tenn. . . . Stanley Naldrett, Buster and Marlon (Mickey Mouse) Robertson, and Jack Hubbell and wife were working in Louisville. . . . F. Robinson started on the trail with jewelry from Portland, Ore. . . . Fred H. Hackworth infoed a good season around Phoenix, Ariz. . . . Spencer Mattson got mazuma with peelers in Kansas City, Mo. . . . Doc George M. Reed lined from Columbus, O., that George Hatfield, vet novelty worker was on the streets following a long illness; Mrs. Altha Byers was well again and Ray Carrington was passing out plenty of shoe laces. . . . John L. McClosky, 80 years old, was at the Ann Lee Home, Albany, N. Y. . . . Mrs. Ross J. Elijah was recovering from an injury at her mother's home in Terre Haute, Ind. . . . Jerry Cook was toting whitestone jewelry to Memphis. . . . Bunny Carroll was cutting up jackpots in Hot Springs. . . . Greg Ross came to Cincinnati from Huntington, W. Va., where he was to work gems. . . . Smoky Pittman sighted on the streets of Ardmore, Okla. . . . That's all.

Next Issue
LIST NUMBER

Will Feature the
Following Lists:
FAIRS
PARKS
COMING EVENTS

Order a copy from your news-dealer NOW or mail 25c in postage or cash to

Billboard
Circulation Dept.
25 Opera Place
Cincinnati, Ohio

the plunge. If the kids are jitterbugs and are crazy over swing, why can't pools put on swing concerts via recordings—and suggest that they try something new—swim to swing. It's just an idea, and if it keeps one boy or one girl from hanging 'round a street corner and getting into trouble it won't be staged in vain.

So here's hoping the pool men take your Old Man's suggestion, Peggy . . . and do something about juvenile delinquency.

Men and Matters

Wesley Bintz, who designed many of the first indoor pools to sprout up in the East, notably Riverside Cascades plunge in New York and the Wal-Cliffe pool, Elmont, Long Island, is now associated with the planning commission in Detroit.

Mack Rose, owner of Riverside Cascades plunge, New York; proxy of the New York Pool Owners' Association and who also runs the Jerome Cascades natorium in the Bronx, has found that time falls heavy on his hands in the winter. So, Mack has gone into a new business. He is running an air-conditioning repair establishment which is doing quite nicely.

Just recently new benefits derived from swimming have been revealed by the amphibious command of the U. S. Army. They are the hardy, courageous lads who learn to do everything over and under the water. It has been reported that many beachheads have been won by our side only because of the tactics learned in amphibious command aquatic training. Small wonder, then, that the Academy Award of the motion picture industry was presented recently to Grantland Rice, the w-k sports figure, for his recent motion picture short on the training of the amphibious command. The picture should be seen by everyone connected with the swim industry.

It would be a swell idea for some of the pools to invite the boys from the amphibious command to visit their respective tanks as often as they like while at home on leave. It would be smart showmanship, and a gesture that would be long remembered.

Cape May Hypos Seer Fee

CAPE MAY, N. J., March 11.—Mentalists, phrenologists and operators of palmistry booths will have to pay a license fee of \$500 to work this South Jersey resort this season. New fee is a boost of \$250 over last year. Similar action is proposed in other resorts of Cape May County, it is reported.

Polack Circus Promotion
In Columbus Ahead of '43

COLUMBUS, O., March 11.—Promotion of Polack Bros.' Circus, Grotto auspices, here is ahead of last year's, according to Joe O'Donnell, of the Polack staff. Orphans, underprivileged children and children of men in the service, will be admitted to matinees with special tickets. To date 18,000 of these have been disposed of.

Program has gone to press with 20 pages, and newspapers have been generous with publicity. Show opens March 15 for seven days.

Events for
Two Weeks

March 18-18
GA.—Moultrie. Cattle Show, 15-16.
MINN.—Minneapolis. Shrine Circus, 13-18.
St. Paul. Shrine Circus, 13-18.
MISS.—Port Gibson. Livestock Show, 15-17.
MO.—St. Louis. Dog Show, 19.
TEX.—Fort Worth. Stock Show-Rodeo, 10-19.

March 20-25
ARIZ.—Tucson. Dog Show, 26.
MASS.—Boston. Flower Show, 18-25.
MICH.—Lansing. Hospitaler Circus, 21-26.
Saginaw. School Circus, 24-25.
MISS.—Forest. Livestock Show, 23-25.
Hattiesburg. Livestock Show, 20-22.
O.—Cleveland. Sportsmen's Show, 18-26.
OKLA.—Oklahoma City. Livestock Show, 20-25.
S. C.—Florence. Fat Stock Show, 21-22.
TEX.—Monahans. Livestock Show, 24-25.

POOL WHIRL

(Continued from page 44)

because so many mummies and daddies are busy working in defense plants and they pay too little attention to these young boys and girls.

It's what they call juvenile delinquency, and here's hoping by the time you get old enough to read and understand that term will be obsolete. Right now it's a very serious problem, and I was telling your Mommy just the other night that one group who can play a very prominent role in combating this evil are the pool owners.

If the bigger pools would start something along that line, I'm certain the others would follow suit. It shouldn't be too difficult to educate these teenagers—the so-called bobby-sox brigade—to patronize pools and beaches for clean, wholesome recreation and diversion rather than billiard parlors and stregt corners for unnatural, synthetic thrills. Pools and beaches have everything to interest youth. Teen-age boys and girls can get a big kick out of aquatics if someone will just give them the opportunity.

Yep, it's up to the pool men—operators of indoor and outdoor plunges alike—to do something to stop this flood of juvenile delinquency. First thing they can do is to get in touch with their mayor or chairman of their local committee to combat juvenile delinquency. They should offer the facilities of their tanks to the city. That doesn't mean that they should let all the kids in free. Even you, Peggy, in all your 18 months, know that one can't make any money doing that.

What can be done is for privately owned plunges to offer special rates at certain times of the day to teen-age youngsters. And more important, they should stage continual events, of interest to these youth, to attract them to

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Sterling Friendship Ring
Heart Dangles
Ideal For Engraving

Big Seller! Wide embossed sterling silver friendship ring with two sterling silver heart dangles. Ideal for engraving initials on hearts. All rings stamped "sterling." Priced for volume selling. Available in sizes from 4 to 9.

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MONKEY LAPEL PIN

Hand-carved Monkeys dressed in bright colored Indian Beads. Sample Dozen \$3.50 postpaid. Indian Beaded and Hand-Tooled Western Belts—Immediate delivery.

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Phone 6804

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No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

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ASSORTED BRACELETS AND ANKLETS

Sterling and Gold
Sample Dozen, \$5.22

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Animals, Birds, Hearts, Etc.
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Arthur, Cronin
Readying Treks

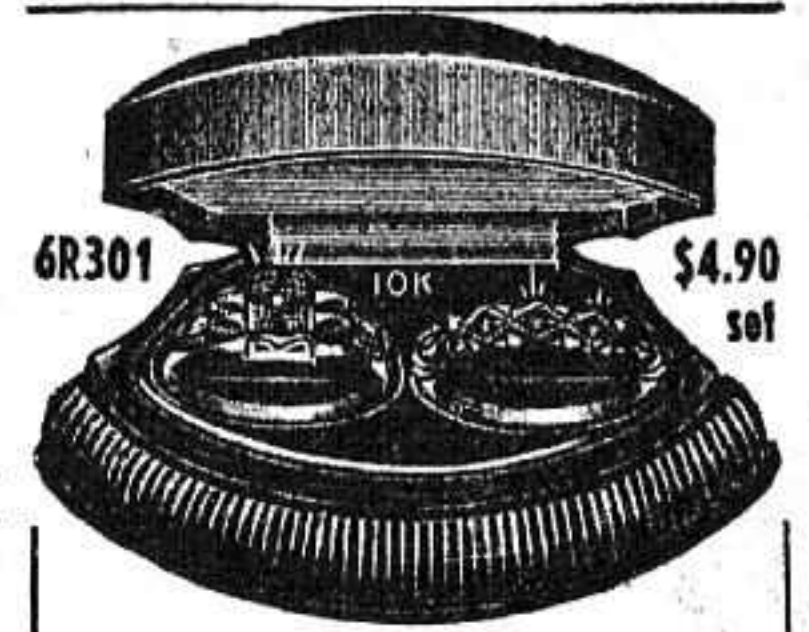
LOS ANGELES, March 11.—Circuses in this area are prepping for openings, with Sparton Bros. already out with the Golden Gate Exposition Shows. Arthur Bros. is set for a March 15 opening, with two days in Alhambra, and Cronin Circus is talking a March 30 start.

Arthur is featuring Mrs. Tom Mix with Tony Jr. and the Tom Mix Ranch Rodeo along with Sugar Brown tribe of Sioux Indians. Late additions include the Indians along with Ruben Castang's chimps.

Other acts to be featured are the Poodles Hanneford family; Escalante flying act and aerial bars; Bernice Dean, menage rider; Arthur Bros.' high-school horses, featuring the Crillo horses and handled by Jorgen M. Christianson; the Craigs, rolling globe and head balancing; Guiterrez Troupe, wire walking, acro and bounding rope; Sonny Moore, trained dog and pony act; Castang's chimps; Acavado Troupe; Whitey Thorne with the Arthur elephants, featuring Moe and Joe, the baby elephants; Maurice Marmalejo, slack wire; O'Connor Family, acrobatic; clown alley, headed by Kenneth Waite and including Peggy Waddell, Mel Henry, Henry DeColo, Francis Kane and Archie Silverlake; Archie and Maxine Silverlake, ring act, and music by Spud Redrick and his 12-piece band, including calliope. Show will open with the spec, *Baghdad*.

Poodles Hanneford will be equestrian director. Publicity is being handled by Harvey Walters and Frank Beck.

M. E. Arthur told *The Billboard*: "We are anticipating a banner season because we have a strong show."



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FOUNTAIN PENS
Push Button Filler; Iridium Tipped 14 Kt. Gold-Plate Point; Gold-Filled Band; Military Clip; Ass. Colors; Guaranteed; Per Doz. \$9.50.
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ARCADE SHOWS

Completing a successful winter tour of the Valley, now building for a more successful tour northward. We will want a few Grind Store Agents, Cigarette Smoking Gallery, Pitch Till You Win, Mitt Camp, Cook House, Ball Games, Corn Game and other Slum Joists. Good proposition. Can use two good Ride Men for Wheel and Mix Up. Have paid summer salary all winter. Want combination Electrician and Lot Man. We have four Shows, but will book one or two more with own transportation. Hedy Jo Starr wants Talker and Ticket Seller. Ned Rao wants Girls who formerly worked for him to report. Lucille Wilson, write. Answer as per route: Mercedes, Tex., March 15-25; Rio Grande City, soldiers' pay day, March 27-April 7.

Mighty Sheesley Midway WANTS

Agents for Ball Games and other Show Concessions; Wheel and Coupon Concessions only, limited amount booked. Can place Working Men for Concessions. Write or wire **EDDIE LIPPMAN**. Want Motor Drome Help, Riders and Talkers. All people contact **EARL KEATERING**. Can place useful Side Show People of all kind.

MIGHTY SHEESLEY MIDWAY
Pensacola, Fla., through March 19th

WANTED—CARNIVAL
AUGUST 15-18
For one of Nebraska's largest county Fairs. Write
E. J. GRUPE, Sec.
Byron, Neb.

FOR SALE

15 Tandem type Lasse Skooter Cars, new paint, good condition, new upholstery, \$100.00 each. 85 used Steel Plates, like new—make offer.

GEORGE BERTOLI
Willow Grove Park WILLOW GROVE, PA.

WANT

Man to care for Top and Animals. Opening with Jas. E. Strates Shows April 5. Wire

WILD LIFE EXHIBIT
635 Smithfield St. Pittsburgh 11, Pa.

WANT

Man and Wife take charge Mix-Up and Kiddy Ride, percentage or salary. Will book Ferris Wheel with own transportation. Want Monkey Show or any other Grind Show with own outfit; Louis Seltzer or Vest, wire. Merchandise Concession wanted, no racket. Sell X on Bingo, Grab or small Cook House, Pop Corn, Candy Floss, Snow Cones; Womack, write.

MIDWAY AMUSEMENT ENTERPRISES
Sledge, Mississippi, this week; then as Per Route.

DYER'S GREATER SHOWS

Want Foremen on Big Ell, Octopus, Roll-o-Plane, salary or percentage. Now booking Shows and legitimate Concessions. Concession Agents, write C. B. Moore. Show opens here for 9 days, sponsored by V.F.W., catching Air Base pay March 30th. Wire or write BOX 197. For Sale—½-Ton Ford Panel and Sound Outfit, \$345.00.

ACROBAT WANTED

Trampoline worker preferred, draft exempt. Outline routines, state age, send photo. Salary \$60. Also want Girl to Walk Globe. Season's booking fairs, indoor circuses. Address:
BOX D-191, Billboard, Cincinnati 1, O.

DOGS FOR BLIND VETS
(Continued from page 42)

writes: "We train our dogs in downtown San Francisco at least twice a week. The bay region papers have been carrying stories and pictures on our training program. Next week we go on KSFO for an interview. On March 12 we are taking our dogs to the Oakland dog show held at the Auditorium—same building we were in last May with the show (Polack Bros.)."

Moore is stationed at the War Dog Reception and Training Center, San Carlos, Calif., 50 miles south of San Francisco. "When you make Sacramento I'll try and be on hand," he wrote Polack, "and at San Francisco you will have a tough time keeping me from going AWOL."

UNDER THE MARQUEE
(Continued from page 42)

Bros., Maynard Bros. and James M. Cole circuses, and also was with indoor shows.

RINGLING circus will be in Bridgeport, Conn., June 23-24. William Conway, contracting agent, whose home town is Bridgeport, made the date.

GENE WEEKS, in Chicago for a few days from his home in Peru, will leave shortly for Louisville to join the Cole show.

PEOPLE used to go to the depot to see the circus train come in. Now they go there to try and hire the help.

CHICK YALE, table and barrel rock, who is at Minneapolis Shrine Circus this week, will play the St. Louis Police Circus next month.

J. D. NEWMAN, Cole Bros.' general agent, who has been looking after the show's property playing winter circuses, is leaving Chicago for a trip to the West Coast.

AL BUTLER, who has been agenting one of the Shuberts' Blossom Time companies during the winter, closed this week to return to the Ringling-Barnum show.

A **TOP-RANKING** horse trainer and featured performer with the Ringling circus, Dr. Herman Ostermaler, died in the Sarasota (Fla.) Hospital March 5. Details in the Final Curtain.

PRESS AGENT'S closing day copy: "Every piece of equipment looked as it did when the band played its first overture last spring."

RAY DEAN, former circus announcer, and his wife, Donna, both in the service, were Chicago visitors last week. He is in the recreation department at Camp Peary, Williamsburg, Va.

ARTHUR HOPPER, Ringling general agent, and F. A. Boudinot, manager of the No. 1 car, recently left Chicago for New York to prepare for the New York billing campaign.

ART DILL, former boss canvasman with Hunt Bros.' Circus, and Jim Stutz renewed acquaintances in Hickory, N. C., where Dill was exhibiting a wax museum. Stutz joined Sello Bros.' Circus in Charleston, S. C.

WONDER what became of the former front-door grandstander who was always posing at the marquee with his thumbs in his vest's arm holes?

FIVE former circus agents had a field day last week when they met at the Atwell Luncheon Club in Chicago for a gabfest. They were Frank Braden, now with 20th Century-Fox; Bob Hickey, RKO; Gardner Wilson, ahead of Some-

thing for the Boys; Sam Stratton, business manager of Tomorrow the World, and Harry Bert, RKO traffic man.

JOINING the Bud E. Anderson Circus is H. L. (Hank) Filbert, who is now at quarters, Emporia, Kan. Three new trucks and a double-unit light plant have been bought. Show will open early in April.

BERT DOSS, former aerialist with the Ringling show, now a rink operator in Bloomington, Ill., was in Chicago last week and renewed acquaintances around the Polack show. He also visited the Sunbrock show.

PAUL M. LEWIS, Lewis Bros.' Circus, states that his winter quarters at Jackson, Mich., are being operated by the circus bearing that title, have not been leased by anyone, and that Bailey Bros.' Circus has been given permission to do some building there without any compensation.

SEEING a native auctioneer, who was wearing a checkered vest, derby hat and horseshoe pin, a showman remarked: "There goes a typical moving-picture circus manager."

CHARLES BOLEAU, retired P.T.C. trolley operator, Philadelphia, who last month celebrated his 100th birthday anniversary, recalled his days as a driver with circuses. He said he was driving a team of 10 white horses when President Lincoln was shot. The show, he added, was playing near Baltimore, had to cancel its engagement and get out of town by a back road to keep from being delayed by declaration of martial law.

YEARS ago when there were plenty of circuses and competition was keen, a wagon—
(See Under the Marquee on page 59)

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.

WHEN Jack Knight and Butch Cohen had their Ray Bros.' Circus in New Orleans, they gave Pvt. James M. Cole a section of 25 reserved seats, each evening performance, for soldiers in his company, D-4th Bn., TORTC, altho show was having turnaways. Dolly and Terrell Jacobs, who were with the show, bought refreshments for the boys. Cole finishes his training at the army air base in that city April 2, and as soon as the war is over he will have the James M. Cole Circus rolling again.

GLENN J. JARMES, S/2c, who enlisted in the navy last December and took his boot training at USNTS, Farragut, Idaho, is at home in Monona, Ia., on a 16-day furlough. For the past several seasons he presented a parade unit with his spotted Arabian horses and old-time wagons.

HAVE YOU LOOKED IN THE LETTER LIST? REMEMBER, MAIL IS ADVERTISED ONLY ONE TIME.

WANTED DROME RIDERS

Top salary. Robert Going, Ralph Justice, China Red, wire at once; Fearless Egbert. Want Ferris Wheel Foreman and Foreman for other Rides. Will book Roll-o-Plane, Penny Arcade, Bingo. Here two more weeks.

ALL AMERICAN SHOWS
FRANK WEST, JACKSONVILLE, FLA.

AMERICAN LEGION SPRING FESTIVAL
COLUMBUS, GA., MARCH 20 TO 25

Want legitimate Concessions, Glass House or Fun House. Want Trap Drummer for White Band.

PLAYLAND AMUSEMENTS, Inc.
607 E. BROADWAY, MARYVILLE, TENN., UNTIL MARCH 18

CONTRACTING
Now for
EASTWOOD PARK
DETROIT, MICH.
Opens Easter Sunday, April 9.
Palace of Wonders

World's largest and finest congress of oddities and novelty acts. Top salaries to outstanding acts, freaks, novelties, flash or spectacular acts. Want an Ossified Man, Girl Jugglers or Roller Skaters, Musical Act, etc. All reply to **RAY MARSH BRYDON**, stating all first letter, 1007 Main St., Kansas City, Mo.

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★ **Last Call Last Call** ★
★ **L. J. HETH SHOWS** ★
★ Opening March 18th, North Birmingham, Ala.—2 Saturdays. ★
★ WANT Cookhouse. Organized Girl Show to join middle of April. Ride Help on all Rides. All those contracted report by March 15th. Can place few more legitimate Concessions. Big Tom, Bob Mitchell, Slim and Shorty that worked for **MIKE MOORE** last year, all wire me at Caswell Hotel. Address all other correspondence to **L. J. HETH SHOWS**, North Birmingham, Ala. ★
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Eddie's Exposition Shows
Opening May 1
WANT

Grind Concessions, Photo Gallery, High Striker, Bowling Alley, Pitch Till You Win, Keg Game, String Game, Candy Floss, Frozen Custard.

Will book any worthwhile Grind Shows. Want Ride Men for Merry-Go-Round, Tilt-a-Whirl, Loop-o-Plane, Ferris Wheel and Chair Plane.

Write or Wire **EDDIE DIETZ**,
104 Lyon Ave., Butler, Pa.

WANTED RIDE SUPERINTENDENT

Help for Twin Ferris Wheels, Ride-o, Scouter, Tilt, Whip, No ups and downs. Pleasant season in permanently established park located on the ocean. Write **ART LEWIS**, Monticello Hotel, Norfolk, Va., or **AL MCKEE**, Gen. Supt., Seaside Park, Virginia Beach, Va.

WANTED FOR Hutchens Modern Museum

For the season of '44 to open April 20 near Joplin, Mo., one good Freak to feature, Acts suitable for Side Show, Juggler, Magic, Sword Swallower, Pin Cushion, Midgets, Fat Folks or any other acts that I don't have. Also one Ticket Seller that can drive truck, one good Working Man. We will run our Cook House this season. Lea Roy Roe, Montie Blue and others that have worked for me, write. All address: **JOHN T. HUTCHENS, P. O. Box 106, Cassville, Mo.**

WANTED

General Agent, Billposter with half-ton truck, Boss Canvasman, Candy Butchers to drive semi-trucks. Long season, Renfro Valley Folks.

BILL KETROW, MGR.
Box 874, Station 5 Miami, Fla.

AGENTS WANTED

Patsy Rosania wants for entire season Agents for Roll-down; have exclusive. No other Grind Show here. Herman Smith, Jimmy La Maize, come on. Also want Agents for other games. Wire or phone

PATSY ROSANIA
Care Tedder Hotel, Belle Glade, Fla., until March 25; then Melbourne, Fla.

WANT

Cook House Help, good Cook (Man or Woman), Griddle Man and Waiters. Write now. Report for work March 20th.

BUCKEYE STATE SHOWS
P. O. Box 310 NORTH LITTLE ROCK, ARK.

J. F. SPARKS SHOWS
WANT

Thoroughly experienced Electrician and Diesel Man. Join immediately. All replies: **J. F. SPARKS**, 311 Westover Drive, Birmingham, Ala.

EXPERIENCED MEN

Who have worked on Skooter Cars to do repair work and operate ride. To operate Skooter Motor Boats and know how to repair gasoline motors. With good pay. Inquire

JOSEPH GUILIANO
161 Wooster Street NEW HAVEN, CONN.

WEER WORK STEPPED UP

(Continued from page 34)

more still dates. Accompanying McCarter were his wife and daughter, Mrs. Clarence Owens, and McCarter's grandson. Other arrivals include Secretary and Mrs. Ted Woodward; S. Douglas, electrician, and Frank Seigar, trainmaster.

Russell Judy, manager of the Follies Revue and Vanities Artists' Models shows, who is in New York, is in quest of new wardrobe. Bert Britt, shipping his Roll-o-Plane from Tampa, is expected next week. Mrs. Pearl Van Wert, in charge of the commissary, also is hostess to many visitors daily. Recent visitors have been Bill Jones, of bingo note; Art and Charley Lewis, of the former Art Lewis Shows; James E. Strates, Pete Stamos and Keith Buckingham, Strates Shows; George Burke, concessionaire, and Jimmie Moran, package candy.

MARKS OPENS APRIL 3

(Continued from page 34)

and is feeding 28. She is assisted by Jenny Brown and Mary Smithers.

Electrician and Diesel Superintendent Walter Rowan left Thursday for Memphis, where he and part of his crew will pick up the electric plants which have been overhauled. Bullder Bert Miller, assisted by Ernest Harris and three local carpenters, are rebuilding show fronts, and the electrical department, managed by Heath during Rowan's absence, is re-wiring all neon panels. Ride foremen Ernest Davis, Speedway; Charlie (Dutch) Leister, Lindy-Loop; Jimmy Stephens, Merry-Go-Round; Henry Wray, Caterpillar, and Red Eagan, Ferris Wheel, have their equipment in the air at Midlothian Pike quarters, where it will be refurbished. Paint jobs on rides are nearly completed.

Art department, directed by H. L. Reynolds, assisted by Joe Quinn and Sig Andrewson, is completing the fourth new show front and will start on the remainder as soon as they are turned over by the carpenters. Tiny Bill Taylor, clown ventroquillist, arrived after a winter of working in stores. Harry Basil will have the cookhouse. Bert Miller was joined by his wife, Ethel. G. W. (Heavy) Carter took over duties as Whip foreman. S. A. (Bill) Kerr, after several seasons off the road, booked his arcade.

Staff members William R. (Red) Hicks and Harry Wilson are expected soon. T. Willie Lewis has again been engaged as legal adjuster. Billposting and newspaper advertising for the engagement here have been started. A new set of newspaper ad mats have been prepared.

SLA DRIVE FOR RC

(Continued from page 34)

day plans for the campaign were outlined. A quota of \$30,000 has been set, and it is the committee's intention to apportion this quota among the various shows, according to their size and number of personnel. By doing this no undue burden will be placed on any one show or individual, it is pointed out.

Within a few days letters will go out to show operators asking their co-operation in putting the drive over the top. They will be asked to enlist the aid of all their personnel. The needs of the Red Cross are great. They will become greater as the war progresses, and it is of vital importance that funds be raised as rapidly as possible to assure a steady and uninterrupted flow of materials necessary in caring for the wounded and ill and carrying on other important tasks by the Red Cross, the committee reminds members.

Donations of the League already have

passed the \$4,000 mark, leaving less than \$26,000 to be raised. The committee is asking outdoor showmen to get behind the drive wholeheartedly, and it is hoped to have the full quota early in the season.

Members of the committee are J. C. McCaffery, chairman; G. L. Wright, co-chairman; M. J. Doolan, William Carsky, Floyd E. Gooding and Nat S. Green.

BUCKEYE UNIT IN L. R.

(Continued from page 34)

cookhouse ready, and employees and privilege people are arriving daily. Paul S. (Muscles) Miller visited the show here on the week-end. Concessionaires here are Mr. and Mrs. Cliff Knox, Mr. and Mrs. F. C. Schmidt, Mr. and Mrs. Gus Forster, Mr. and Mrs. Carl Parks, Mr. and Mrs. Sam Craden, Mr. and Mrs. Al Stringer, Mr. and Mrs. C. W. Stallman, Mr. and Mrs. Jimmie Allen, Mr. and Mrs. Earl Dickson, Mrs. Allen and Mrs. Van. Visitors have included Mr. and Mrs. Max Goodman, Tom Puzzell, Mr. and Mrs. Homer Finley, Mr. and Mrs. Doc Friedman, Mr. and Mrs. Harry Lamson, Senator Clyde E. Byrd, Raymond Higgins, Mr. and Mrs. Frank Stone, Speck Williams, Benny Fields, Ben Wilkinson, Mrs. Bunts, Al Wagner, A. J. Weiss, P. J. McLean; Alvin, Riley and Madrid Bain; Ted Kay, Fay Knight and Sam Robinson.

FIRE HITS CRAFTS TOPS

(Continued from page 34)

marshal and police department saw to it that grounds were well policed.

Back into California the show will pick up the usual spring route of Coast cities. Arrangements for the short Arizona stop were made by General Agent Lee Brandon, who had contemplated routing to several other cities in that State but was forced to cancel because of dates to be filled in Los Angeles soon.

Mrs. Evelyn Lantz, who purchased a swanky trailer coach, was given a surprise house warming, attended by Roseanne DesNos, Dot Clegg, Mr. and Mrs. MacMahon, Pfc. Jack Ward, Harold Mook, John (Spot) Ragland, Mr. and Mrs. Louis Korte, Mr. and Mrs. Pat Munzo, Mr. and Mrs. Karl Dennis, Mr. and Mrs. Roy E. Ludington and Mr. and Mrs. Clarence Pounds. A midnight lunch was served. O. N. Crafts came from winter-quarters in North Hollywood for the week-end. Show had excellent business during the Imperial Valley tour of five weeks and lost only two nights because of rain during the month. Professor Levitch is now in Mrs. Herb Usher's palmistry booth.

SILVER DERBY OPENER

(Continued from page 34)

pool; Red Blackburn, Curley Butler, agents; Pop Lock, string game, jewelry; Mr. and Mrs. Jack Kettle, penny pitch, hoop-la. Shows, Battlefield, C. M. (Red) Miller; 5-in-1, N. J. Washburn.

Kettle Sisters' free attraction is a novelty platform and flying ladder act. Show policy is to give away a \$25 War Bond each Saturday night. A new front marquee is in the air. Shorty Lowe, who arrived from Chicago, has taken over the front gate and sales of *The Billboard*. Katie Lowe will arrive next week with two concessions. Manager Fay and Agent Meadows, back from a tour, report the show booked solid, including the Fourth of July.

GARDEN STATE PEPS

(Continued from page 34)

includes R. H. Miner, owner-manager; R. H. Miner Jr., assistant manager; G. Patton, secretary; Raymond Parker, chief electrician; Matthew Roberts, in charge of front gate.

E. N. Charboneau will be in charge of all office concessions, with Emil Wahlstrom, Silm Cavanaugh, R. Parker, Harry Snyder and T. James, agents. Sheaks Concession Company will have bingo and four other concessions, Mr. and Mrs. Floyd Sheaks writing that trucks will leave for quarters April 15. M. Lane will have 2 concessions; P. Baker, 2; H. Buckland, 3; E. Kurtz, 2; E. Wahstrom, 1; Charles Filbert, cookhouse. W. B. Cushman has contracted his pony track.

Show will also carry two free attractions to be presented nightly. Visitors to the home office here have included Raymond Parker, C. Frock, W. Miller, P. Baker; Owner-Manager Anthony Longo, Silk City Shows, Paterson, N. J., and R. Eanes. Trucks, being overhauled, will be ready the last of March. R. H. Miner recently obtained contracts for several new spots. R. H. Miner Jr. will be in charge of quarters activity.

PURITAS SPRINGS PARK

CLEVELAND, OHIO

LOCATED ON WEST SIDE NEAR CLEVELAND'S AIRPORT

Has Following Concessions for Rent for 1944 Season—Pre-Season

OPENING EASTER SUNDAY:

Corn Game, Pitch-Till-U-Win, Basket Ball Game, Penny Pitch, Novelties, Photo Gallery, Skee Ball Alleys.

All Concessions will be sold flat rate only. No percentages.

Address all communications to

PURITAS SPRINGS PARK COMPANY, Cleveland, Ohio.

JIMMY BROWN'S EMPIRE STATE SHOWS

GALA OPENING APRIL 29

Playing Industrial Cities and Army Camps. All Hand-Picked and Proven Spots. Mostly Heart-of-Town Locations.

Will buy, book or lease the following, with or without transportation: Merry-Go-Round, Ferris Wheel, Whip, Octopus, Chairplane, Her Dey, Lindy Loop, Tilt-a-Whirl, Kiddie Rides, Fun House, Glass House, Motordrome and all show equipment. Can place Stock Concessions of all kinds. Can place Working Men in all departments. Can place attractive Girls for Hawaiian Revue, Miss America and Posing Shows. Top salaries and good treatment to all. All persons contacted by me, please acknowledge. Want to hear from the following: Mr. and Mrs. Louis Augustino, Mrs. Maria Kinsel, Walter Cushman, Sue Rogers, Pete Ross, Fred Burns, Jiggs Miller and Johnnie Eck. Pauline Block, wire. Can place Sensational Free Acts.

All Address: JIMMY BROWN, Empire State Shows, 712 Mary St., Utica, N. Y.

Last Call

Last Call

CAPELL BROS.' SHOWS

OPENING MARCH 25, HASKELL, OKLA.

Then Shawnee, Okla., under American Legion. This is a big defense pay-roll town and this is the first carnival in three years. Have the best spring route in Middle West. WANTED—A few more Ride Men on all Rides. Top salaries. Wire or come on. Man and Wife for Snake Show, Shows with own outfits, Electrician, COOK HOUSE, PHOTOS, a few more Stock Concessions. AGENTS for Stock Joints, PC Dealers, Grind Store Clerks that can work for quarter and a half.

All address H. N. CAPELL, Box 457, Haskell, Okla.

P.S.: Will buy one more good working Elephant for Free Act.

Scott Exposition Shows

OPENING MARCH 27, ATLANTA, GA.

Want Shows with or without outfits. Beautiful new Life Show open. E. H. Rucker wants Colored Musicians and Performers; pay from office. Legitimate Concessions, Custard open. Grind Store Agents. Ride Help, Foreman for Octopus and Tilt. Also Ride Help that drive semis.

C. D. SCOTT, Fairgrounds, or BOX 1562, Atlanta, Ga.

George Clyde Smith Shows

OPENING APRIL 27

WANTED:—Duck Pond, Fish Pond, Bowling Alley, Cigarette Pitch, High Striker, Hoop-La, String Game, Bumper, Guess-Your-Age, Penny Arcade, Candy Floss. WANTED:—Wild Life, Girl Show, War Show, Midget Show, Monkey Show, Fun House. WANTED:—Loop-o-Plane, Tilt-a-Whirl, Merry-Go-Round. Bob (Slim) Hill, write me. WANTED:—Ferris Wheel Foreman and Second Man. WANTED:—Truck Drivers and Useful People in all departments.

Address All Communications To

GEORGE C. SMITH, General Manager, P. O. Box 521, Cumberland, Maryland.

CHARLESTON, S. C. (Until March 25th)

SHOWS—Wild Life, Monkey, Animal, Motordrome, Snake, One Ring Circus, smart Girl Show Operator with Girls, War Show. RIDE HELP in all departments. Semi Drivers, extra money; 52 weeks' work with no decrease in salary during winter season. Watch next issue of *The Billboard* for important announcement on the greatest money spot of 1944. If you're smart and you have something that doesn't conflict with what we have—write or wire to join us for 35 solid weeks of still dates and fairs.

BANTLY'S ALL AMERICAN SHOWS

COLUMBIA, S. C., March 28-April 8th

JAMES E. STRATES SHOWS, INC.

CAN PLACE THE FOLLOWING: FERRIS WHEEL FOREMAN, capable of handling three Wheels, \$60.00 per week, with \$5.00 per week bonus; SECOND MAN ON WHEELS, \$40.00, with \$5.00 bonus; OCTOPUS FOREMAN, \$45.00, with \$5.00 bonus; SPITFIRE FOREMAN, \$45.00, with \$5.00 bonus. RIDE HELP ON ALL RIDES. TOP SALARIES PAID WEEKLY. TRAIN HELP, also HAWAIIAN MUSICIANS FOR HAWAIIAN REVUE. Address:

JAMES E. STRATES, Gen. Mgr., Mullins, S. C.

SPOT THE SPOT AGENTS WANTED

For the beautiful framed twenty foot Spot Joint, office owned, with J. J. Jones Exposition Shows for entire season and the choice Fairs. Have EX. for Atlanta Fair. Want to hear from Whitley Burke, Geo. (Sea Pig) Harris, Al (Spot) Pinse-naull, Nollie Harris, or any other Spot Worker. Opening April 3d, Charleston, S. C. All Address: JACK (SPOT) GOLDIE Care Maurice Bath House Gym Hot Springs, Ark.

WANTED

Man who has had experience around Rides, capable of looking after Merry-Go-Round, Ferris Wheel and Chairplane. Also must be Electrician to attend to same. Will pay top salary. Good opportunity. All mail and telegrams treated confidential. Cecil Shipman, wire. WANT American Palmistry and Grind Store. Opening Gloucester, N. J., April 20.

MIKE ZEIGLER

Hotel Milner, Philadelphia, Pa.



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, March 11.—With First Vice-President Jack Gallagher away, Second Vice-President Mannie Brown recuperating in Miami from an operation and Third Vice-President Mike Allen attending a meeting of air-raid wardens, President Harry Stahl, Treasurer Rosenthal and Secretary Robbins made the only responses to officers' roll call. On the rostrum as honored guest was Pvt. Joe Eule, home after nine months' absence. Presence of many new members boosted attendance over 100, Glen Hockett reporting for the membership committee that 22 new applications are under con-

sideration, with 51 accepted so far this year.

Entertainment Chairman Jack Dickstein promised an old-fashioned festival for the St. Patrick's party March 18 in the clubrooms, featuring continuous entertainment, with dining, dancing and favors. A five-piece string band will play until 2 a.m. and two six-piece orchestras will alternate after then.

Louis Wish pledged a \$1,000 donation to the building foundation fund from his organizations in Eastwood Park here and told of plans to erect a dollar sign nine feet high, with one-inch graduations to indicate each \$100 contribution. Photostatic copies of the \$1,000 and \$500 checks recently donated by James Ashley and Ben Moss respectively will be placed by the side of this plaque, as will future checks in amounts of \$100 or more. Joe Vernick is still in Veterans' Hospital, Rutland, Mass. His address was erroneously reported here as Vermont. "Cap" Seymour expects to leave Grace Hospital in 10 days. Condition of Hymie Stone, still at home, is improving.

PARK AMUSEMENT CO.

WANT ONE MAJOR RIDE not conflicting with Merry-Go-Round, Ferris Wheel or Mix-Up. ALSO PONY RIDE AND PENNY ARCADE.

RIDE HELP WANTED for Mix-Up and Ferris Wheel. SCENIC ARTIST, several weeks' work; also FREE ACTS.

This is a permanent location for the duration of the war. Opening date April 1, Alexandria, La. Write or wire

CLIFF LILES, PARK AMUSEMENT CO., Alexandria, La.

WANTED! ELEPHANT TRAINER

Single, or with Wife that can Work Elephants. Entire year's work. For POLACK BROS.' CIRCUS. Address

IRV J. POLACK

1411 Ashland Bldg, 155 N. Clark, Chicago 1, Ill., or care Grotto Circus, Coliseum, Columbus, Ohio, March 15 to 22.

Want—VICTORY EXPOSITION SHOWS—Want

Any High-Class Show of merit that can stand prosperity in best money spots in Texas, Oklahoma and Kansas. Can place a few more legitimate Concessions. Agents who have worked for me, can place you. Lowell Vandike can place Foremen and Second Men on following Rides: Spitfire, Rolloplane, Tilt, Merry-Go-Round, Chair-o-Plane, Whip and Twin Wheels. Address all wires to V. McLEMORE, Victory Exposition Shows, Robstown, Texas, March 16-22.

NOW AVAILABLE FOR SALE THE HOLY CITY

Account of other interests. A far-sighted Showman can now secure this EXCLUSIVE attraction. Always one of the features at World's Fairs, "Tops" in earning capacity. Ask Frank Kingsman, Brockton Fair . . . Newspapers very liberal with this attraction. The Show is extremely flexible in operation, can be featured with Carnivals, Fairs, Parks and various auspices—12 months' work. Portable in every respect. Minimum manpower cost for operation. Address:

T. A. WOLFE, 1133 Broadway, New York, N. Y.

TRUCK AND AUTO RIDE OWNERS

Protect your tires with our Tire Armor. Stops leaks and punctures. Mike Doolan, Chicago ride owner, says: "I find your Tire Armor all you claimed for it. Am using it in my tractor and trailer tires, also kid auto tires." **DON'T WAIT. Protect Your Tires Now!**

Price \$10 Per Gallon. Five Gallons for \$40.

CHARLES WATSON

6033 S. KEDZIE AVENUE

CHICAGO 28, ILL.

A. M. P. SHOWS "JUGGY"

WANT—PALMISTRY, PHOTO GALLERY, HIGH STRIKER, DEVIL'S BOWLING ALLEY, FROZEN CUSTARD, DARTS, HOOP-LA.

WANT—SHOWS WITH OR WITHOUT OUTFITS, PENNY ARCADE, FUN HOUSE.

WANT—OCTOPUS OR TILT-A-WHIRL WITH OR WITHOUT TRANSPORTATION.

ALL ADDRESS:

ANTHONY M. PODSOBINSKI, 514 HIGH STREET, PHOENIXVILLE, PA.

WANTED—AMMUNITION

.22 SHORTS OR LONGS

WILL PAY \$250 PER CASE—ANY AMOUNT

EASTWOOD PARK AMUSEMENT CO.

EAST DETROIT, MICH.

PHONE: PROSPECT 4400

Lone Star Show Women's Club

1703 3/4 Live Oak
Dallas, Tex.

DALLAS, March 11.—Members had a house warming in the clubrooms, 1703 3/4 Live Oak, March 3. Venison was donated for the dinner by Mr. and Mrs. Rely Hickman and cooked by Louise Hickman who, members declared, could get a job at the Waldorf if it knew how well she made that deer taste. A beautiful tablecloth, won by Mrs. Denny Pugh, was donated back to club. The club now has over 70 members and applications are coming in from all parts of the country.

The house warming was for showfolks around Dallas and more than 80 were at the dinner. Of the more than \$200 cleared, \$100 was given to the Mile-of-Dimes drive and the club is now in a position to do considerable charity work.

Those in attendance included Mr. and Mrs. Rely Hickman, Mr. and Mrs. Jack Lindsey, Mr. and Mrs. Denny Pugh, Mr. and Mrs. Joe Murphy, Mr. and Mrs. Bert Welshman, Mr. and Mrs. H. G. English, Mr. and Mrs. Eddie Vaughan, Mr. and Mrs. Ernest Hoblit, Mr. and Mrs. J. S. Panther, Mr. and Mrs. Crist Ayers, Mr. and Mrs. W. T. McCaully and son, Mr. and Mrs. Tom Melody, Mr. and Mrs. W. Mulvoy, Mr. and Mrs. Will Johnson, Mr. and Mrs. A. Finley, Mr. and Mrs. J. M. Stone, Mr. and Mrs. Frank Holaday, Mr. and Mrs. J. C. Wrigley, Mr. and Mrs. Jim Case, Mr. and Mrs. Bob Harvey, Mr. and Mrs. Joe Beecher, Mr. and Mrs. Fouts Reeves, Mr. and Mrs. LeHen, Mrs. Lil Schofield, Mr. and Mrs. T. E. Lucas, Jewell Cudey, Alyne Potter Morency, Mary A. Liberman, Mr. and Mrs. H. E. Potter, Belva Reid, Hope Heusluson, Mr. and Mrs. J. E. and Joan Rees, Frankie Taylor, Ruth Bixler, Mr. and Mrs. A. J. Griffith, Johnny and Margie Merritt, R. S. Caldwell and Flo Durreth.

NSA

(Continued from page 39)

field, William J. Bloch, Max Linderman, James Strates, Sam Lawrence, Frank Miller, Counselor Hofmann, Past President Art Lewis and Vice-President John W. Wilson.

Chairman Hamid, who made a plea for the fund that the Ladies' Auxiliary is raising to present an iron lung to a local hospital thru the club physician, Dr. Jacob Cohen, started the ball rolling with \$50, and \$300 was soon subscribed.

St. Patrick's night party will be given by the ladies in the main clubroom to members as a mark of loyalty and appreciation. Eligibility committee named the following to membership. Rox Gatto, sponsored by Nathan Weinberg; T. D. Williams, by James Davenport; Frank Wald, by Ross Manning; John Jogan, by Louis G. King; Isaac Stern, by Harry Ross. Membership drive now totals over 50. Jack Feldberg, Ben Braunstein, Bucky Allen, Sam Prell, Al Katzen, Irving Mostia, D. D. Simmons, John Weiss and Simon Slovov are among members returned from Florida.

Recently seen in the clubrooms were Sgt. Sam Katz, Stout Field, Indianapolis; Pvt. Rappaport, Fort Totten, N. Y.; Eddie Gabryn, U. S. S. Redwood; Pvt. Harry Koretsky; Petty Officer Ben Rosen, in from a year on the seas, with his coat covered with decorations for daring under fire. Servicemen's letters came from Corp. Sam Brody, somewhere in the South Pacific; Corp. J. P. O'Connor and Bill Powell, from the South Seas, and S 2/c Robert Drew, nephew of Secretary McKee, who is in the thick of it. Visitors have included Harry Oser, Norfolk, Va., guest of Treasurer Hughes; J. Raymond Morris, Brooklyn; William Redmond, Lew Dufour, Tom Wolfe, John Jorgan; Rox Gatto, Upper Darby, Pa., and Sgt. George Bernert, ending a furlough and off to Fort Custer, Mich. William Judkins Hewitt, Robert Newman, Frank Schillizl, Doc Kelley and Irving Udowitz, all hospitalized, are recovering. Louis Candee is ill at home.

SLA

(Continued from page 39)

Mickey Blue and I. J. Polack, all members of Polack Bros.' Circus. Irv. Polack doing the soliciting. Total was over \$800. Other donations came from Maurice Ohren, \$25; W. A. Hetliok, \$5; Solly Was-

serman, \$10; Leo Berrington, \$50; Al Latino, \$5; Ed Wall, \$5; Joe Streibich, \$25; Tom Sharkey, \$25; J. Kaplan, \$25; Max Hirsch, \$10; Ed Kornrumpf, \$25; George O. Valentine, \$40; Casey Merchandise Company, \$100; Maurice Hanauer, \$50; O'Henry Tent Co., \$50; Tommy Thomas, \$100; Arthur Morse, \$20; Jack Hawthorne, \$25; Al Kaufman, \$10; Jules Wolpa and John Smart, \$50; also \$20 more from the Atwell Lunch Club. Lew Keller back from his Mexican trip. George Raner and Harry Tuber in for the meeting. Jess Jordon left for the South. Adolph Treusch back from the East. G. L. Lewis, Birmingham, a caller. Member Ed Schofield is in St. Paul Hospital, Dallas.

HASC

(Continued from page 39)

fund. Harley Everett, who has been employed during the winter by Harry Altshuler, left for quarters of the Tivoli Exposition Shows, Joplin, Mo. "Doc" Heffner was here with the Hamid-Morton Circus. Ray Hansen, who underwent a minor operation, is expected to be about soon. Charles Morphew Jr. was a visitor last week. Mr. and Mrs. Sammy Ansher left to join Hennies Bros.' Shows in Birmingham. Jack Sterling returned to town on business. Charles Hutchinson left March 5 to join the World of Today Shows. Secretary McGinnis again requested members to advise him of their permanent addresses.

PCSA

(Continued from page 39)

Hunter Farmer, vice-president, and Bill Hobday, secretary, were also on the rostrum. For one minute members stood with heads bowed in memory of member N. C. (Nick) Wagner, who was buried in Showmen's Rest March 2.

Letters and V-mail were read from Pvt. Jimmie Lynch, Ireland; Sgt. A. J. Chontos, Italy, thanking the club for cigarettes which he gave buddies in a hospital; Pvt. Joe La Bosterr, thanks for presents, and Pvt. Duncan, Italy, reporting he expected to be home soon. Jimmie Dunn, sick committee, reported Vic Johnson in General Hospital, but that no visitors were allowed. Harry Fink, in a talk on the building fund, said that prospects were, under chairmanship of Mike Krekos, the fund would be about \$10,000 at end of the year.

Vice-President Coe, manager of Arthur Bros.' Circus, announced that a special day would be designated for PCSA members. Joe Krug led the penny parade to the lion's head, which netted in \$7.64 more for the Christmas dinner. Night's prize went to Dan Meggs. King Ross was named to report on mailing of magazines to servicemen overseas. Members present after absences were Ted Levitt, Joe McCornell, Walter Newcomb, Ray Brown, Charles Nelson, Rudy Jacobi; Al C. Beck, Showmen's League, and T. Dwight Pepple, Polack Bros.' Circus.

Ladies' Auxiliary

President Edith Walpert called the March 6 meeting to order and turned over the gavel to First Vice-President Mary Taylor, who then presided. It was reported that Betty Coe was ill and that Secretary Vivian Gorman had sustained a sprained ankle.

Members have subscribed to \$58,000 in War Bonds since January 1, 1943, and will try to reach \$100,000 by next January 1. Members should report purchase of bonds to the treasurer to help swell the quota. Members also have donated generously to the blood bank, many giving as many as six times.

President Walpert has selected this legislative committee: Mary Taylor, chairman; Vivian Gorman, Marie Tait, Peggy Forstall, Nina Rodgers and Edith Bullock. In a bulletin planned for May summer activities will be outlined. Rose Rosard reported many bazaar donations, and active are Nina Rodgers, Mabel Brown, Margaret Farmer, Jolly Josephine and Mrs. Campbell. Peggy Forstall spent February in Los Angeles, as due to a heavy snowstorm, she was unable to reach her mountain home. Many dinners and parties were given in her honor. Peggy Steinberg, Emily Mettler and Florence Webber returned to their home at Mission Beach after a week-end in Los Angeles. Allerita Foster has moved into her new home in North Hollywood.

Mrs. Edwin Tait was hostess to a party in honor of Joe Glacy before the meeting. Talks were made by Topsy Gooding, Mrs. Cronin and Mrs. Ross. A beautiful arrangement of flowers was presented to Vice-President Taylor by the members from Mission Beach. After luncheon bingo was played.

UNDER THE MARQUEE

(Continued from page 56)

show owner walked into the office of a big railroad show and proudly handed out his business card, which was embellished with a mass of animals in colors and had been given to him by a litho company as a good-will gesture. "That's me," he said. "What's on your mind?" asked the big-time showman. "It's a matter of opposition," replied the overlander, handing over his contemplated route for the other to read. "Hell!" snorted the railroader after reading the list, "We don't even send our country billers into those burgs."

SEVERAL acts which were at the Cleveland Grotto Circus appeared for Bennie Fox at the Army Circus at Camp Campbell, Ky. A number of acts will return to Orrin Davenport's date in St. Paul and Lansing, Mich. Fox has a route of 12 weeks. Program: Canestrellis, Iwanos, Torrellis, Bert Dearo Duo, Mickey King, Eva May, Marguerite Scott, Jess King, Polack elephants; Rudy Rudynoff's horses, George Hanneford family, Ernie Wiswell, Joe Lewis, emcee clown cop. Army staff officers had a spread in honor of LaTosca's birthday anniversary, the band serenading.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Austin, Tex., 13-25.
- All-American Expo.: (Myrtle & Church Sts.) Jacksonville, Fla.
- Arcade: Mercedes, Tex., 13-25.
- B. & H. Am. Co.: Port Royal, S. C.
- Bantley's All-American: Charleston, S. C., 13-25.
- Bealy's Rides: Vicksburg, Miss.
- Berryhill United: Harlem, Ga.
- Buckeye State: (9th & Spring Sts.) Little Rock, Ark.
- Byers Bros.: Texarkana, Ark., 23-April 1.
- Capell Bros.: Haskell, Okla.
- Chatham Am. Co.: Bamberg, S. C.
- Crafts 20 Big: San Bernardino, Calif., 13-19; San Diego 22-April 2.
- Craig, Harry: Eastland, Tex.
- Dumont: Sumter, S. C.; Florence 20-25.
- Endy Bros. & Prell's Combined: Fort Lauderdale, Fla.
- Fay's Silver Derby: Tifton, Ga.
- Fidler United: (13th & Branch) St. Louis, Mo., 13-25.
- Francis, John: St. Louis, Mo.
- Gentsch & Sparks: Port Gibson, Miss.; Hattiesburg 20-25.
- Greater United: Del Rio, Tex., 13-25.
- Groves Greater: Kinder, La., 13-19; Oakdale 20-26.
- Hall Bros.: Durant, Miss.; West 20-25.
- Hames, Bill: Fort Worth, Tex.
- Hennies Bros.: Birmingham, Ala., 18-25.
- Heth, L. J.: Birmingham, Ala., 18-25.
- Holde, Buff: New Orleans, La.
- Hyalite Midway: Bonham, Tex., 13-25.
- Louisiana Am. Co.: Clayton, La.
- Maher's Midway: (Broadway & Hickory) St. Louis, Mo., 13-25.
- Midway Am.: Sledge, Miss.
- Park Am. Co.: Alexandria, La.
- Peppers All-State: Selma, Ala.
- Pike Am.: Glenwood, Ark., 18-25.
- Playland Am.: Columbus, Ga., 20-25.
- R. & S. Am.: Southport, N. C., 18-25.
- Rogers & Powell: Vicksburg, Miss.
- Rogers Greater: Huntingdon, Tenn., 13-25.
- Sheesley Midway: Pensacola, Fla.
- Siebrand: Phoenix, Ariz.
- Sparks, J. P.: Birmingham, Ala.; Forest, Miss., 20-25.
- Stebler's Greater: Goldville, S. C.; Laurens 20-25.
- Texas: Lyford, Tex., 15-26.
- Tower Am. Co.: Ridge Spring, S. C.; Greenwood 20-25.
- Victory Expo.: Robstown, Tex., 16-22.
- West Coast Victory: Emeryville, Calif., 13-22; San Jose 25-April 2.
- West's World's Wonder: Jacksonville, Fla.

CIRCUS

- Arthur Bros.: Alhambra, Calif., 15-16; Pomona 17; San Bernardino 18-19; Riverside 20; Anaheim 21; Long Beach 22-26.
- Davenport, Orrin: St. Paul, Minn., 13-19; Lansing, Mich., 21-26.
- Hamid-Morton: Altoona, Pa., 13-18.
- Polack Bros.: Columbus, O., 15-21; Dayton 23-April 1.

MISCELLANEOUS

- Basile, Joe, Band: Altoona, Pa., 15-18.
- Barrett, Roy (Shrine Circus) St. Paul, Minn., 13-19; (Hospitaler Circus) Lansing, Mich., 21-26.
- Birch: Edinburg, Tex., 15; Laredo 16; Crystal City 17; Eagle Pass 30; Del Rio 21; Uvalde 22.
- Campbell, Loring: Minneapolis, Minn., 15-16; Princeton 17; St. Cloud 20; Onamia 21; Annandale 22; New London 23; Hancock 24.
- Couden, Doug & Lola: School Assemblies, Puyallup, Wash.
- Lippincott: Florida, Ala., 15; Andalusia 16; Evergreen 17; Greenville 18.
- Long, Leon: Quincy, Fla., 16; Havana 17; Quitman, Ga., 18-19; Waycross 20-24.
- Ricton's Dogs: Fayetteville, Tenn., 6-11.
- Slout, L. Verne, Theater Workshop: Crystal Lake, Ill., 15; Glen Ellyn 16; Chicago 17.
- Texas Cattle King, George M. Bragg's: Comfert, N. C., 13-25.
- Turtle, Wm. C. (Children's Recreation Centers) Portland, Ore., 13-18.

FINAL CURTAIN

(Continued from page 33)

showman, following a heart attack in Tampa March 4. He had been with Con T. Kennedy Shows and last was with Royal American Shows. At the time of death he was employed by Tampa Marine Corporation. Survived by a sister, of Miami, and a brother, Jacob, Elizabethtown, N. J.

SOUSA—Mrs. John Philip, widow of the composer and conductor, the March King, March 11 in New York. The former Jane Van M. Bellis, of Philadelphia, she was an amateur singer before her marriage. Survived by two daughters, Mrs. Hamilton Abert and Jane P. Sousa.

TYLER—Maurice L., concert and opera tenor, February 19 at Richmond, Va. Services at Tabernacle Church, with interment in Hollywood Cemetery, Richmond.

VAN LOPIK—Gerritt P., 59, head of the Victory Novelty Manufacturing Company, Grand Haven, Mich., in that city March 5.

WALKER—John A. Sr., 91, former minstrel showman and musician, following a fall in Indianapolis February 26. He started drumming when in Home Guard recruiting service in the Civil War at the age of 12. He was with Al G. Field Minstrels in the '70s. Survived by his sons, John Jr., of the team of Walker and Cozy, and J. L., Chicago, and daughter, Mrs. Ruthanne Muterspaugh, operator of an Indianapolis dance school. Masonic services at Wald Funeral Home, Indianapolis, with interment in Crown Hill Cemetery there February 29.

WIXOM—Van B., 67, last surviving partner in Wixom Bros.' Dog and Pony Circus, February 28 at University Hospital, Ann Arbor, Mich. He was the son of the late Matt Wixom, who founded Wixom's Great Shows in 1872, and was associated with his father's circus from childhood when it was a 28-wagon show. About 1898 he formed the Wixom Bros.' Palace Show and Congress of Stars. He was general manager of the Otis L. Smith Shows, as well as assistant manager of Utica Park, Utica, Mich., from 1909 to 1911. For the past 25 years, he was Detroit representative of the Brooks Candy Company. Survived by his widow and one son. Interment at Bancroft, Mich.

Marriages

BECKER-MILLER—Dave Becker, drummer with Bernie Cummings ork, to Kae Miller, of Reading, Pa., in Chicago March 6.

BREUER-MILLER—Warren Breuer, USMC, to Dorothy Miller, strip tease at the Grand Theater, St. Louis, in that city February 27.

LEFSETZ-LAVITSKY—Warren Harold Lefsetz, pianist with Georgie Kaye's orchestra, of Bridgeport, Conn., to Lena Lavitsky, nonpro, recently in that city.

MESTUSIS-VALERIE—Paris Mestusis and Joan Valerie at Little Church of the West at Hotel Last Frontier, Las Vegas, Nev., March 9. They are members of the dance team, Paris and Helen.

WATSON-SMITH—Sgt. John D. Watson, former press agent with World of Mirth Shows, to Edith Smith, nonpro, in Cincinnati March 8.

Births

A son, John Francis Jr., to Captain and Mrs. Jack Latkowski at Ware County Hospital, Waycross, Ga., March 5. Parents, former high divers, now operate a photo gallery in Ocala, Fla.

A daughter to Mr. and Mrs. Vern Merrihew in Enfield, N. H. Mother is daughter of Prof. Walter J. Bernard.

A son, James Herbert, to Private and Mrs. Harry H. Lansing at Hillcrest Hospital, Waco, Tex., February 19. Mother was Tiny Belle Zarlington, of the Zarlington Twins, well known in the tent and rep field.

A son, Keith Eugene, to Mr. and Mrs. O. F. (Red) Friend in City Hospital, Massillon, O., March 10. Parents were formerly with Pete Kortez and Harry Lewiston shows.

A son, Richard, to Mr. and Mrs. Asher Shaw March 4. Father is general manager of Associated Theaters Circuit, in Detroit, Cincinnati, and Flint, Mich.

Divorces

Mickey Wyman, dancer, from Lieut. James Neill, nonpro, in Reno, Nev.

LAST CALL

Open April 1, Petersburg, Va.—Downtown Location

- WANT—Grind Shows of merit.
- WANT—Young Attractive Girls with or without experience for Posing and Paradise Revue.
- WANT—Can place a limited number of Workingmen in all departments. Ben Check, answer.
- WANT—Roll-o-Plane, Octopus, Whip, Fly-o-Plane or Spitfire with own transportation. This is on account of disappointment.
- WANT—Fun House. Harry Thompson, answer.
- WANT to hear immediately from Dena Loveing and all others who are in good standing with this show.
- HAVE Girl Revue Wardrobe for sale. Fair condition and can be seen at winter quarters.
- CAN PLACE ALL LEGITIMATE MERCHANDISE CONCESSIONS; NO COUPONS OR WHEELS WANTED.

All Address

CETLIN & WILSON SHOWS

P. O. BOX 787

PETERSBURG, VA.

NORTH STATE SHOWS

Opening Saturday, April 1st, Asheboro, N. C.; Concord, N. C., April 10th thru 22nd; Kannapolis, N. C., April 24th thru 29th. Both under auspices Knights of Young America. (Positively only show to play these towns this season.) Thomasville, N. C., May 1st thru 6th; with big American Legion Jubilee Week at High Point, N. C., and 4 weeks in camp towns to follow. Ten Southern fairs now contracted. Everybody knows above spots. A season's work the first ten weeks. Everyone contracted, notice; final call.

Can place for season Concessions except Bingo, Palmistry and Percentage. Want legitimate Concessions all kinds—Cookhouses, Popcorn, Snow, Floss, Custard, Photos, Diggers, Novelties, Scales, Guess Your Age and all Stock Concessions. Shows: Place any worth-while Show with or without equipment, especially want Side Show, Minstrel with Band, Girl and Posing Shows, Geek, Monkey Circus, Animal, Freaks, etc. Rides: Will book or lease Rides not conflicting. Want Flat Rides, Octopus, Roll-o-Plane, factory-built Kiddie Auto. Want Ride Help of all kinds, Lot Man, Billposter with car or truck (good salary), A-1 Second Agent, Secretary capable handling office and all forms taxes, capable Help in all departments, Concession Agents. Notice: Want sensational Free Act. Book for season thirty weeks. Thanks to all who answered by ads before. Get with a show that is booked solid with short moves in proven industrial territory.

ADDRESS: NORTH STATE SHOWS, MOUNT AIRY, N. C.

P.S.: Want Sound Truck with or without Concessions. Micheal, answer.

CALL Opening Monday, April 3, Broad St. Circus Grounds, FIRST SHOW IN RICHMOND. CALL

WANT: Second Men for all Rides. Girls for Revue—salaries from office. Can book Photo Gallery. Will place Roll-o-Drome and Octopus. Want any Shows not conflicting. Concessionaires with Ball Games, Hoop-La, etc., contact me. Playing best of defense areas.

MARKS SHOWS JOHN H. MARKS, MANAGER, P. O. BOX 771, RICHMOND, VA.

Groves Greater Shows

Kinder, Louisiana, March 13-19; Oakdale, Louisiana, March 20-26.

WANT Agents for Stock Stores, Coca-Cola, Cork Gallery, Second Man for Ferris Wheel, Merry-Go-Round. All replies

ED GROVES as per route.

DUMONT SHOWS

SUMTER, S. C., WEEK OF MARCH 13

Florence, S. C., Week of March 20, Downtown Location

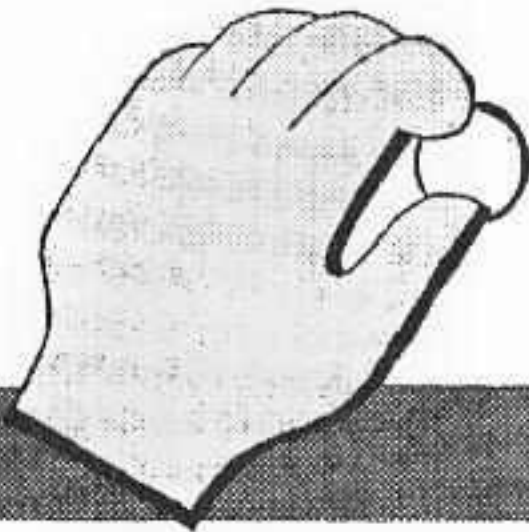
WANT Manager with Girls for Girl Show; will furnish all new equipment for same. WANT Animal or Side Show. WANT Slum Skillo and Wheel. WANT American Palmist. Address LOU RILEY.

CRESCENT AMUSEMENT COMPANY WANTS

OPENING GAFFNEY, S. C., WEEK MARCH 27

SHOWS: One more outstanding Show to feature, Side Show, Wildlife, Unborn, Fat Girl, Crime or War Show. RIDES: One more Ride with own transportation, Loop-o-Plane, Roll-o-Plane, Spitfire, Tilt or Whip. CONCESSIONS: Sell exclusive Custard, Photos, Penny Arcade. Want Cigarette Gallery, String Game, Bowling Alley, Agents for Ball Games, Penny Pitches, Cookhouse Help. FOR SALE: Wurlitzer Band Organ, style 125, with drums, bought new last May, in perfect condition, can be seen in operation, good as new, with case, \$750.00. 60 H.P. 40 K.W. Fairbanks-Morse A.C. Diesel Light Plant. Want to buy—Mirrors for Glass House. RIDE HELP for Twin Ferris Wheels, Merry-Go-Round and Octopus; must drive.

L. C. McHENRY, MGR., BOX 373, GASTONIA, N. C.



Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

Address Coin Machine Department, The Billboard, 155 N. Clark St., Chicago 1, Ill.

WALTER W. HURD, Director

C. E. VETTERICK, Editor

Post-War Planning—9

EXPANSION

The management of every firm today is vitally concerned with questions of expansion in the post-war era. This is not a disease that affects business management. There is a strong national urge to expand American business beyond the totals of the pre-war period in order to provide employment. The country well remembers that even in the most prosperous years before the war we still had national unemployment problems. Experts agree that there must be a general expansion of business after the war to provide work for all.

The coin machine industry has its part to play in the post-war expansion movement. If the industry does not play its part, it will inevitably be considered as a declining industry. People in the trade know that its member firms are as aggressive, if not more so, than any other line of business. Leaders in the industry are usually regarded as opportunists; that is, they are men who have the courage to venture into new lines and put their best into new ideas. It is now recognized that the industry will have a chance to show its mettle in the post-war period.

Post-war expansion will involve increase in plant facilities and ventures into new markets. The manufacturing division of the trade finds itself already having increased plant facilities in most cases. Coin machine manufacturers energetically entered into war production and expanded their factories and equipment to turn out more war materials. All these manufacturers will have those plants and war machinery to find uses for when the war is over. They recognize this problem and are already making plans on what to do. It would be easy to say that the coin machine industry should limit its production facilities and its output and thus prevent many competitive problems in the future. But the coin machines industry must take its place among other progressive industries and expand to provide more jobs, if for no other reason.

Increased plant facilities means greater production and also means that every firm with increased output must also look for new markets, or at least,

wider markets. This also includes a search for new products to make. The industry can trust its manufacturers to develop intelligent plans for expansion into new markets. This is already evident in the search for new products for post-war manufacture and new ideas now being developed in many of the plants. It is fortunate that manufacturers will apparently have plenty of time in which to survey all indications of future trends and also to put time and money into careful development of new machines and new ideas.

The trade as a whole will need to keep in mind that while its own factories are expanding, the factories of other industries are also expanding and are on the lookout for new fields. There are even now indications that big firms in other fields are considering the coin machine industry. Just as firms in other industries consider the coin machine trade, so our factories are also considering ventures into other industries. Some of the larger plants may in the future consider coin machines as a side line rather than the principal product. Before the war some of the factories had already been considering allied lines, and some of them had found it profitable to turn out novelty merchandise as well as coin machines.

In developing new markets, the number of retail establishments in the United States places a final and definite limit on the total number of machines that can be used at a profit in the country. It therefore appears that the coin machine industry will have to give more attention to the entire retail world in the future. All improvements and expansion in retail trade and retail stores will be of direct interest to the coin machine trade. Beyond that, the industry will have to look to export markets for the future. All industries are hoping for bigger export trade in the future, and the coin machine trade is probably more concerned than many other lines of business because exports will always be used to draw off surplus production and older machines on the home market. This benefits all groups within the trade from manufacturers to operators.

WPB RATES INDUSTRY AT TOP



"PISTOL PACKIN' MAMA'S" composer, Al Dexter, was recently the guest of M. H. Rosenberg, manager of Central Distributing Company of Omaha. "Sounds right purty" he seems to be saying about the tone of his tune, after Rosenberg played it for him.

Reconversion 'Planning' Puts Firms Among Top 20 Per Cent

Current WPB plans based on principles of Baruch report—coin machine industry rates with automobiles, small arms, typewriters

CHICAGO, March 11.—The pulse of the coin machine industry quickened several beats here this week when it was revealed that its factories are being considered among the top 20 per cent of industrial plants for conversion to civilian production. The news was contained in press releases widely published in financial papers early in the week.

Association Plans Program to Employ Disabled Veterans

PHILADELPHIA, March 11.—A new source of man power for coin machine operators is being lined up by Jack Cade, business manager of the local music machine operators' association. Having found the employment of women impractical for service work and with the demands of the armed services making further inroads in the ranks of the trade, Cade outlined a plan for the association members to hire disabled veterans of this war.

In the employment of servicemen, particularly those discharged for medical reasons, Cade pointed out that the industry would not only tap a new source of man power, but also help to play a major role in the rehabilitation of these veterans in their return to civilian life. He reminded that the local press has been much concerned over the fact that (See Assn. Vet. Program on page 72)

War Production Board officials have been hard at work on plans for conversion for many weeks and recently they have been taking stock to determine exactly which industries will have the hardest problems and hence will need special consideration. The WPB is working with the idea of not giving one competitor a chance to beat other competitors when reconversion of industry begins.

Three General Groups

The plans being drawn up by WPB at the present time are based on the principles of the Baruch report. Baruch said that about 20 per cent of industrial firms engaged in war production will have big problems in changing back to civilian production and that the remaining groups will not have so much difficulty.

Among the types of plants listed by WPB as falling within the 20 per cent class are automobiles, typewriters, small arms and the coin machine industry. The coin machine trade was described as follows in press releases:

"Automatic phonographs, vending machines, weighing machines, amusement and gaming machines, particularly the larger companies which have swung over to manufacture of gun mounts, plane parts and general munitions."

That coin machine factories were being given due consideration by the WPB was previously shown when an order was issued to permit the manufacture of certain quantities of sanitary napkin vendors. It was also reported that WPB already had under consideration a plan to release materials for the plants on a graduated scale when conditions permitted such materials for the increased production of civilian goods.

Planning Continues

The present plan for grouping factories into three general classes for reconversion (See WPB Rates Biz at Top on page 72)

San Fran Denies Control Of Phonos to Police Dept.

Higher license defeated by one vote in action by Board of Supervisors—police sought control of jukes as "curb" on juvenile delinquency

SAN FRANCISCO, March 11.—Board of supervisors decided by a margin of one vote not to turn over control of juke boxes in the city to the police force, as had been proposed as a measure to curb juvenile delinquency. The action followed weeks of controversy between the police and the juke box operators over the proposal of the former to attack juvenile delinquency thru juke box licensing.

The measure was proposed by three members of the board at the suggestion of Police Chief Charles Dullea and provided that the machines be licensed. In that way they would have been taken from the supervision of the city electric department and put under the jurisdiction of the police force.

Three attorneys appeared on behalf of the juke box operators and claimed that the ordinance, if passed, would be discriminatory, would drive small business men out of work, and was un-American in that it attempted to penalize an innocent occupation to give police more control over taverns.

Higher License Defeated

The three attorneys who represented the operators were Leo H. Shapiro, who appeared for the San Francisco Automatic Music Merchants' Association; J. W. Ehrlich for the manufacturers, and Assemblyman Harrison W. Call, of San Mateo County, for the California Music Merchants' Association. Another spokesman was Robert Spencer, secretary-manager of the San Francisco Automatic Music Merchants' Association.

The ordinance was intended to raise the city revenue on juke boxes to approximately \$40,000 a year from its present \$23,364 by leveling a \$2 a month fee instead of \$1 for each machine. An earlier proposal to tag on a \$2 license fee for each location plus \$1 a month for each machine was voted down by the board some weeks ago.

According to Spencer, there are approximately 1,800 machines in the city. Spencer declared that the operators were elated over the decision.

Scranton Music Operator Will Join Army in April

SCRANTON, Pa., March 11.—Joe Baldassari, manager of Baldassari Amusements, said to be the largest operation of automatic phonographs in this area, will leave next month to serve with the armed forces.

A Glimpse of Tomorrow . . .

Coin machine firms, now engaged in total war work, reveal thoughts and plans for the post-war period. A series.

PAN CONFECTION

By GEORGE F. EBY
General Sales Manager

THE average well-paying post-war vending route will require an investment of about \$5,000 and should, if properly managed, produce an income of around \$5,000 per year.

It is our belief that the post-war vending machine will vend candy in one-cent and five-cent packages as well as five-cent packages of cookies. From a few tests now being made, it is found that where the one-cent vender is placed beside the five-cent vender the sales have materially increased.

Experiments also have proven cookies to be a popular item in offices and industrial plants. Some people do not like candy but will buy cookies if they are offered. This increases sales and make more profit because you would not sell that customer candy.

A new type of five-cent candy will be placed on the market after the war and from the venders standpoint will be much more desirable than today's bar candy and in a much wider variety. Taste appeal and eating quality will be uppermost and next will come package design and eye appeal. You will be in an entirely new candy era, working along entirely new lines.

Your best locations now will be just fair after the war. People will travel and move around. Trailer camps will spring up and produce good markets at certain times of the year. The movement south in cold weather will be greater than it is now and there will be many other changes. Watch for them and don't let any of these opportunities slip by you. Grab them as they come along.

You will see machines on the market

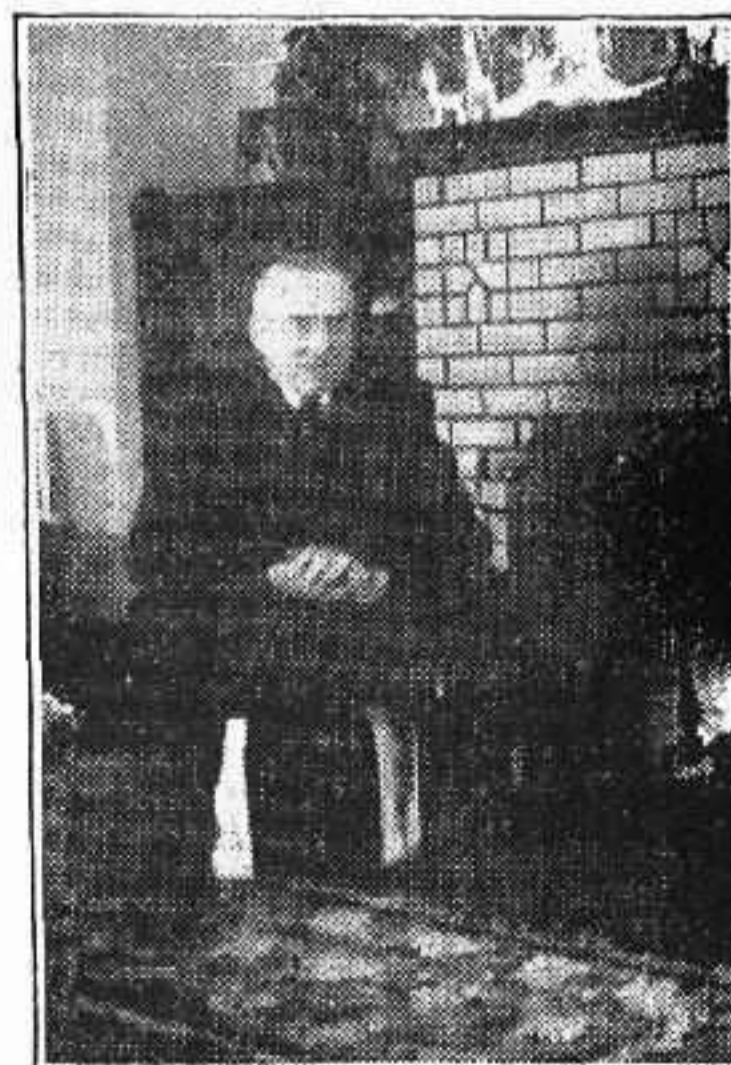
after the war that will have a section for five-cent candy bars, five-cent packages of cookies and several one-cent sections for candy, gum and salted nuts.

Many of the old ways of getting business will never return, as well as many of the old faces.

We are going thru a change now that will again change after the war; we are now in a seller's market and to say the least, a very unhealthy one at that.

So many manufacturers are out for all they can get, regardless of whom it hurts; they are money mad and run an auction business, selling to the highest bidder and letting their old faithful customers suffer for the want of merchandise to sell—or even to stay in business. We all know that the rationing of raw materials has curtailed production some, and that the shortage of labor has cut production to a great extent, but at the same time many a customer that the manufacturers used to serve, has discontinued business, thereby releasing a certain quantity of merchandise which could be given to their old customers, allowing them to stay in business or even continue with about the same amount of business as they had in 1941 or 1942.

The manufacturer who sticks by his old customers deserves the full and wholehearted support of each and every customer. They should be supported to the limit when business is hard to get and price cutting, as well as secret rebates again appear on our over-supplied market. There are also cases when a manufacturer is able to take excellent (See PAN CONFECTION on page 72)



OPERATOR G. B. AUNKST, Watertown, Pa., conducts a large music operation, a dairy and a restaurant. Small wonder he enjoys a bit of relaxation by his fireside. He has three boys in the armed forces.

Late Shifts at War Plants Usually Find Venders "Out"

CHICAGO, March 11.—Recognizing the importance of vending machines in war plants, *The Cleveland Plain Dealer* recently printed an article telling of the trials and tribulations of night workers in these plants. The late shift employees are just out of luck, it seems, because the vending machines are always empty by evening.

Because this situation is probably found in many war plants and is of interest to the trade generally, we are reprinting the article in full:

One of the heretofore unrevealed horrors of war plant night shift work is the fact that candy and gum machines are always empty.

Vending machines in factories are always filled in the daytime and emptied in the daytime, generally within an hour after being filled. The night shift never gets a crack at them. Either they are empty as Old Mother Hubbard's cupboard or only the unpopular brands are left.

The civilian candy situation becomes sadder as the army becomes bigger, because the army wants 18 bars a month for every man, one big candy distributor explained. This comes from a limited supply to begin with. Many small candy manufacturers have long since collapsed from sugar shortage.

Could Triple Business

"I could triple or quadruple my busi-

ness if I could get the stuff," said a vender who has nearly a thousand machines stationed in war plants. "I fill them once a week. The standard machine has 100 bars. Sometimes they are gone before I leave the plant."

Workmen frequently importune him to fill the machines again on the same visit, but if he did that the next factory would not get any. The poor night shift is out of luck because the plants will not permit night deliveries.

In order to supplement the shortage of good domestic candy bars, this distributor bought several tons of Cuban sugar candy. This does not sell except in foundries where the men will eat anything for a quick pick-up.

"Usually winter is our busy season," this vender said, "but last summer sales didn't slack off a bit. I couldn't get enough to reach the market saturation point. Many people don't buy candy because they want it—they buy it because it's scarce. They'll take it home."

Other candy distributors said they could dispose of "unlimited" quantities of candy and gum if they could get them. All are on quotas of pre-war business. Dealers are allowed 50 per cent of their pre-war gum stocks, but cannot always get that much. They are supposed to receive 60 per cent of their pre-war candy, and sometimes they get it.

Worst of all, from the distributor's point of view, is the enormously increased demand and nothing to satisfy it with.

DETROIT, March 11.—Pvt. Neil Holland, former business agent of the United Coin Machine Workers, now stationed at Camp Grant, Ill., recently had his first three-day pass to meet his wife and son in Chicago. He gets all issues of *The Billboard*, and writes that he keeps up with what is happening in the coin machine field.

Associations, Organizations Under New Federal Scrutiny

WASHINGTON, March 11.—Trade leaders in many industries are giving study to the new federal tax law which was recently enacted over the President's veto.

One section in the new law requires that a large number of organizations of various kinds make reports to the Internal Revenue Department of the gross income, receipts and disbursements of the organization. The new law, it is said, will require about 300,000 organizations of various kinds to make regular reports on their financial affairs. Trade associations, social, recreational and pleasure clubs are included in the large list of organizations that must report.

Internal revenue officials say that the blanks for such financial reports will be ready by May 15. When the House Ways and Means Committee wrote this provision into the tax bill, the report said that Congress intended to investigate trade associations and all sorts of organizations to see if their financial activities could be taxed.

Tobacco Jobbers Ask Price Floor In Post-War Era

NEW YORK, March 11.—To prevent a sharp post-war slump, such as happened after World War I, the National Association of Tobacco Distributors has gone on record as favoring a revision of the emergency price control act to empower the Office of Price Administration to establish "floor" as well as ceiling prices.

The resolution, adopted at an Eastern regional meeting of the association, declared that there is considerable fear that when the war ends, prices might react as they did before, and asserted that such a floor could act to prevent serious deflation in the same manner that ceilings are designed to prevent drastic inflation.

A letter was sent by the association to Secretary of Agriculture Claude Wickard protesting against continuance of any restrictions on the planting of flue-cured and burley tobaccos. Inasmuch as these tobaccos are used for cigarettes, the letter said, the feeling in the industry is that unless their production by the farmers is increased substantially, an acute shortage of cigarettes will be inevitable.

With hardly any exceptions, distributors expect less merchandise than in 1943, it was revealed in a survey made by the association to determine the effects of the war economy on the wholesale tobacco trade.

The following percentages of those replying look for less favorable supplies on the different types of merchandise handled by the group: Cigarettes, 82.5 per cent; candy, 38.8; chewing gum, 40.9; matches, 41.4, and fountain supplies, 34.2.

this city, where the Mormon (LDS) Church has previously held the juves under strict control thru Mutual Improvement Associations and other church organizations.

REAL BUYS Ready for Immediate Delivery

- 3 JENNINGS 5c CHIEFS.....\$ 99.50
- 1 JENN. 5c SILVER CHIEF, 169.50
- 1 JENN. 5c GOOSENECK..... 39.50
- 2 JENN. 1c LITTLE DUKE, J. P. 39.50
- 10 JENN. 5c TRIPLE JAK..... 69.50
- 1 PACE 1c ROCKET (New), 149.50
- 3 PACE 5c COMETS, D. J.... 72.50
- 1 PACE 10c COMET, D. J.... 89.50
- 1 PACE 25c COMET, D. J.... 129.50
- 2 PACE 10c BANTAM, J. P... 89.50
- 1 PACE 5c BANTAM, J. P... 69.50
- 1 PACE 1c BANTAM, J. P... 49.50
- 3 WATLING 5c ROLATOPS... 89.50
- 2 MILLS 5c GOOSENECK, J. P. 49.50
- 1 MILLS 25c DICE MACH.... 149.50
- 9 MILLS 5c GREEN VEST PKTS. 42.50
- 10 COLUMBIAS 5c GOLD AWARD 49.50

- ### PHONOGRAPHS
- 1 MILLS DANCE MASTER.....\$49.50
 - 4 WUR. 12 RECORD..... 89.50
 - 5 SEEBURG 12 RECORD..... 69.50
 - 2 WUR. TWIN TWELVE ROLAWAYS, In metal cab., with Keeney Adapter..... 99.50
 - 2 ROCK-OLA 12 RECORD..... 69.50
 - 1 ROCK-OLA 16 RECORD..... 99.50

THE SIMPLEX COMPANY
204 Walton Bldg. Esplanade
LEXINGTON 9, KY.

WHAT HAVE YOU TO SELL?
I will pay these prices F.O.B. your city.
\$ 60.00 for Mills 2-4 Pay Escalator Slot Machines
105.00 for Mills 5c Bluefronts
110.00 for Mills 10c Bluefronts
40.00 for Chrome Vest Pockets
20.00 for Packard Wall Boxes
60.00 for Wurlitzer 616, 81 and 41s
85.00 for Wurlitzer 716, 71 and 81s
450.00 for Wurlitzer 850 and 950s
FRANK HARRIS
508 Gough St. SAN FRANCISCO, CALIF.

SPECIAL—SPECIAL

<p>BALLY COCA-COLA VENDORS Completely overhauled and ready for location \$475.00 each</p>	<p>1 BALLY CAR-BONATOR \$500.00</p>	<p>50 WAR EAGLES Factory rebuilt and guaranteed to look like new. \$495.00</p>
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BELL PRODUCTS CO.
2646 W. NORTH AVE. CHICAGO, ILL.

ORIGINAL JAR-O'-DO RED, WHITE AND BLUE

2100—\$33.00 Profit or 2170—\$36.50 Profit

\$2.00 Per Set IN GROSS LOTS

\$2.50 Per Set in LESS THAN GROSS LOTS

JOHN GLASSPIEGEL CO. 534 N. WATER STREET MILWAUKEE 2, WIS.

ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION
Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

Teen-Age Club Idea Gets Belated Mormon Approval

SALT LAKE CITY, March 11.—Salt Lake City has joined the parade of cities which have adopted the teen-age club as the direct answer to possible juvenile delinquency. This week it opens the Teen-Age Tank Klub with complete backing of educational, civic and religious leaders. It is situated in the basement of the YWCA building.

The teen-age club idea was sponsored nearly a year ago during a series conducted by *The Salt Lake City Telegram*, in which *The Billboard* correspondent, Stephen J. Moloney, advocated the establishment of local clubs. This week sees the fruition of the idea.

The club will feature a snack bar (strictly cola), tables, food (hamburgers, etc.) and the finest dance bands in the world (a la juke). It will be supported by a small membership fee and by the Salt Lake City commission. It will be governed entirely by the juves, with a minimum of adult supervision.

The night club idea will be carried out week-ends, with swimming, games and gym motif on other nights.
The teen-age club idea is hot stuff in

Continental

Write for these Items

UNIVERSAL'S "BIG CHARLEY"
RED, WHITE AND BLUE IN A NEW SIZE!!

(Stapled in Fives)

Takes in\$434.00
2170 Tickets at 5 for \$1.00	
Pays Out (Actual) 360.00
Profit (Actual)\$ 74.00

\$83240

EACH IN GROSS LOTS\$3.00
EACH IN DOZEN LOTS 3.15
EACH IN SINGLE LOTS 3.30

Continental Distributing Co.
822 N. THIRD ST. MILWAUKEE 3, WIS.

BUY FROM THE OLD RELIABLE MODERN AUTOMATIC EXCHANGE

2618 Carnegie Ave., Cleveland 15, Ohio

FIVE-BALL FREE PLAY

- Crossline \$39.50, Jungle 49.50, On Deck 37.50, Sporty 25.00, Roly 25.00, Formation 39.50, Jolly 25.00, Scoop 25.00

ARCADE EQUIPMENT

- Bally Rapid Fire Conv. Into Jap \$225.00, Bally Bull's Eye 85.00, '39 Western Baseball 69.50, Exhibit Rotary Push Arm 169.50

ONE-BALL

- Grand Stand, Comb. F.P. or C.P. \$69.50, Grand National, Comb. F.P. or C.P. 79.50, '39 One-Two-Three, Free Play 39.50, Preakness, Cash Pay Out 32.50, Victory, Free Play 39.50

CONSOLES

- Fast Time \$69.50, Jumbo Parade, C.P.O. 94.50, Big Game, P.O. 89.50, Paces Saratoga Jr., P.O. 149.50, Royal Flush 69.50, Stanco Bell, Single 89.50, '38 Track Time 110.00, Bally Bells, 5 & 25c Play 69.50

SLOTS

- One Comet, 5c Play, 2-4 P.O. \$75.00, One Comet, 1c Play 40.00, One Caille, 5c Play 75.00, 1/3 Deposit—Balance C. O. D.

INFORMATION CORNER

Coinman Is Puzzled About Price Ceiling Matters

To the Editor: We would appreciate it if you could furnish us with the latest ruling regarding price ceilings on the sale of used coin-operated equipment as covered by MPR-429. The information we desire is the following:

- 1. When operators sell to distributors does the 75 per cent ruling apply? 2. Does it apply when distributors sell to operators? 3. Does it apply when distributors sell to distributors? 4. Does it apply when a distributor-operator sells to an operator thru a broker who does not handle the equipment but who accepts the deposit and the distributor-operator collects the balance?

Are all the ads in The Billboard in accordance with the OPA regulations, or does the fact that prices are stated in the ads have any bearing on the subject?

We would greatly appreciate any information you may have on this government order. LOUIS S. GLASS, Wisconsin.

Dear Mr. Glass:

We have been hoping for several weeks that OPA would issue its new plan of price ceilings for coin machines. Some favorable rulings have been in the making, but they have not been issued yet, so the original MPR-429 still stands.

Our information on your questions is as follows:

- 1. Under MPR-429, when operators sell to distributors, the 75 per cent rule does not apply. 2. When distributors sell to operators the regulations of 429 apply. In fact, the order was drawn up to apply to such sales. 3. When distributors sell to distributors the order applies to such sales. Also when operators sell to operators the order applies. 4. In answer to this question all we can say is that the terms of MPR-429 say definitely that any schemes used to avoid the principal of the order will be considered as a direct violation. Hence if you have any plan, we would suggest that it would be safer to ask for a ruling on such a plan from your OPA regional office. The regional offices have authority to pass on special questions. However, they usually refer such questions to the Washington office. 5. Your question as to prices on used machines advertised in trade papers is one of special interest. OPA officials in Washington check on all these prices, but my latest report indicates so far that they consider so few sales are being made that they do not consider the present situation serious. The distributor who advertises these high prices makes very few sales.

We suggest that you watch The Billboard from week to week as we will publish any information released from OPA. INFORMATION SERVICE.

Juke Boxes Plus Dancing Makes Location Taxable

To the Editor: In the February 19 issue of The Billboard there appeared an article on "cabaret" tax.

It stated places using juke boxes do not have to pay this tax. We are using juke boxes for dancing and are very much concerned over this law.

Could you inform us to whom we may write so we can get all the information on this law? RANDALL BLUNT, Illinois.

Dear Mr. Blunt:

We suggest that you follow the coin machine section of The Billboard and keep posted on the cabaret tax. As new information comes out we will publish it. The March 11 issue contains some good information for you.

Our information is that if there is dancing to juke box music in any location, the location is subject to pay the cabaret tax. In many cases the collectors will not enforce this if the location has a sign on the wall saying "No dancing allowed." However, if there is special provision made for dancing the tax is then due.

We are enclosing a copy of our bulletin on the cabaret tax. INFORMATION SERVICE.

Plans Arcade To Help Pay Expenses Thru College

To the Editor: I am think of moving to Chicago to

go to school and would like to move my Penny Arcade up there. Would like to know if any Penny Arcades are operating there now, also what the city and State licenses are. Would also appreciate any information you could give me on operating a Penny Arcade in Chicago.

CHESTER BISHOP, Kentucky.

Dear Mr. Bishop:

It is interesting to know that you think of moving your arcade to Chicago to help pay your expenses thru school here.

We are sorry to report that arcades

are a very competitive business in Chicago and you would have considerable difficulty in getting established. Chicago has recently placed a \$10 fee on each arcade machine and there are other difficulties which would be rather serious for an outsider to come in to.

Unless you can make arrangements with the school you expect to attend to have a kind of amusement center for the students, we do not think it would be advisable for you to move your business here.

INFORMATION SERVICE.

ATTENTION DIRECT POSITIVE OPERATORS



KODAK

Direct Positive Paper, Super-Speed

THIS dependably fine paper is now available from your regular source of supply in standard rolls or cut sheets.

The temporary shortage was due to the pressing needs of our government and armed forces for this particular paper stock. That situation has now been largely relieved.

Your regular dealer can again supply you with Kodak Direct Positive Paper. Order now.

EASTMAN KODAK COMPANY, Rochester, N. Y.

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DISKERS WIN PANEL ROUND

Decision Recommends That WLB Order Musicians Back To Work Sans Concessions

Shellac Release Up to '41 Quota for Second Quarter Makes AFM Possible Return To Work Rosy—But There's a Rub

NEW YORK, March 11.—More records for music machines are just a question of time, with the WLB Special Panel recommending that the War Labor Board order musicians back to work (see AFM Loses Panel Disk Case, page 3) and the WLB releasing shellac on the basis of the second quarter of 1941, when the peak of pre-war pressing was hit. Two things, however, tend to hold back the flow of platters from ops. First the Labor Board Panel Decision will have to be ratified by the National WLB, and, second, it hasn't been a material shortage so much as man-power shortage that has held back all-out production. While the WLB usually ratifies 90 per cent of the cases heard by its industry panels, the AFM-recording companies hearings were by a special panel of three, appointed for the hearings, and there is no one in the industry willing to forecast the outcome in this particular instance.

However, both Victor and Columbia execs admitted that they hoped platter production would start within a month, and this means that pop records and instrumental music should be available from these companies for the first time in nearly 19 months. With three companies offering the juke field the numbers they need to pull the nickles, when they need them, even if the individual orgs do not increase their actual disk outlet, the music machines will profit.

The increased shellac allotment, say the diskers, will mean more than just more records (which they refuse to promise now). It will mean better records with less surface and with more plays per disk. That's also important to the ops.

Copyright Law-Unemployment Fund

However, the most important section of the 60-odd page decision to the jukes is that which refers to the demands by the AFM for royalty payments for the "unemployment fund." This is nixed as part of the decision but the report points out that the proper way to arrive at such a fund is thru a revision in the copyright law which would make the musician actually have an interest in every record he records. It also points out that this interest could be assigned to the union to which the musician belongs without there being anything inconsistent with the "sound social policy." The report does point, however, that the moneys would have to go to the union "under proper safeguards."

The report further notes that 20 per cent of all records "are used commercially" and intimates that it's these commercially used records which should carry with them the royalty which would provide for the "technological unemployment of their union brothers."

Jukes Replace Musicians?

Only juke boxes and wired music are singled out in the report as currently replacing live musicians, but the juke box income "according to meager testimony is a gross of \$200,000,000 a year," and the report intimates it should pay off.

Companies and AFM Agree

The report stresses that both the recording companies and the union agree that a revision of the copyright law is advisable and that it should not be beyond the realm of possibility that both could get together and arrive at a basis for such a revision.

If AFM agrees not to fight the panel findings it is certain that copyright legislation will be pushed at once. It is on this section that the industry member dissented and the labor member of the panel agreed with the chairman. The labor member's dissent from the recommendation that the musicians be sent back to work might be taken as an indication that the panel's decision may

(Diskers Win Round on page 66)

Official Juke for Reveille and Taps

FORT WORTH, March 11.—The bugler is "dead"—long live the bugler. That's the way they would say it in England.

Bugle calls from the 10 heard at 5:55 a.m. to taps at 11 p.m. at the Fort Worth army air field are nothing more than a recording. The synthetic bugler is the New York Philharmonic Orchestra's first trumpet player, Harry Giantz, on a phonograph record.

The record is played in the air field's theater. Large amplifiers atop the theater carries the recording to the most remote part of the field. So any soldier assigned is the bugler now.

Youth Clubs With Dancing Must Pay New Cabaret Tax

WASHINGTON, March 11.—Teen-age clubs now springing up over country will fall within cabaret classification and will be taxed accordingly if they are public places and dancing is offered, internal revenue officials declared today.

If no dancing is offered, and juke boxes are only music or entertainment, the clubs will not be taxed 30 per cent of amounts spent by patrons.

"It depends entirely on how the teen-age clubs are operated," revenue bureau official asserted. "If they are operated as a public cafe or a lunchroom, and dancing is offered, the place would definitely be classed as a cabaret and full taxes would be collected. This is regardless of the fact that a juke box may be the only music.

"On the other hand, if the spot has a juke box alone, with no dancing or other entertainment, it would not be a cabaret, as the law exempts spots having instrumental music alone."

Revenue bureau officials also pointed out that teen-age clubs couldn't avoid tax payments by charging admission. If admission is charged, taxes will also be collected on the admission charge at the new rate of one cent for every five.

High Court OK's Double Tax Occasioned by Police Fees

Operator studies appeal to U.S. Supreme Court over discriminatory features of permits which favor larger operators, duplicate tax

MEMPHIS, March 11.—The city of Memphis won approval of its recent juke box ordinance when the Supreme Court of Tennessee handed down a decision on the question March 4. The test case had been of national interest to the juke box trade because similar ordinances or test cases were under consideration in other places. The city evidently considered it an important case because two of its attorneys were present at the hearing before the high court.

Before the case went to the State Supreme Court it had been the occasion of much publicity here, and newspapers referred to it as a contest between large and small operators of juke boxes. The situation arose when the city passed the ordinance. It gave the police department control over the juke boxes by requiring police permits for the placing of such machines, and the permits cost the operator \$2 per year. The city already had a license covering the operation of juke boxes in the city.

Lee Miller, mentioned in newspapers as a so-called independent or small operator, brought the original suit in court here to test the validity of the ordinance. Newspapers emphasized the point, however, that "the Supreme Court ruling follows a lengthy controversy in Memphis during which many persons claimed they were being discriminated against by the police permit system." Miller contested the validity of the ordinance on the bases of seven counts, arguing that it was unconstitutional, that it was a duplication of licensing, and that it was unreasonable and unequal in its applications.

The petition to the high court boldly contended that the ordinance requiring police permits was unconstitutional under both the State and federal constitutions. When the high court came to this plea, it apparently followed precedent by saying that unless an ordinance passed by a city was very definitely in violation of State or national law, courts followed the practice of giving the cities the power to regulate their own local affairs as seemed best. This was the ruling that had been generally expected from the high court because there is a strong tendency in courts to follow such a rule.

Charges Favoritism

According to reports in Memphis, the real bone of contention among the in-

(See High Court Ok's Tax on page 71)

MUSIC IN THE NEWS

By MARGARET S. WELLS

TWO-TRACK MIND.—Most of the week's news about music seems to fall into one of two categories: notes about *Mairzy Doats* and a discussion on music and juvenile delinquency.

The latter was prompted mainly by Senator Andrews, of Florida, who heads a Senate sub-committee investigating juvenile delinquency. He claimed radio crooners who set "children yelling and screaming as tho they were having fits" are a menace to juvenile morals.

As might be expected, almost every paper in the country disagreed with the senator. One of the most sober comments came from *The Detroit News*, which said in an editorial, "Delinquency thrives best in a vacuum, where there is nothing real to occupy the time and the young mind. It is the choice where there is no other choice." A reason for delinquency which comes closer to the mark, according to the Detroit paper, is "the absence of a background of better and more worthy things in the child's world, things contributed by parents, the church, the school and in no inconsiderable measure, the radio."

The St. Louis Globe-Democrat music editor says no doubt the senator is referring specifically to Frank Sinatra, and points out that 90 per cent of the teenagers who swoon with him do so in the comparative privacy of their living rooms, since Sinatra's domain is largely the radio. And the living room of the home is surely no breeding place for juvenile delinquency, he points out.

"Maybe some of the youngsters flock to juke boxes and movie houses to hear Frankle give out, but these audiences are likewise limited—by the Petrillo ruling as far as the juke boxes are con-

cerned, and by the infrequency of Sinatra films as far as the movie houses are concerned.

"So it all boils down to people taking their crooners thru one principal medium—the radio," the article continues. Records played in the home would be runners-up. If some of the bluenoses who whoop and holler about crooners and boogie-woogie would study the facts, they would agree with some authorities on juvenile delinquency who actually endorse crooners, boogie woogie and swing music as incentives to keep the youngsters out of mischief. For listening to crooners is—regardless of one's opinion of their merits—a harmless hobby."

EXPERT OPINION.—Nutty as *Mairzy Doats* undoubtedly is, its victims aren't, we are assured by an eminent psychiatrist, Dr. Abraham Brill. In an article in *The Wichita Falls (Tex.) Record News* Dr. Brill is quoted as saying that the infantile rhymes of the song are "a release for human rebellion against this year's income tax forms and regimentation."

Subconsciously we're all savages if we take Dr. Brill's words to heart. He says, "The human mind resents the demand for accurate speech and revolts against civilization. We rarely build monuments to teachers."

Dr. Brill disagrees with the theory that the success of *Mairzy Doats* is attributable to a yearning to escape from the stress and strain of wartime into a never-never land. He says *Yes, We Have No Bananas*, which was just as meaningless, was equally popular during peacetime.

"Even as a grown-up the normal individual still occasionally indulges in playing with words as nonsense sounds. (See Music in the News on page 71)

CMAC *Financing*

WILL BUILD THE MIGHTY GULLIVERS OF THE COIN MACHINE INDUSTRY

Remember Gulliver? He was a giant among a race of Lilliputians! That's a position CMAC Financing can help Coin Machine Manufacturers attain in their industry—and Coin Machine Distributors in their territories.

What does CMAC Financing offer manufacturers? Freedom from freezing a substantial part of working capital in carrying installment paper at low profit. Release of those resources for the more important and more profitable job of building and selling new machines.

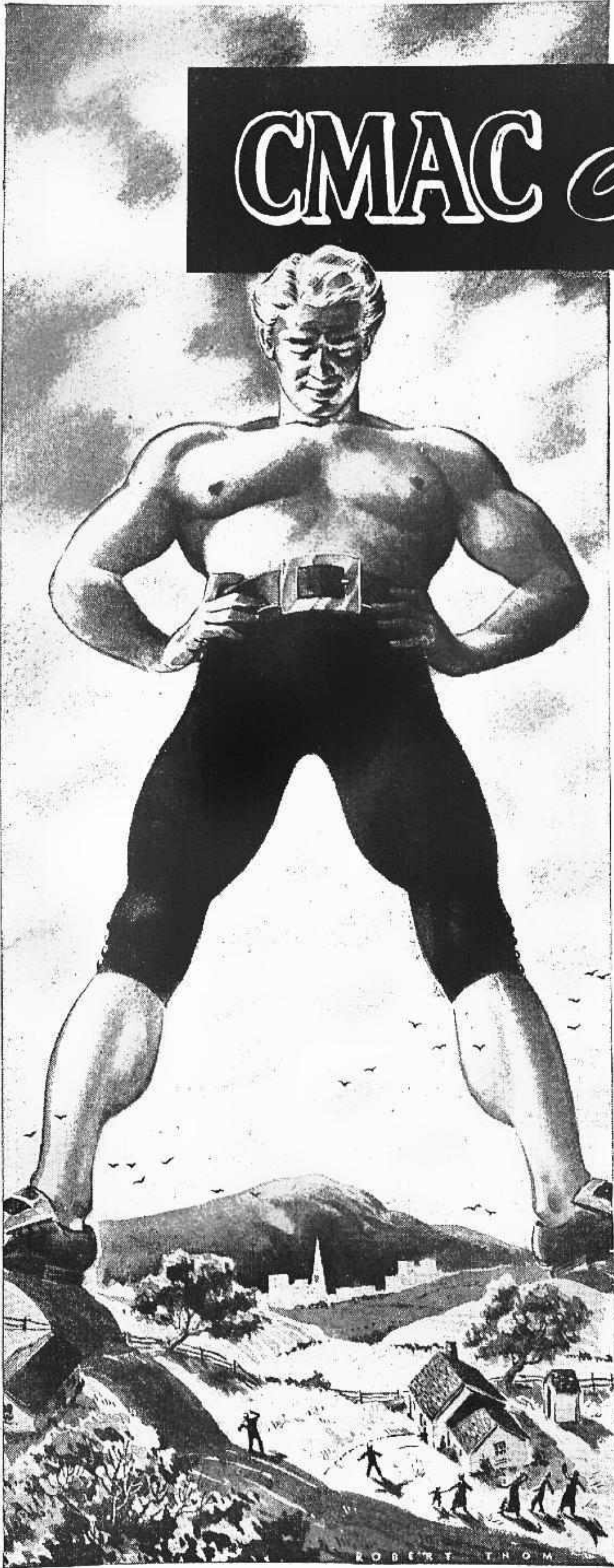
What does CMAC Financing offer distributors? An opportunity to take substantial cash discounts—to buy more machines. A means of enjoying greater prestige among operators by offering them this sound financing service.

In both cases, CMAC Financing means greater volume—and that means greater profits!

As part of your post-war planning—plan on using CMAC Financing. It can provide needed funds, in ample sums and without delay for the promotion of your new products. No need to deal with slow moving folks who do not understand your business. No need to seek a silent partner who contributes nothing constructive but his cash.

The Coin Machine Acceptance Corporation knows the Coin Machine business—has faith in its future—is ready to provide financing that will build the great Gullivers to-be of this industry.

In addition to financing manufacturers and distributor's sales, CMAC also provides distributors financing for the purchase of warehouse stocks of new equipment—financing through manufacturers or distributors of a substantial amount of the cost required for the purchase and sale of routes.



Coin Machine Acceptance Corporation

134 NORTH LA SALLE STREET • CHICAGO 2 • ILLINOIS

**So Mairzy Doats
Is Basic English
—It Says Here!**

ST. JOHN, N. B., March 11.—The Coney Island Amusement Company, Halifax, is promoting public interest in *Mairzy Doats* by advertising in local newspapers that the tune is "Basic English." Halifax is inhabited mainly by the English, and thus a direct relationship is established between the city and the novelty song which is so popular there.

People are asked to single out *Mairzy Doats* when playing the Coney Island boxes. This is believed to be the first time a coin machine distributor has concentrated advertising on a single number in his juke boxes. In previous ads the firm has included from three to a dozen different records.

Frank Doody, of the staff of Jack Jones, St. John coin machine distributor and arcade operator, lent a hand in rescuing a bed-ridden man from his third floor apartment in a building which caught fire. Strangely enough, the rescued man was a business tenant of Jones, and was burned out when the Jones building was gutted in an early morning fire recently.

Frank J. Elliott, of Amherst, veteran coin machine operator and distributor, has again been elected president of the Amherst Canadian Legion post. He has been active in the group since its organization, and has held several offices.

**Home Juke Furnishes
Music for Wedding**

MINNEAPOLIS, March 11.—If home juke needed an occasion to go respectable they got it here Saturday (26).

Unable to obtain "live" music for the wedding of Frank London, medically discharged army vet, and Goldie Sokol, the

WANTED
MUSIC ROUTES OR INDIVIDUAL
MUSIC BOXES

BALTIMORE
MUSICAL SALES CO.
BALTIMORE, MARYLAND
140 W. MT. ROYAL AVE.

VERNON
5757

family obtained use of a home juke.

As the bridal party started down the aisle toward the altar, the home juke gave out with *The Wedding March*.

As the minister paused, strains of *I Love You Truly* came from the music machine.

"In all my years of experience as a minister," said Rabbi Israel E. Friedman, "this is the first time the music for a wedding was furnished by a home juke box."

After the ceremony the phono, of course, was given over to dance music as the guests celebrated the nuptials.

**Minister Wants
Hymns on Jukes**

SPOKANE, March 11.—Hymns for juke boxes is the novel suggestion made by a Spokane minister in his weekly devotional hour radio broadcast on Station KGA recently. As yet, none of the Spokane operators have followed the suggestion.

The minister, while not condemning the juke boxes, complained of the type of recordings selected. He inquired, "Do not the owners of these music machines realize that Christian people may desire to enjoy hearing their favorite hymns while dining in a cafe?"

The minister did not consider *Comin' In On a Wing and a Prayer* or *Praise the Lord and Pass the Ammunition* as strictly religious music.

DISKERS WIN ROUND

(Continued from page 64)
be fought by AFM even after the National WLB made a favorable report. If it is fought, the industry will be no worse off than it is now, as present contracts between the union and Decca and other recording companies were held in the panel statement as being valid and binding documents.

Some segments of the juke industry fatalistically admit that they expect to be soaked a special fee sooner or later. What they're hoping for is some method by which they may protect themselves on how much the royalty will be. One op stated that if this copyright business thing came about he hoped at least that it would force "us ops" to form an organization strong enough to fight for our interests as the AFM fights for its musicians. "It's Petrillo's job to fight for the fiddlers—but it's no one's job to fight for the jukes," as he put it.

Another op pointed out that "if Petrillo's boys cut in on the jukes, what's to prevent the ASCAP-ers, BMI-ers, the songwriters and MPPA all getting their piece of juke."

A third op was frankly worried because as he put it—"The bookkeeping will be terrific—and I can't count so hot."

Popular Record Reviews

(Continued from page 21)

THE PIED PIPERS (Capitol)
"Mairzy Doats"—FT; V. "A Journey to a Star"—FT; V.

It's like taking oats from a mare when it comes to wrapping up the wordage of *Mairzy Doats* for the Pied Pipers, the mixed vocal foursome adding rhythmic harmony tricks and licks to help deaden the monotony of the elusive lyrics. Paul Weston's band, per usual, provides the accompanying musical punch. More attractive to the singers is the Robin-Warren screen ballad on the mated side, *A Journey to a Star*, the Pipers turning in a smooth and polished harmonic blend all the way. Weston's band spins a plush pattern for the slow ballad.

In the mad rush to get "Mairzy Doats" into the music boxes, the operators shouldn't overlook the movie ballad, "A Journey to a Star," which is already reaching out for popularity that may put it in hit parade company.

DICK HAYMES with THE SONG SPINNERS (Decca)

"If You Were the Only Girl"—W; V. "Home"—FT; V.

Considering the click Dick Haymes registered with his introductory all-vocal records, there must have been a short-circuit somewhere along the line in assigning these two songs to the sing star. In addition to the Song Spinners, who provided him the background voices before, Haymes has the advantage of a richly orchestrated accompaniment directed by Camarata. However, the song selections are a complete let-down, particularly in view of the excellent material of the moment that is around and awaiting its turn for the turntables. Both selections are of the way-back-when variety with no apparent reason for dusting them off on the disks at this late date. *If You Were the Only Girl* is the waltz favorite of an earlier generation. *Home*, taken here as a slow ballad, is the Peter Van Steeden song hit of an earlier year.

While the song material can hardly hope to attract coins in favor of the more current competition, music operators may be able to cash in to some extent with these sides on the strength of the singer's name alone. As such, "If You Were the Only Girl" gets the experimental nod, altho there is little choice as far as either of these dated songs are concerned.

THE FOUR KING SISTERS (Bluebird)

"Mairzy Doats"—FT; V. "It's Love, Love, Love"—FT; V.

A male chorus, devoted to sustained vocal harmonies and a bellowing bass to mark the rhythmic beats, provide synthetic support for the Four King Sisters for both of these sides. Shortcomings in absence of an accompanying orchestra are more pronounced when an attempt is made to tackle the rhythm tunes, as in the case of *It's Love, Love, Love*. The King Sisters designed the ditty in a bright rhythmic vocal arrangement, but lacking body in the backing, almost the entire effect of their volcings is lost. Nor can the gals be blamed for their yeoman efforts to provide listening substance to *Mairzy Doats*.

Competition faced by the King Sisters by the instrumental entries for both of these all-vocal sides minimizes their music box appeal. The girls sing them well enough, and the songs are of special import to the music operators, but the lack of instrumental support is sorely felt.

KING COLE TRIO (Premier)

"My Lips Remember Your Kisses"—FT; VC. "F. S. T."—FT.

From the West Coast movie colony springs still a third record label. First there was Capitol, an Exclusive banner unfurled last month and now comes a Premier platter. For its preem, the label offers the King Cole Trio, one of the better cocktail units paced by King's own regal Steinwaying supported by string bass and guitar. The Trio are not exactly new to the waxes, one of their master pressings sold to Capitol last year, and in earlier days, identified with the Decca label. For these two sides, the threesome displays little originality with no dis-

tinguishing characters to make their offerings count in the spinning. *My Lips Remember Your Kisses* is a pleasant-enough ballad of romantic leanings. Taken in a slow tempo, Cole carries the side vocally, serenading the dream girl. *F. S. T.* is a Cole original, spinning as the mill-run riff opus with piano, guitar and bass tackling the strain, but not in the manner that would make you sit up and pay attention.

The King Cole Trio has been going great guns at the West Coast cocktaileries the past year, and in such confines, these sides may mean something for the music machines.

"WINGED VICTORY" (Decca Album)

Having scored both financial and artistic success in packaging the Broadway hit shows on the platters, Decca scores another scoop in bagging *Winged Victory*. While not following any play pattern as the case of the more recent show albums, this package groups four stirring selections from the Army Air Forces hit play written and produced for that branch of the service by Moss Hart. Enhancing the sales appeal of the album, it's the *Winged Victory* orchestra and chorus directed by Lt. Leonard de Paure that makes its possession all the more cherished. Sides are all 12-inchers, allowing both orchestra and chorus full expression for the title song and the show's romantic ballad, *My Dream Book of Memories*, both the composition of Sgt. David (Holiday for Strings) Rose, who was the show's musical director at start. Other two sides include the *Whiffenpoof Song*, classic English folk song popular with the college glee clubs on these shores, for which Moss Hart has added special and appropriate lyrics; and the spirited and stirring service song, *The Army Air Corps*.

- 7 ROCK-OLA COMMANDOS. Price**
Each\$565.00
Used less than 90 days. Perfect A-1 condition, including cabinet and mechanism, factory crates for shipping.
- 9 New, in Factory Sealed Crates, Model 1525, 5/10/25c, ROCK-OLA BAR BOXES FOR COMMANDOS. Price Each.....\$ 50.00**
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- 7 Model 111 WURLITZER BAR BOXES. Price Each..... 15.00**
- 2 MILLS THRONES. Each..... 150.00**

ROYAL AMUSEMENT
130 N. LOUDOUN ST.
WINCHESTER, VA.

3 SEEBURG REXES, leather sides, remote control and five wall boxes. Each\$200.00
24 Record WURLITZER, remote control, 5 wall boxes 150.00
1 16 Record WURLITZER, Victory cabinet, remote control, 5 wall boxes ... 150.00

LEE MANDEL
2944 W. 28th St. BROOKLYN, N. Y.

WANT
32 Volt Delco Operated Rockola Phonograph, '38, '39 or '40; cabinet and mechanism in good condition.
ABC NOVELTY COMPANY
2509 S. Presa St. San Antonio, Texas

WANTED
Three Solenoid Coils for #39 or 40 models Rockolas listed as PH-3552 in Rockola parts list; also three Ratchet Gears for same models listed in Rockola parts list as PH-1082.
ABC NOVELTY CO.
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Precision Made

The satin-smooth Permo metal tip fits the record groove perfectly.
Minimizes record wear.
Brings out the best in the music.

The favorite needle of coin phonograph operators everywhere.

PERMO POINT

PERMO, INCORPORATED • 6415 Ravenswood Avenue, Chicago

Jukes Have Solid Place In Industrial Disk Plans For Music in Every Factory

Plant Jukes May Be Used by ASCAP To Open License Door to Bar and Grill Machines

(Continued from page 12)

are best for the operation they accom-pany.

In several of the plants using jukes an effort was made to permit the workers to select the individual records to be played by permitting them to punch the buttons controlling the records themselves. This was discarded after it created discord and a musical jumble. In 95 per cent of the places using juke boxes today, the handling of records and the routing of selections is under the supervision of a single person on each shift.

The average worker may like average music, but run of the pops may not be the best fatigue chaser. Musical experts are now at work in factories, making a study of the psychological reactions to music. They are feeling the tempo of the work in a given plant, talking to workers and management, listening to and measuring machinery noises and carefully gauging the amount of energy expended at a given task. They are working for Muzak Transcriptions, the wired music service firm which believes that a new type of music is needed.

Some Music Hurts, Says Selvin

"Music that switches from key to key, changes moods, has special orchestrated finales and too much dynamic range tends to disturb rather than soothe tired nerves and muscles," says Muzak's Ben Selvin. He hopes that another Shostakovich-type of symphony and shorter pieces will emerge from the months of research. He expects that the exploration into the subject will reveal to the entire industry that music must be written as background for work. Muzak may be the first to sponsor such special compositions and test them in the factories equipped with their leased wires. Selvin is of the opinion that industrial music will produce new composers and that writing for industry will be a source of solid revenue to them.

Until special music is written, however, Muzak is servicing war plants with programs of familiar music. R. L. Cardinell, program director, has a background of research in the field of industrial music that ranges from special assignments for Stevens Institute of Technology, thru case studies for the War Production Board and more recently the writing of three pamphlets for the American Society of Composers, Authors and Publishers.

Industry Music Changing

Cardinell says: "The industrial music picture is constantly changing and will be vastly altered when the war is over." By that time he has no doubts about music's full acceptance by industry. Even the pattern of requests is different today than a year ago. So many workers over 40 have returned to production that requests from employees range from a few hot swing numbers to heavy demand for the quieter nostalgic tunes of a decade or so ago.

Music No Pop Talk

Few people understand what is meant by special writing for industrial workers, according to Cardinell. He has a half dozen compositions on his desk which have been submitted by tunesmiths. None can be used because they fall into the category of pep talks set to music. They urge workers to do the job, and they all place too much emphasis on speed and carry corny patriotic slogans.

ASCAP is aligning itself in part with the group that feels that music will eventually be composed for the industrial field. Robert L. Murray, the Society's director of public and customer relations, says that composers will begin writing with an eye to the vast factory audiences just as they altered their music for radio and pix. Out of their exploration a brand new musical era may emerge.

3,000 Plants To Sign With ASCAP

The composer's org has conducted an extensive advertising campaign since the first of the year, urging war plants to sign with it at the bargain rate of \$1 a year. Murray pointed out that no real fees will be garnered from the factories until after the war. Then, however, fees will be collected which will be in line with changes in other places where ASCAP's copyright material is used for profit. Murray believes that a high percentage of the 3,000 war plants will fall in with the plan, and licenses are now being readied for signature. The licenses will carry a 30-day cancellation clause, protecting the Society's post-war collections.

Back Door to Jukes

It is ASCAP's avowed intention to license every industrial establishment that uses music in any form. Observers point out that if ASCAP succeeds in licensing factories with juke box installations, it could very easily have opened the back door to the licensing of all juke box locations. The initial license of only \$1 per year from approximately 3,000 present industrial plants may not only be a toe hold for a higher fee in thousands of more industrial plants. It may also be the opening wedge to millions of dollars from a post-war juke box industry that may well cover 500,000 small bars, grills, taverns, drugstores and restaurants.

BMI Sitting Pat

BMI, on the other hand, is sitting pat. It will make no pitch to license plants for the time being. After the war it intends to collect from factories using its composers' material, Merritt Tompkins, general manager of the corporation, evidently isn't convinced of the value of music in industry yet. When asked why BMI is inactive in the field, he stated: "Supposing BMI licensed a plant, and because of bad programing or some other flaw, the work was slowed down rather than increased. Then BMI could be accused of sabotage."

Tompkins stated that in justice to BMI composers who are entitled to a return for their works, BMI will collect for them, but no plans have been formulated for the post-war industrial music biz.

Decca is lined up with groups that believe industrial music will be a tremendous post-war business and that the major monetary benefits will be reaped not by the record companies but by transcription firms and wire services. Spokesmen for the disking firm indicate

that the results of their experimentation in the field, which began eight years ago, are that few current pops will be aired in the plants, as they are not suited to plant programing.

Recreation Room for Jukes

Revenue to record companies will be definitely upped, however, by the sale of records to factories for use in their recreation and lunch rooms. Recordings will be popularized by such appearance in the coin phonographs, as Decca tags the boxes. Sheet music sales will accordingly soar as employees in plants become more music-conscious.

World, Decca's transcription subsidiary, divides its recorded music libraries into three categories, music for recreation, for

industry and for white-collar or office workers. Recreation and white-collar libraries are similar, but those for bench and transmission belt workers are entirely different. Selection for this group is based on character of production, average age of the workers, nationalities involved, musical tastes, etc. World compares its service to the benefits of good lighting—both an aid to doing a good job.

Whatever path industrial music may follow, whatever trends may develop, it looks as tho the field will be a tremendously fertile one for the music biz . . . and that means everyone in it for when music touches the nation's daily working life it's bound to be a bigger business than when it is part only of its leisure.

TONEDART TONEDART TONEDART TONEDART TONEDART TONEDART TONEDART TONEDART TONEDART TONEDART

Tonedart Triumphs

at last we deliver the needles that are the pet of the operator!

IT IS STILL THE BEST ON RECORD

Price \$40 per 100

Order from your nearest distributor

J. F. BARD, 414 S. FRANKLIN ST. CHICAGO 7, ILLINOIS

Ask the man who is using TONEDART NEEDLES

IMPORTANT DISTRIBUTORS

who stock TONEDART NEEDLES include

BUFFALO, N. Y..... MILLS AMUSEMENT CO., 1669 Main St.
 CHICAGO, ILL..... J. F. BARD, 414 S. Franklin St., Chicago 7
 ATLAS NOVELTY CO., 2200 N. Western Ave.
 RCA VICTOR DISTRIBUTING CO.,
 445 N. Lake Shore Dr.
 CLEVELAND, OHIO..... CONTINENTAL RECORD DISTR. CO.,
 1408 W. Ninth St.
 JACKSONVILLE, FLA..... T. B. HOLLIDAY CO., 3927 Main St.
 KANSAS CITY, MO..... RCA VICTOR DISTRIBUTING CO.,
 708 E. 18th St.
 LADOGA, IND..... C. W. HUGHES & CO., 336 E. Main St.
 LA CROSSE, WIS..... TERRY'S MUSIC STORE
 NASHVILLE, TENN..... HERMITAGE MUSIC CO., 416-A Broad St.
 PITTSBURGH, PA..... B. D. LAZAR CO., 1635 Fifth Ave.
 PORTSMOUTH, VA..... VIRGINIA NOVELTY CO., 407 Crawford St.
 SAN FRANCISCO, CALIF.. M. A. POLLARD & CO., 725 Larkin St.
 In Canada
 MONTREAL, QUE. ROXY SPECIALTY CORP., 703 Notre Dame St., West

USED PHONO NEEDLES RE-CONDITIONED

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

NEEDLES RE-SHARPENED

1-10.....15c per needle
 10-50.....12 1/2c per needle
 Over 50.....10c per needle

Re-Sharp Needle Service

P. O. Box 770 Fort Dodge, Iowa
 A Precision Service

RECORD DISCS

For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old discs the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots 5.

HUGO JOERIS
 3208 Jackson St. AMARILLO, TEXAS

WANTED

Commandos and Premiers. Will pay \$450.00 for Premiers; \$500.00 for Commandos if the cabinet and mechanism are okay.

ABC NOVELTY CO.
 2509 S. Presa St. San Antonio 4, Texas

WURLITZER-ROCK-OLA

USED PARTS—A-1 CONDITION

WURLITZER PARTS		ROCK-OLA PARTS	
412 Amplifier Converter—Works 61B, 24, Etc., with Tubes	\$22.00	Drive Motor	\$16.00
Coin Chute Assemblies, Any Model	7.50	Turntable Motor	10.00
Motors, Any Model	17.00	Micro Switches	1.35
Motors Exch., Same Day Service	7.00	Amplifiers for the Master, Etc., with Tubes	32.50
Parts for All Counter Models	Write	Rock-Ola Speakers, 18"	16.50
Cabinets 61 Counter Models Comp.	15.00	Mills Speakers, 18"	16.50
Tone Arms 412-616	10.50	Coin Chute Assemblies, 12-16	2.50
Tone Arms 61-71 Counter Models	8.50	Rock-Ola Trays	.20
Parts 24's, 500, 600	Write	TUBES AND NEW ACCESSORIES	
Magazine Switch Boxes	1.50	We have the had-to-get Tubes and every Tube for the coin-operated phonograph industry.	
Motor Protectors	.80	OHM Resistors, 10 W., Any Size	.35
25 Volt Transformers	1.50	OHM Resistors, 30 W., Any Size	.55
Motor Drive Assembly Comp.	5.00	OHM Ohmite Div. 2500 OHM, 25 W.	.90
Main Gears, Any Model	6.00	16 MF. Cond. C.D., 450 Volt	.85
Record Trays, All Models	.35	8 MF. Cond. Can C.D., 450 Volt	1.10
Oasters, Set of 4	.30	16 MF. Gen. Can C.D., 450 Volt	1.85
Carbon Tex., Per Pint	.80	Phonograph Needles at Prevailing Market Price.	
71 Speakers	7.50	Plans Needles, Indv. Glassine Cont.	.90
Cel-a-Noid Drum for 24 Remote Selector, Buckley 30-Wire	12.50	Box 100 Carbon Resistors	3.00
Transformer, 30-Wire Boxes	4.00	In-Put Transformers	2.50
And Many More Items Too Numerous to Mention.	7.00	Chokes	1.25
SEEBURG PARTS		Power Transformers	6.00
Selector for Gem Comp.	\$ 8.00	Elec. Sold. Iron	1.75
Seeburg Remote Receiver for Speaker with Tubes	12.50	P.M. Speakers, 8"	5.00
We Have Everything for the Amplifier. Deposit Is Required With All Orders		P.M. Speakers, 10"	8.00
		P.M. Speakers, 12"	12.50

ALBENA SALES CO.

587 10th Ave., N. Y. C. LONGACRE 5-8334

BULK VS. BOTTLED BEVERAGES

Methods of Two Beverage Operations Get Results

One firm, operating bottled beverage units, concentrates on industrial locations—cup dispensers had to sell spots on that type of merchandising

BALTIMORE, March 11.—This area offers an opportunity to study the methods which have brought success to two beverage dispenser organizations, each independently owned and operated, one specializing in bottled dispensers and the other featuring only bulk-type units. Neither is connected with bottling or beverage interests, being strictly operating organizations.

The Vending Corporation, operators of bottled beverage dispensers, has centered its activities in industrial plants. Starting with 25 units in 1939, the firm now operates 125 machines and plans much greater expansion when additional equipment is obtainable. The company operates only the larger size machines having a capacity of six cases of cola product. The large machines are most practical for wartime operation due to restrictions on servicing.

In order to keep within Office of Defense Transportation regulations on servicing trips and mileage, the Vending Corporation has installed locker facilities in the plants it serves, with each locker having a capacity of from 3 to 45 cases, depending upon the size of the plant and the beverage consumption. Arrangements have been made at the plants to refill the units, and this plan is working out very satisfactorily, according to Stanley Rehling, manager of the beverage firm. Mechanical troubles have proved to be

quite a problem for the company, which maintains a completely equipped service shop. So far, however, necessary parts have been obtainable and it has been possible to take care of all machines.

The Vending Corporation does not operate any units that use cups. It has found bottled goods to be ideal in large industrial plants.

Pioneers in Cup Dispensing

Dispensers, Inc., introduced cup dispensing of beverages on a commercial scale to this area some eight years ago. There was much skepticism about the idea at this time, because, while the public was familiar with bottle dispensing thru machines, cup dispensing was unknown.

Victor Rubin, manager of Dispensers, Inc., had to sell locations on this type of vending. He was successful, and today his company is the sole beverage operation in the city, employing this method exclusively.

One of the original objections to cup vending of soft drinks was that it would cause "sloppiness" around the dispensing unit. This objection was finally overcome, and owners and managers of locations using this type of machine are now thoroughly sold on it.

Mechanical troubles arise, not from the machines themselves, but from those who tamper with them, bent on robbery or damage to the units.

The units employed by the company have a capacity of 315 cups. Four gallons of beverage are needed to fill the machines to capacity.

Servicing of the units is necessarily curtailed by ODT regulations, so Dispensers tries to install its machines close to its offices.

Movie houses, some food stores, offices, bowling alleys and an arcade are among the locations served.

Despite the paper shortage, Dispensers has been able to secure sufficient cups for its operations. If the paper shortage becomes more acute, however, difficulties may be experienced when warmer weather comes and demand is greater than during the colder months. The (See Bulk vs. Bottled Bevs on page 71)

OPA Files Suit Against 31 Candy Bar Manufacturers

Defendants are mostly new firms—their products were under weight specifications—reported to Health Department for manufacturing under unsanitary conditions—found market because of war shortages

NEW YORK, March 11.—Both the quality and quantity of candy bars for vending machines may be affected as a result of action taken by the Office of Price Administration, which has ordered 31 candy manufacturers to appear in Federal Court and explain why they should not be restrained from continuing in business. Charged with violations of price regulations, many of the firms were also reported to the city health department for manufacturing under unsanitary conditions.

Most of the candy manufacturers involved are said to be newcomers, having been in business only about one year, and reportedly doing an aggregate business of about \$10,000,000 annually. OPA says they violated price regulations by selling for 5 cents candy bars weighing as little as three-quarters of an ounce, while OPA standards call for a weight of one and five-eighths to one and three-quarters ounces at that price. It is also charged that in many instances the quality is sub-standard.

The specific charge entered against the 31 companies is that they failed to keep proper base period statistics for determining ceiling prices.

Normally, such inferior candies could not find a market in competition with well-established, nationally popular brands. Wartime conditions and the scarcity of low-priced candies, however, have made it possible for them to find acceptance. The better known brands are difficult, if not impossible, to find at the usual points of distribution, and the candy-hungry civilian population has bought whatever was offered.

Manufacturers of recognized brands are in no way to blame for this situation. Sugar rationing and inadequate supplies of other ingredients have restricted their production, and the man-power situation has added to manufacturers' problems. Makers of standard brands have large orders for army rations as well as for sale in post exchanges. Altho rationing is not in effect for candies made for these outlets, it has taken man hours and limited the amount of candy produced for general distribution.

War Plant Sales

One of the largest markets for standard brands of candy bars are the nation's war plants, which distribute huge amounts thru canteen services. Since candy is recognized as an energy food and war workers need energy, sales to such plants are given civilian priorities. This works a direct hardship upon civilian consumption, since manufacturers are left with little to sell thru other civilian channels. As a result, most of the time popular brands are unobtainable outside war plants.

With dealers unable to supply wanted brands, a market was ready and waiting for all types of candy bars. It is being filled by new and unknown brands, good, bad and mediocre. Some of the good ones will remain to compete with brands which have been manufactured for years, winning acceptance without the

usual expenditure of time, money and promotion effort required to "put across" a candy bar. Health departments and government agencies may eliminate the worst of the new brands as they have started to do in New York, but some are expected to last to divide the candy market with established brands.

A-1 RECONDITIONED VENDORS

Columbus Model "M"	6.50
Ideals	4.50
Northwestern Model 33	5.50
Northwestern Standards, 1¢	6.00
Master, 1¢	6.00
Columbus Tri-Mors	25.00
Columbus Bi-Mors	17.50
Northwestern Model 39	6.00
Superiors	4.00
Jennings In-A-Bag Vendors	9.00
Columbus Model "B," 5¢ Play	6.00
Columbus Model "34" Ball Game	5.50
Yu-Chu Ball Gum	3.75
Smacks, 3 Compartments	10.00
Variety Shops, 5 Compartments	12.50
Shipman 1¢ and 3¢ Stamp Deluxe	25.00
Shipman 1¢ and 3¢ Stamp Coin Chute	17.50
Advance Stamp, 4 1¢ for 5¢	12.50
Silver Kings (New)	7.95
Model V (New)	8.50
Toppers (New)	7.95
Champion Ball Game (New)	3.75
Northwestern Model 39 (New)	9.15
Northwestern Model 39 Bell (New)	10.95
Northwestern Model 33 Jr. (New)	6.25

BARGAINS IN COUNTER GAMES

Model "F" Target Skill ABT, 1¢	\$27.50
Klix (Blackjack)	9.95
Poker-O-Roll (Poker)	9.95
Yankee (Comb. Cig. and Fruit)	9.95
Wings (5 Reels Cig. Sym), New	15.00
Imps (Cig. Sym.)	5.95
Races (Poker Sym.)	5.95
Races (Horse Race Sym.), New	14.50
Liberty (Token Payout), Fruit or Cig. Sym.	12.50

Defenses, 1¢ Counter Game, New	\$7.95
Slap the Japs, 1¢ Counter Game, New	7.95
(Carton of 2 at \$5.95 Each)	

Gottlieb 3-Way Grippers	\$19.50
Kicker and Catchers	25.00
Pikes Peaks	22.50
Flippers 1¢ Pin Targets	4.95
Tot (Token Payout), 1¢	12.50

Vest Pocket Bells, 5¢, Chrome	\$59.50
Vest Pocket Bells, 5¢, Blue and Gold	54.50
Vest Pocket Bells, 5¢, Green	39.50
(With New Jackpot Attachments \$20.00 Extra)	

On Above Games Specify If 1¢ or 5¢ Play Is Desired.

1/3 deposit required with order. Bal. C. O. D. Full payment must accompany all orders under \$10.00.

Large Selection of New and Used Vendors In Stock. Send for Complete List.

BULK MERCHANDISE FOR REFILL

Spanish Peanuts, 30 lb. cartons, per lb., 21¢
Jumbo Peanuts, 30 lb. cartons, per lb., 26¢
Bulk Candies WRITE
A reasonable amount of merchandise is on hand at all times available to our customers.
FULL CASH WITH ALL MDSE. ORDERS

RAKE COIN MACHINE EXCHANGE

2014 Market Street
PHILADELPHIA 3, PA.

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
Late Nat. Cig. & Candy Mchs.	
also available.	
Subject To Prior Sale.	
1/3 Dep., Bal. on Delivery.	
Write for Descriptive List.	
Eastern Representative	
NATIONAL VENDORS, INC.	
All prices quoted are ceiling prices or lower.	

LOUIS H. CANTOR COMPANY

240 WEST 54TH ST., NEW YORK 111

IMPS NEW \$9.95
USED \$5.50

WINGS NEW \$11.50
USED \$6.95

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 2047A-50. 68
PHILA., PA.

Northwestern 1c-5c Standard

Porcelain Finish Reconditioned!

\$7.95 LOTS OF FIVE each

SAMPLE . . . \$8.50

Vends Peanuts, Confections, etc. Load capacity 6 Lbs.

SPECIAL!

1¢ 2 Col. Stik Gum . . . \$3.95

1¢ Northwestern 33 Jr. . 3.95

5¢ Ideal Peanut, 8 Lbs. 7.95

1¢ 2 Col. Cig., New 9.95

1¢-5¢ Northwestern DeL. 9.95

1¢ Northwestern 39 Bell, New 9.95

1/2 Dep., Bal. C.O.D., F.O.B. Newark. Send for Complete List.

ASCO, 140 ASTOR ST., NEWARK, N. J.

WHILE THEY LAST!

38

Northwestern BOX MATCH VENDERS

27 BOX CAPACITY
1 BOX FOR 1c
ALL METAL

ALSO


5 BOOK MATCH VENDERS

2 BOOKS FOR 1c
2 CARTON CAPACITY

\$7.00 EACH

F. O. B. FACTORY

Cash With Order—Subject to Prior Sale.
NORTHWESTERN, MORRIS, ILL.



FOR SALE

15 Rotary Merchandisers, good condition, \$175.00 each.

One 6-Table Unit Horse Race Pokerino, like new, \$700.00.

J. STRAUSS

Biltmore Recreation Co.
25 Tremont Street BOSTON, MASS.

G. I. JOES SHOCK BRITISH OPS

Arcade Owners Threaten To Anchor Games in Concrete

British coinman writes colorful letter about U. S. servicemen and their pinball technique—reports on wartime operating problems, machines

This interesting story about American pinball fans who are now members of the armed forces overseas comes from William Streets, prominent British arcade operator, who writes from his hospital bed in London where he is recuperating from an illness. Streets is well known to members of the industry following his visit here a few years ago. His comments on arcades, servicemen and machines in general follow:

LONDON, Feb. 8.—With all your boys arriving by the thousands, it feels like being back in the States again, changing the dollars, dimes, nickels, quarters and cents into English money. I thought your money was hard to understand, but your boys get severe headaches trying to figure out our money. I've told them many times how many sixpence are in half a crown. I don't know why the officers in charge do not have classes to teach them, because many night clubs and the like, in London, must be fleeing

the chumps who go in. But, I daresay, they get fleeced anyway with the excessive charges for what they have to drink, like we, in peacetime, used to be "guzumped" in the night clubs of "Gay Paree."

Machines Are Old-Timers

As you may guess, we are trying to carry on with what old machines we have. The last that came into this country (alho secondhand) are held for such a terrific price that only those with big money can afford to buy them, and as each day goes by the situation gets worse, and many pin tables and crane machines are laid by owing to inability to obtain spare parts. So what happens is this: Out into the daylight come Rainbo, Airway, Criss-Cross and all the old non-electric tables that do not need electrical spare parts, and believe me, they take more money now than when they first came into our country. That is, of course, if a prize of some kind is offered in opposition it has to electric machines.

It has always been a question to me as an operator, as to which of the two plans over a period of four years, shows the most profit:

(1). To equip an arcade in the first place with modern stuff and give little away (in any case one cannot give too much away) in prizes, if the cost of the tables has to be received before they get too worn out with play, for one would not get much change out of 2,000 pounds to equip an arcade; or

(2). Install old-type machines where plenty of prizes can be awarded, considering what capital has been saved in outlay.

Players Want To Win

Fundamentally, what do people play on pin games and the like for? For fun? Well, maybe 5 per cent play to see flashing lights, bumping balls, dancing Dams, etc., but the rest are playing for what they can get. Thus, the operator who can give the most away will get the most profit. Smaller profits and quick returns are the success of big firms like Woolworth's with their 5 and 10 cent stores all over the world.

Now, if one works on these lines, one then comes up against the expert (skillful player), which leaves two alternatives: Either you have to handicap him, or make the machine more difficult. But if too much chance is predominating, you have the law to contend with.

We have been very fortunate these last few years that we have had very little interference from the police, even the much opposition has been sent to the Home Office and to the Home Secretary himself, from different societies making out their case to appear what it is not. But no action has been taken and, on the whole, we run our arcades in a manner beyond reproach, keeping children out and only offering small awards for the skill shown by the players.

Of course, there have been many prosecutions, particularly about crane machines where big prizes have been put in, tempting people to spend more than they can afford, which results in a complaint to the police, who, in turn, prosecute and fine the offenders.

Our association (the Amusement Caterers) is constantly advising its members

to remember these points, but you get the black sheep who do not want to be members and flout all rules and regulations in the hope of getting rich quick, by offering bigger prizes than the legitimate operator. Naturally, it causes commotion and friction, but cannot be helped.

Yanks Push 'Em Around

A lot of screwing down of pin tables has had to be done since your boys arrived here, for it seems that they are used to shaking pin games over there, while it is unusual here. As it seems an uncontrollable habit, we have had no alternative but to sensitize the tilters, but this has the disadvantage for those who have no idea as to how a penny should be inserted in a pin table. Before they have even got a ball up ready to play, the "TILT" is staring them in the face. Not even knowing what "tilt" stands for, they continue to play and the look of surprise on their face cannot be described other than "wonderment" when they are informed as to why it did not register on account of the tilt. They assure you that it was not purposely done and in the future will be more careful, when given a check for re-play. Then up comes the "Tilt" again, due this time to one of your big fellows playing on the next table. So, as no one could carry on to satisfy our own customers, the only thing left to do is either to get some builders to come and set the machines in concrete or stop all playing every quarter hour and explain that we, over

on this side, do not allow cheating such as shoving the table about. And we need to explain that if pushing or shaking persists we will have to make the winning score considerably higher and that they will win more often if they play fair.

Dice Games, Indeed!

We tried to introduce "bingo" games, but we could not get them to like it—as they say it is too slow. They like something quick or fast—"Have you a dice game?" Dice game, indeed. We would soon get raided by police once we started complying with wishes of that sort. So they go back to billets and play, and in a few days time they are dead broke. While they have money, they let it go and it's a contrast to see one of our poor-paid soldiers going up to one of your chaps with the stub end of a common "woodbine" cigarette to a fat cigar "asking for a light." (The rich man and the beggar.)

If you discuss this matter of difference in pay, your boys quite rightly say, "Well, it's your own fault putting people in Parliament who give such lousy pay for the risk of life." But, as the workingman of this country accepts such conditions for granted, there will never be improvement, for to get better pay it would mean higher taxes, and God knows we are taxed higher than any country in the world.

You can probably pay higher wages, owing to the big export trade you command. (See G. I. Joes Shock British on page 73)

PENNY ARCADE EQUIPMENT
Offered for Quick Cash Sale
All Very Clean, Good Mechanically.

- 1 Latest Model Muto, Monkey Lifter \$175.00
- 1 Keeney Submarine 165.00
- 1 National K.O. Fighter, Original Finish, 5c Play 185.00
- 1 Chester Pollard Football Kicker (Original Walnut Finish, 5c Play) 100.00
- 1 Evans Tommy Guns (Latest Model) 185.00
- 1 Exhibit Pull-Up Prize Fighter Puncher, 2 Extra Leather Bags, 8 Good Bladders 90.00
- 1 Keeney Anti Aircraft (Brown Cabinet) with Almost New Screen 75.00
- 1 Bally Basket Ball with Break-Proof Handles and Guards 75.00
- 1 Western De Luxe Baseball 65.00
- 1 Evans Ten Strike (Looks Like New) 35.00
- 3 A.B.T. Challengers, Each 12.50
- 1 A.B.T. Red, White, Blue 12.50
- 1 A.B.T. Model F 12.50
- 1 Baker Kicker & Catcher 15.00
- 1 Selection with Extra Films 15.00
- 1 De Luxe Advance Vitoscope 15.00
- 1 Edwards Counter Gripper 7.50
- 10 Brand New Red Dot Cig. Jar Games, No Coin Chute (Drop Penny Through Slot), All for 25.00

LEFT OVER FROM CHICKEN SAMS

- 10 Gun Bulbs, Each \$.75
- 11 Gun Cables, Each 1.50
- 12 Photo Electric Cells, Each 2.00
- 6 A.B.T. (Used) 2c Coin Chutes, Each 4.00

FIVE BALL GAMES

- 1 Sun Valley \$125.00
- 1 5-10-20 100.00
- 1 Yanks 80.00
- 1 1042 Home Run 50.00
- 1 Texas Mustang 50.00
- 1 Spot Pool 50.00
- 1 Formation (Rebuilt Large Plastics) 35.00
- 1 Show Boat 35.00
- 1 Strat-o-Liner 35.00

Will have properly crated and ship upon receipt of cash in full.
Address: **MRS. A. N. RICE**, Apt. 406, The Shirkmore, WICHITA, KANS.

WANTED FOR CASH

All kinds of Arcade Machines, also Panoram Machines. Address **BOX 52, Detroit 19, Michigan**

Arcade Mechanic Wanted

ALL YEAR ROUND—MUST BE SOBER. \$75.00 Per Week.
WERTH, INC.
695 Washington St. BOSTON, MASS.

MECHANIC WANTED

to repair Machines in Penny Arcade. Must be able to take care of Ray Guns. Steady work commencing immediately for summer resort season. Top salary. Address: **P. O. BOX 52, Redford Branch, Detroit 19, Mich.**

WANTED

A-1 ARCADE MECHANIC
All Year Round. Must Be Sober and Reliable. \$75.00 Per Week.
ALLIED CORP.
22-24 Scollay Sq., Boston, Mass.

GLAMOUR GIRL-2 FOR 5c-CARD VENDOR

ACCURATE—SIMPLE—STURDY CONSTRUCTION

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE



(Counter Model Only)

SEND FOR COMPLETE LIBRARY

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y.
SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, Pres.
Penny Arcade Headquarters Since 1885.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

ARCADE EQUIPMENT

Late Model PHOTOMATIC, exceptionally fine, complete with 5,000 Frames and complete supply of Chemicals	\$1,150.00	12 Rolls 1 1/2 In. Direct Positive Paper, Roll \$ 5.00	
A.B.T. Six Gun Rifle Range, perfect condition, with 50,000 Pellets	3,000.00	40 Rolls 1 3/4 In. Direct Positive Paper, Roll 6.50	
Rotary Merchandiser, claw type	\$139.50	Western DeLuxe Baseball	129.50
Skyfighter, exceptionally clean	350.00	Rockola World Series	89.50
Mutoscope Drive Mobile	349.50	Mills Punching Bag	129.50
Keeney Submarine	209.50	Scientific Battling Practice	119.50
Supreme Tokyo Gun, slightly used	275.00	Buckley Digger	50.00
Four Exhibit Card Vendors, like new, Ea.	40.00	Jennings Roll-in-the-Barrel	129.50
10,000 Cards for same, Per M	3.50	Bally Basket Ball	79.50
Mutoscope Three Way Card Vendor	50.00	Skee Jump	49.50
3,000 Cards for same, Per M	5.50		
300,000 Steel Pellets, Per M	1.00		

1/3 deposit, balance C. O. D.

WALBOX SALES COMPANY 1713 YOUNG STREET, DALLAS, TEXAS

PROPOSES LICENSED GAMBLING

Atlantic City Mayor Asks State-Wide Gambling Vote

Letters and radio address declare regulation of gambling is better than prohibition of people's natural desires—cites revenue to cities

ATLANTIC CITY, N. J., March 11.—Mayor Thomas D. Taggart Jr., who personally led spectacular gambling raids early in his administration, now urges that citizens be given the right to vote on legalized games of chance. In letters to State Senator Frank S. Farley and Assemblymen Vincent Haneman and Leon Leonard, the mayor asked their support for a local option gambling provision in the proposed revised New Jersey Constitution.

Pointing out that gamblers are reaping a golden harvest in most communities, Taggart suggested that his constituents obviously desire gambling, and therefore should be allowed to make it legal, control it and enable the city treasury to get its "cut." At present, under the ancient constitution of the State, all forms of gambling with the exception of wagering at horse-racing tracks, where pari-mutuels are in vogue, are illegal in New Jersey.

"People should be afforded an opportunity to express their feelings thru their ballots and determine whether or not they desire legalized and controlled gambling," the mayor wrote to the legislators. "You are well acquainted with what has taken place in Atlantic City as the result of illegal gambling, and now is your opportunity as our representatives in the Legislature to see that the people have an opportunity to express themselves as to whether certain types of gambling should be legalized."

Taggart summed up the whole picture of the gambling situation in a radio address recently. He said that total prohibition of the people's natural desires was proved a failure, whereas proper legal control and limitation under a licensing system had worked out very beneficially to the public in general and good government in particular.

The mayor further declared that recent raids on book-making establishments at this resort proved that gambling was being conducted on a big scale.

K. C. SPECIALS

ALL CHECKED

Keep Em Flying... \$135.00 Air Circus... 119.50 Big Parade... 114.50 New Invasion... 165.00 Home Run '42... 79.50 Towers... 74.50 Gun Club... 64.50 Spot Pool... 49.50 Ten Spot... 49.50 Hi Hat... 44.50 Sport Parade... 39.50	Mills '40 1-2-3, Perfect... \$89.50 Major... 39.50 Trailway... 34.50 Baker's Defense... 34.50 Target Skill... 34.50 Big Time... 34.50 Big Chief... 32.50 Barrage... 29.50 Cross Line... 24.50 Band Wagon... 29.50 Broadcast... 24.50 Twin Six... 34.50
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ARCADE EQUIPMENT

Bally Topedo, Perfect... \$189.50 Rapid Fire, Perfect... 189.50 Vibro Foot Massage... 49.50 Battling Practice, Perfect... 89.50 Casino Golf... 30.00 New Shoot the Jap Reconverted by Chicago Nov... 189.50 Keeney Texas League... 29.50 Bulbs for Seeburg Guns, Each... .75	SUPREME SKEEROLL 7 1/2 Foot Bowling Alley on Display—Stop In and See It. Write for Complete List of Used Slots, Vest Pockets, Q. T.'s Consoles; Also a Complete List of Tubes. WILL TAKE IN TRADE ANY GAMES OR GUNS.
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419 MARKET ST. PHILADELPHIA 6, PA.

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PACES RACES and SERVICE

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

Truck Driver Asks Return Of Slots Seized En Route

MILWAUKEE, March 11.—John Subczak filed a replevin action in the Circuit Court against Sheriff Joseph Shinners seeking the return of seven slot machines valued at \$770.

The machines have been in the possession of the sheriff's department since January 17, when deputies discovered Subczak having difficulty with his truck. The machines were found when the truck was searched, and Subczak was arrested as a keeper of gambling devices. Later Judge Harvey L. Neelen dismissed the charge, agreeing with the defense that Subczak was acting only as agent of transportation. Subczak stated he was transporting the machines from the owner in Waukegan, Ill., to Milwaukee for repairs.

10-Acre Exposition Well Supplied With Machines

FORT WORTH, March 11.—There were many coin machines scattered over the 10-acre site when the Southwestern Exposition and Fat Stock Show opened Friday (10). Some were found in Pioneer Palace, which Billy Rose originated in 1936 when he directed the Texas Centennial Exposition here. This list included marble tables, slot machines and a juke box which was to be used when the orchestra was off duty.

Marble tables were at some of the eating places. Numerous vending machines were in the exhibit buildings. The show will close March 19.

Tobacco Growers Make Ceiling Price Protest

LANCASTER, Pa., March 11.—The men who grow Lancaster County's tobacco this week stood solidly behind their announcement that they won't plant the 1944 crop until their six-week-old price dispute with the Office of Price Administration is settled. Altho the OPA has publicly announced it will not accede to their demand for higher prices, it has not given official notification to the local tobacco growers' association. Until then, 275 growers went unanimously on record not to plant crop next spring. The growers represent 994 acres of unsold tobacco, with more than 12,000,000 of the 30,000,000 pounds of tobacco grown last year remaining unsold. The growers protest against OPA ceilings of 21 cents a pound for wrapper leaf, 7 cents for filler and 10 cents for "run of the crop." The growers seek ceilings of 25, 10 and 15 cents respectively.

tanks for military aircraft. The press exerts pressures of 750 tons, and is anchored to caissons which extend down to bedrock below the floor. This new press makes half-sections of auxiliary fuel tanks which are joined and equipped with gasoline connection lines and fittings to fasten the tanks to aircraft making long flights.

Venders Painted Blue
Gum and chocolate vending machines, operated by Transit Sales Service, Inc., in the new Chicago subway, have been attractively refinished in bright blue to match the color scheme of the subway stations. Underneath each machine a small wood container is attached to receive wrappings which customers remove from gum and confections. The idea works fine, judged from the number of wrappers found in these containers and the lack of litter on the floor near the machines.

Machines for Recruiting
Many WACS and SPARS from the Chicago area may have made their decision to "take the step" as the result of appeals, ocular and auditory, by movie machines installed at the Victory Center in Marshall Field store and at the treasury department office in Chicago. The Panoram machines are veiled so that only the movie screen is seen. Special pix with sound are used for recruiting SPARS at the treasury office, and WACS at the Victory Center.

Praise "Bally" Management
Lion Manufacturing Corporation, the Bally plant, was one of 14 large Chicago manufacturing concerns to receive praise from Lester Brown, area man-power commission director, for having done "outstanding" jobs in establishing the new 48-hour work week. Chicago has been termed a No. 1 critical labor area, and the 48-hour week is mandatory for most firms in this area.

Personal Touch at Mills
Large companies needing more workers can take a few pointers from James T. Mangan, director of war promotions at Mills Industries, Inc. Faced with the problem of signing up 500 new employees quickly, Mangan found that "the personal touch" did the business. He asked Mills employees to bring in the needed workers, introduce them and assure them that getting a job at Mills was a quick and friendly process. Distribution of free cigarettes and magazines also helped, it was reported.

COINMEN YOU KNOW

Eastern Flashes

"Glorious Gloria"
NEW YORK, March 11.—Gloria Davis, the mimical mistress of good will for the music machine industry, daughter of Al Davis, hits the news again for the splendid work she is doing in the entertainment world. This time Mike Rosenthal, New Brunswick, N. J., came into *The Billboard* office to tell us how well Gloria is doing in night spots and service camps everywhere. Mike, a performer in his own right, is an expert at spotting talent and predicts a brilliant future for Glorious Gloria. Plans for her debut into big time are already in the making, and with the coinmen behind her she can't miss.

Double Loss
Edmand F. Mair, Coin Machine Acceptance Corporation president, suffered a severe loss in the passing of his mother and brother in Bellingham, Wash.

Believe It or Not
We were having lunch with Joe Ash, Active Amusement, in Philly the other day when two operator customers of his walked into the restaurant and joined us. They had followed Joe to lunch to ask him to do them a favor. The coinmen were partners in a local route and one had just been accepted into the army making it necessary to sell his share in the operation. They didn't have enough time to put the finishing touches to the sale, and what they wanted Ash to do for them was to hold \$8,300 in escrow, money involved in the deal until final arrangements could be made. Joe, flattered by the confidence, agreed to hold the cash for them.

AOA Meeting
The first meeting of the Arcade Owners' Association since its affair at the Park Central Hotel was held March

9 at the regular meeting room in the Abbey Hotel. Meeting was under the supervision of the newly elected officers. ... Al Blendow was re-elected president.

Of This and That
Lieut. Earl Winters, former International Mutoscope Corporation sales manager, is now stationed in Yuma, Ariz., where he is in charge of the athletic and entertainment programs. ... Joe Munves, Amusement Specialties Company, is not above rolling up his sleeves and pitching in with his men in the production of his new midget skee-ball game. ... Rake Coin Machine Exchange is still expanding. Firm has just leased adjoining store to provide additional storage space for its equipment. ... Frank Engel and George Ashe, Automatic Equipment Company, are back from a short stay in Miami. Both were down in Florida on business, but did manage to have some fun, too. ... Irv Morris, Active Amusement Machines Company, spent most of last week traveling thru New York and New Jersey. ... Sam Sacks, Acme Sales Company, is wearing a new sport jacket in the office. Says it makes him feel and work better.

New Firm
Hymie Rosenberg, former A. B. T. representative, and Sol Wohlman have started in business at 501 West 42d Street under the firm name of Pan Coast Amusement Company. Hymie and Sol are introducing a Skee Ball game.

Here in Chicago

Giant Punch Press
Mills Industries, Inc., boasts the largest hydraulic punch press in the Chicago area following installation this week of the 30-foot high press at its Palmer Street plant. Weighing 28,000 pounds, this new hydraulic press stamps out steel sections of dispensable fuel

Philadelphia

Maxie Klein, brother of Bernie Klein, boss-man at the Premier Music Company, Philadelphia, is headed for a sea career under U. S. Navy auspices.

Marty Mitnick, head of Associated Amusements, operating music, pinball and arcades, has moved office headquarters of his Philadelphia firm to 1409 E. Washington Lane, with present quarters at 805 Girard Avenue being continued as a showroom, and for repairs and service.

Jack Cade, business manager of the Philadelphia music machine operators' association, gives evidence of the first sure sign of spring. An inveterate Victory gardener, Cade already has his desk cluttered up with seed catalogs.

Jack Beresin, head of Berlo Vending Company, Philadelphia, is sure to receive a citation from the Treasury Department for his work in behalf of the Fourth War Loan Drive. During the drive, he served as chairman of District C, and in one day, sold \$100,000 worth of bonds to the members of the North Marshall Street Business Men's Association.

FOR SALE

1 BALLY CLUB BELL	\$300.00
5 WATLING BIG GAMES, Each	60.00
BALLY ROYAL DRAW	90.00
5 JENNINGS 5¢ CHIEFS	WRITE
5¢ & 10¢ BLUE FRONTS	WRITE
1/3 Deposit With Order, Balance C. O. D.	
FULLER MUSIC CO.	
P. O. BOX 512	OCALA, FLA.

MUSIC IN THE NEWS

(Continued from page 64)
It takes him back to his childhood when he wasn't harassed by grammar," the psychiatrist declared.

HILLBILLY CANDIDATE SUCCESSFUL.—Jimmie H. Davis, hillbilly singer and composer, was winner of the Democratic nomination for governor of Louisiana, beating a group of candidates who advocated a return to the "liberal government of the late Huey P. Long." Since nomination on the Democratic ticket means election in Louisiana, according to *The Chicago Times*, it looks as though the Jimmy is all set to move into the governor's mansion.

Author of *You Are My Sunshine*, Davis campaigned with a hillbilly band.

WAR SINGING.—The Juilliard School of Music is planning two new courses closely related to the war, *The New York Times* reports. One will be community song leading, designed to teach the technique of putting over the songs used in group singing for the service camps, patriotic rallies and assemblies of all descriptions. It will present song material for every type of program. The second course is in radio communications and broadcasting technique.

CONFLICTING OPINIONS.—The navy likes swing and the army goes for two serious music if we're to believe two

recent newspaper stories.

The Daily Oklahoman, says that Edwin Eustis, recently returned from a USO-Camp Shows tour of the Mediterranean theater, declared that, altho civilians may want *Mairzy Doats* and the like, the boys out after the Germans prefer such songs as *Ave Maria* and *The Lord's Prayer*. They also ask for operatic numbers and slow ballads, she said.

On the other side of the fence is an article by Lieut. W. S. Sullivan Jr., USNR, in *The New York Times*. Lieut. Sullivan writes that the gun crews of the destroyer on which he was stationed utilized their telephone circuit as a broadcast network for the entertainment of all the watch-standers along the line. One gun crew had a victrola which played requests from the other stations. The requests were for the latest swing hits available.

"Music of the better sort was rarely heard. The instrumentalists were a minority and never played anything more serious than comic opera," he reports. There were three small record players scattered over the destroyer and huge stacks of swing records which suffered occasional breakage when a precariously placed pile scattered on the deck at an unexpected salvo from the main battery of guns.

The classics were heard once in a while by the officers in the wardroom, Lieut. Sullivan says, but only when movies on the afterdeck had cleared the rest of the ship of "disbelievers."

court did not consider this as a valid argument for invalidating the Memphis ordinance, which also required an additional fee.

Soon after the high court decision was reported here, Miller and his attorneys began considering the matter of taking an appeal before the U. S. Supreme Court. Meanwhile, teen-age clubs are being organized here and juke boxes are being used to furnish music for the young people. This week it was announced that the city recreation department would open a number of clubs within the next two weeks. The music machine is considered as necessary equipment for each of these teen-age centers.

BULK VS. BOTTLED BEVS

(Continued from page 68)

company isn't crossing this bridge until it comes to it, however.

Theaters Welcome Dispensers

Local movie houses have become increasingly important locations for beverage machines, both those dispensing bulk and bottled goods. The prejudice against machines in these locations has been erased, and because managers and operators have been made aware of the profits from such operations, they are

now eager to have beverage venders installed in their theaters.

The first soft-drink dispensing machine was installed in a local movie six and a half years ago. The only reason its installation was permitted was because the enterprising manager of a local soft-drink dispensing concern offered to install the machine on the assurance that there was nothing to lose and everything to gain. When the owner of the theater saw the returns he was so pleased that he permitted installation of another machine in the same theater and also installation of a unit in another movie owned by the same interests.

Even with this successful start, going was slow as far as the movie houses were concerned until last year, when there was a sudden spurt in installations. Now a substantial number of theaters have such units, and there would be even more if machines were available.

Reports on the excellent profits being shown by the beverage units have gone the rounds of the trade, hence the wide interest. According to confidential reports, some of the theaters are realizing an annual profit from these installations that runs into four figures; not a bad return when the theaters do nothing but furnish the locations.

SLOT MACHINES AND PARTS
Machines Reconditioned Like New. Rebuffed and Repainted.

3 5c Mills Blue Front, Double	J. P. Ea.	\$185.00
3 10c Mills Blue Front, Double	J. P. Ea.	225.00
4 10c Mills Blue Front, Single	J. P. Ea.	265.00
1 25c Mills Original Chrome Bell, 1 Cherry P. O.		450.00
1 25c Mills War Eagle, 2-4 P. O.		150.00
1 25c Jennings Club Special		250.00
1 5c Mills War Eagle, 2-4 P. O.		100.00
2 5c Jennings Victory Chief, 1 Cherry P. O. Ea.		350.00
2 5c Jennings Silver Chief, 1 Cherry P. O. Ea.		300.00
2 10c Jennings Big Chief. Ea.		165.00
1 25c Pace Cherry Bell		175.00
1 10c Pace All Star Comet		75.00
1 25c Caille		100.00
1 5c Caille		50.00

BRAND NEW
1 25c Victory Chief, P. O., 1 Cherry Write
1 5c Mills Cherry Bell, 3-5 P. O. Write

NEW PARTS
Slot Machine Cabinets in Knockdown:
Best Quality Oak. Unpainted.

Bases	\$ 6.75
Sides. Ea.	2.50
Complete (Wooden Part Only)	11.75

Mills Clock Springs with Tapered Ends. Ea. .85
Escalator Springs. Ea. .40
Jennings Clock Springs. Ea. .50
Wire 1/2 Deposit as stock is constantly changing.
Phone 4-1109 between 12 M. and 1 P.M. Eastern War Time.

AUTOMATIC COIN MACHINE CORP.
338 Chestnut St. SPRINGFIELD, MASS.

HIGH COURT OK'S TAX

(Continued from page 64)

dependent operators was the alleged tendency by the police department to favor certain operators in giving them the choice locations, and finally in refusing to give any more permits to several operators. Miller alleged in his petition to the high court that he had been denied permits and that some permits already given him had been recalled. Under the ordinance, the police department had the power to pass on a number of points by which the operator or the location could qualify for having a juke box. The brief presented before the high court did not boldly mention the political background that apparently was the cause of the situation in Memphis. The petition did imply such a situation, however. When the high court came to these points in the petition it seemed to pass over them with only a very subtle reference to the idea, apparently declining to consider such a possibility since it was not openly alleged in the petition of the operator.

The opinion of the high court was issued in a document of 11 pages and in one of the most interesting paragraphs, if one reads between the lines, he can almost sense the personal feeling of the court in the opinion toward juke boxes. This paragraph follows:

"Contention is made that it is discriminatory in that radios and other musical devices are not regulated. The city council is the best judge of what should be regulated and has a wide discretion in this regard. Moreover, radios are not used for making music in public dance halls, beer joints and similar places where persons assemble to engage in jitterbug dances and other hilarious night club performances." The court was expressing a dislike for juke box music.

In other words, the court held that the provisions of the Memphis ordinance were not unreasonable and that they were not discriminatory. The juke box trade paid special attention to the points on discrimination because other courts in other parts of the country have been inclined to consider the charges of discrimination very carefully. The Oklahoma Court of Appeals considered discrimination a vital factor in declaring invalid a State law which placed a percentage tax on juke boxes in that State. The factor of discrimination was also an important one in a test case which went to the Supreme Court of the State of Oregon, and is still pending decision.

Cites Duplication of Tax

The operator's petition mentioned previous cases in Tennessee in which ordinances had been invalidated and they seemed to observers to make a strong point. The high court brushed these precedents aside by suggesting that they were not really similar to the present case involving the regulation of juke boxes.

Another interesting point raised in the operator's petition before the high court, was the fact that he had paid license fees to the State, county and federal governments, as well as to the city, in order to operate his machines. The

ARCADE CLOSING OUR LOSS—YOUR GAIN

All Machines Listed Are Now Taking In Money for Us. Act Quickly and Let Them Work for You!

1 Photomatic, Late Series, Good Clean Shape (Inside Lights—Latest Factory Attachment for Paper Frames)	\$1275.00
4 Late Serial Panorams (Now on Location), Lot	1475.00

1 Watling Scale (Fortune Teller)	\$67.50	1 Keeney Air Raider (Like New)	\$289.50
1 Watling Scale (Guess Your Weight)	67.50	3 Rock-Ola Ten Pin (High Dial)	59.50
1 Pace Scale	89.50	1 Selective Microscope Reel Machine (5 Selections)	284.50
4 A.B.T. Guns (Late Models with Stands)	22.50	1 Drivemobile (a Live Number)	349.50
1 Seeburg Hockey (2¢ Chute)	72.50	2 Microscope Skyfighter	384.50
4 Arcade 2-Way Strength Testers	29.50	1 Exhibit Happy Foot Vitalizer	74.50
4 Test Your Grip (Counter Models)	8.50	1 Keeney Submarine	219.50
2 Skill Shot Counter Machines (Check Payouts)	29.50	1 Bally Defender (Perfect Condition)	319.50
4 1¢ Electric Shockers	19.50	2 Target Skill Gum Venders	19.50
2 Kicker and Catcher	24.50	1 Gypsy Palmist (Microscope Fortune Vender)	199.50
2 Mills Punching Bag (Completely Reconditioned)	99.50	1 Pike's Peak	18.25
1 Striking Bag (Good Condition)	89.50	1 Exhibit Skill Jump (Complete with Stand)	89.50
1 Bean-Em (Brand New)	29.50	2 Poison the Rat (Late Counter Game)	19.50
7 Exhibit Post Card Venders (1¢ & 2¢ Chutes)	47.50	1 Western Baseball (Blue Cabinet)	49.50
8 1¢ Post Card Venders (Like New), Lot	275.00	1 1¢ Counter Peep Machine	19.50
1 Kiss-O-Meter	229.50	1 KO Pull Up Puncher	149.50
1 Mystic Ray Pen (Perfect Condition, with Cards)	189.50	1 Seeburg Paratrooper	129.50
1 Solar Horoscope (5¢ Model with Fillers)	149.50	1 Slap the Jap	129.50
2 Texas Leaguer Baseball Machines (With Stands)	32.50	1 616 Wurlitzer (Packard Piano Key Selector—Lite Up)	94.50
2 Picture Machines (With Stand)	149.50	2 Silver King Peanut Machines (With Stand), Lot	15.50
2 Picture Machines (Do You Dare and Fan Dance)	149.50	20 Columbus Peanut Machines, Lot	89.50
1 Scientific Batting Practice	119.50	20 Cases Photographic Bleach (12 Bottles to a Case), Case	7.95
3 Bally Alley (Rebuilt Models)	99.50	1 Photomatic Neon Sign, 15"x24" (Take Your Own Photo, 15¢)	35.00
2 Electric Bulls Eye (With Payout Unit)	89.50	1 Arcade Neon Sign, 8"x5" (Penny Arcade, Admission Free, Recreation)	125.00
1 Bally Shoot the Bull	99.50	500 Decks Svengali Trick Cards, Doz.	6.00
1 Bally Rapid Fire	219.50		

Guaranteed Rebuilt Wurlitzer, Seeburg or Rock-Ola Motors. \$7.50 and Your Old Motor.

1/3 DEPOSIT WITH ALL ORDERS, BALANCE C. O. D. WRITE, WIRE OR CALL—

PENNY ARCADE 55TH & BROADWAY CLEVELAND 4, OHIO
Phones: Diamond 3540, or Skyline 1831

ORDER NOW
For Immediate Delivery
RED, WHITE & BLUE TICKETS

#1850—Singles	\$2.00 Per Bag
#2040—Singles	2.40 Per Bag
#2100—Singles	2.50 Per Bag
#2160—Singles	2.50 Per Bag
#2170—Singles	2.50 Per Bag
#2050 (Five in Bunch)	2.25 Per Bag

BINGO TICKETS

#1000—On Stick	\$1.25 Per Set
#1040—On Stick	1.25 Per Set
#1040—In Bags	1.00 Per Set
#1200—On Stick	1.50 Per Set

50 Seal Jackpot Bingo Cards @ 75¢ Each.

COMBINATION TICKETS

#1836—With 5¢ or 10¢ Label	\$2.00 Per Bag
#2280—With 5¢ or 10¢ Label	2.50 Per Bag
#2280—Jackpot Cards for 2280 Unit, 90¢ Each, 50 Seal Jackpot Tip Book (Five Fold), \$25.50 Per Gross.	

No Catalogs. Order From This Ad. Discount on 6 Doz. or More (Any Item Except Tip Book).
25¢ Deposit, Balance C.O.D.
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EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE EQUIPMENT

PANORAM \$385.00 (Completely Reconditioned)	REBUILT BY MILLS 5c-10c-25c CLUB BELLS—FOUR BELLS WRITE	Wurl. & Seeburg Phono Casters, Set of 4 ... \$1.50 Rubber Male Plugs10 Bakelite Male Plugs05 5-Prong Plugs25 Fuses, All Types ... Write
New Midway ... \$179.50 New 4 Bell Cabinet ... 27.50 Exhibit Rotary Merchandise, Claw Type, Nov. Candy Vend. ... 149.50 Wurlitzer 71 ... 159.50 Groeth, Columbia, GA ... 82.50 Keeney Submarine ... 209.50 West. Baseball ... 109.50 Jumbo F.P., Late Hd ... 109.50 Jumbo P.O., Late Hd ... 129.50 Seeburg Jap Gun ... 159.50 Seeb. Shoot Chutes ... 159.50 Jenn. Bobtail, P.O. ... 129.50 Keeney Super Bell ... 239.50 Hi Hand ... 154.50	Pace Reels, Ed. P.O., Chromo Rolling ... \$132.50 Pace Reels, 10¢, P.O. ... 179.50 Bally Club Bell ... 239.50	MILLS MAIN CLOCK GEAR , Complete ... \$3.50
	PARTS Phono. Condensers ... Write Complete Stock of Miniature Bulbs ... Write	3000 Ohm Variable Resistor for Chicken Sam. Jail Bird. \$2.25 Chutes ... Immediate Delivery.
	SLOT CLOCKS, Rebuilt Like New. Send Yours for Repair.	Panoram Projector Bulbs ... \$4.75 Exciter Lamp65 Mills Escalator Glasses ... \$.75 Mills Reel Glasses50 Mills J.P. Glasses ... 1.25

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SEEBURG GEM, in New 8200 Cabinet

Seeburg 8800, RC	Write
Seeburg 9800, RC	\$550.00
Seeburg WALLONATICS, Wireless	39.50
Seeburg BAROMATICS, 5-10-25¢, Wireless	49.50
Seeburg ORGAN SPEAKER	15.00
ROCK-OLA COUNTER MODEL, A-1	99.50
Wurlitzer-Rockola Motors	17.50
Twin 12 Steel Cabinet Keeney	59.50
Adaptor	189.50

MILLS THRONE 189.50

SLOTS
25c MILLS CLUB BELL CONSOLE, Knee Action, Rebuilt at Factory, Over 400,000 Series. \$595.00

25c WAR EAGLE, refinished in Brown Front by Mills	265.00
5c Jennings FOUR STAR CHIEF	125.00
5c Mills EXTRAORDINARY	150.00
5c ORIGINAL GOLD CHROME, 474,449 series, knee action, C.H., drill proof, LIKE NEW	Write
5c ORIGINAL MILLS BROWN FRONT, A-1	219.50
5c WATLING ROLLATOPS, 3/5 Payout	79.50

25c Mills CLUB BELL CONSOLE, Rebuilt, A-1 495.00

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 Seeburg SLAP THE JAP \$138.50
 Seeburg SHOOT THE CHUTES 138.50
 Chicago ALL STAR HOCKEYS 209.50
 DeLuxe WESTERN BASEBALLS 94.50
 1939 WESTERN BASEBALLS 69.50
 Bally RAPID FIRES 215.00
 Jennings ROLL IN A BARREL 129.50
 Keeney SUBMARINE GUN 199.50
 Rockola TEN PINS 49.50
 1; POISON THIS RAT 20.00

FIVE BALL PIN GAMES
 Majors, '41 \$49.50
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 Burages 59.50
 Lite a Card 24.50
 Bally Supreme 19.50
 Sports 19.50
 Formation 39.50
 60 Bally Spottens \$19.50 Each

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 Prospector \$19.50
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Genco, Snappy '41 \$ 39.50 Ea.
 Midway 119.50 Ea.
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 1 Used Wurlitzer Amplifier without Tubes, \$10.00.
 5000 USED ASSORTED RECORDS 10c Ea.
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SALESBOARDS
 5c 1000 Bingo Board, Thick D, Prof. \$10.00 \$.88
 10c 1000 90 Per Cent, Thick D, Prof. \$10.0088
 25c 1000 J.P. Charley, Thin A, Prof. \$52.00 1.25
 25c 1000 J.P. Charley, Thick A, Prof. \$52.00 1.51
 5c 500 Jumbo Lulu X, Thick D, Prof. \$15.50 1.38
 5c 1800 Lulu X Thick Board, D, Prof. \$20.00 2.75

25% Dep. Immediate Delivery. Write for List.

DELUXE SALES CO.
 Blue Earth, Minn.

FOR SALE! NAMEPLATE TAPE
 Used in Roovers Nameplate Machine. \$2.00 Per Lb. 1/3 Dep., Bal. C. O. D.
GEORGE PATERSON
 6 West 190th St. BRONX, N. Y.

ASSN. VET. PROGRAM

(Continued from page 61)

men returned to civilian life from the wars are faced with unemployment, and that the coin machine industry, in opening up its doors to these men, would not only earn their gratitude but that of the public as a whole.

A far larger source of man power, said Cade, is in the employment of partially disabled men. Members of the association have already been hiring such men and their services have proven most satisfactory. Cade pointed out that because of the particular needs of keeping machines in repair and service, these men can easily be trained to do the job. And apart from any humanitarian angle, it means opening up a big field of man power. Such men, he said, are greatly restricted in getting jobs in industry, while their services could be utilized by the coin machine industry.

Experience of the operators already employing disabled men for repair and service work has shown that such men are co-operative, anxious to learn, and apply themselves very easily to the demands of the work. In order to attract such men to the coin machine industry, the music machine association has been running classified "help wanted" advertisements in the local newspapers, and the response has been most gratifying, said Cade, indicating that here is a real source of man power. Similar ads are run to attract ex-servicemen.

Cade added that the association will seek the co-operation of the board of education to sponsor a vocational training course for such men at one of the local schools for such purposes, thus creating a fund of experienced help for the entire industry.

PAN CONFECTION

(Continued from page 61)

care of all his old customers and even to supply some new customers who would

POSITION WANTED

An operator since the days of Ballyhoo. Ago 41, married, sober. Have recently sold my operation and am open for an operating proposition. Give full details of deal first letter.

G. W. NATION

Manchester, Tenn.

not be able to carry on without his help.

The vending business will, without a doubt, be bigger than ever when the war is over and you will be vending items that you never dreamed possible. There might even be entire automatic stores where you put your coin in the slot and your eggs, butter, coffee, hose, shirt, or whatever you desire, will be dispensed thru a tube of some sort, or even ejected on a tray. The development of this type store will come soon enough.

As for candy, it is very evident that this particular item of food will be dispensed thru venders in an ever-increasing amount, and most of it will be packaged in some sort of a transparent material similar to cellophane.

Plans are now being made by Pan Confections for producing these very items and the wide-awake vending operator will soon be making his plans for this future business. New type venders will not obsolete the one-cent bulk vender as there will always be a place for this type of candy machine.

WPB RATES BIZ AT TOP

(Continued from page 61)

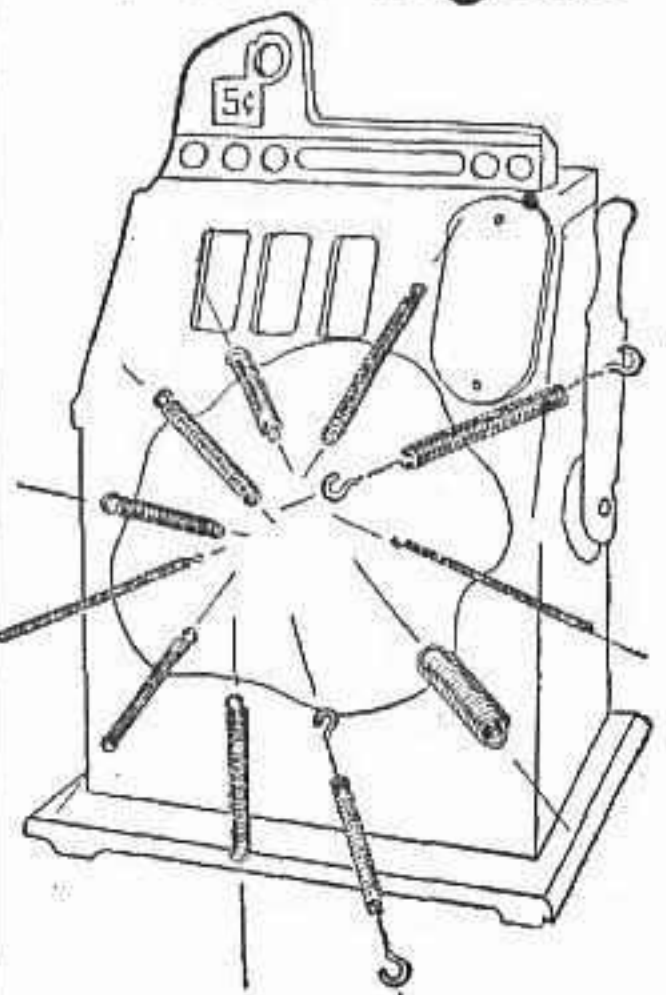
sion is only one of many plans clamoring for decision. Only recently a plan was being considered whereby firms could not enter a new field during the early post-war period. This was soon shelved and only last week it was announced that no ban would be placed on entry into new fields of production.

The present plan which would put the coin machine industry in the top 20 per cent of industrial firms for reconversion help is also subject to the effects of the bitter political fight now going on between Congress and the President.

The present plan of WPB is based on the Baruch report which follows the idea of letting the executive branch of the government keep control of conversion to civilian production. But Congress wants to take control of reconversion out of the executive branch and set up its own system of controls. This is one of the major political battles of the time and no predictions can be made as to who will win at the present time.

Meanwhile, the WPB is hard at work on plans for converting industries, and coin machine factories are being given very favorable consideration because of the wonderful records they have made in turning out war goods.

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.

SLOT MACHINES FOR SALE

- | | |
|--|----------|
| 25c Mills Blue Front, Excellent Condition, Around 400,000 Series, Each | \$169.50 |
| 15c Mills Cherry Bell, Club Handle, Reconditioned, Each | 195.00 |
| 15c Mills Brown Front, Club Handle, Reconditioned, Each | 199.50 |
| 15c Watling, Each | 95.00 |
| 15c Watling Rollatop, Perfect, Each | 160.00 |
| 310c Mills Blue Front, 400,000 Series, Each | 199.50 |
| 125c Mills Cherry Bell, Reconditioned, Each | 289.50 |
| 225c Mills Blue Front, Excellent Condition, 400,000 Series, Each | 245.00 |

CONSOLES, \$119.50 EACH
 8 Mills Jumbo Awards, Used 30 Days.

- | | |
|-------------------------------------|----------|
| 1 Paces Races | \$150.00 |
| 1 D.C. Current Converter for Phono. | 45.00 |
| 1 Wurlitzer 580, Like New | 185.00 |
- Terms: 1/3 Deposit, Balance C. O. D.

Redd Amusement Co.

211 Magnolia Ave. HATTIESBURG, MISS.
 Telephone: 1316-1592 XW

EASTMAN DIRECT POSITIVE PAPER

Latest Dating!
 50 Rolls, 1 1/2", at \$5.00 Per.
 48 Rolls, 2 1/2", at \$8.00 Per.
 48 Rolls, 3", at \$10.00 Per.
 10 Rolls, 3 1/2", at \$11.00 Per.
 10 Rolls, 3 1/2", at \$13.00 Per.
 20 Gross, 5x7, at \$8.00 Per.
 1/3 Deposit.
GEORGE PATERSON
 6 West 190th St. BRONX, N. Y.

FOR SALE — ONE BALLS
 Santa Anita, Like New \$295.00
 Flying Champs, Like New 195.00

COUNTER GAMES AND SLOTS
 Wings, Yankee, Sparks, Zephyrs, Liberty, Cub, Ginger, Twenty-One, Each \$ 7.50
 or \$5.00 Each if You Take the Lot.
 Columbia, G.A. Cig., 1-5-10-25, Like New. 75.00
 Chrome Columbia, J.P. Fruit, 1-5-10-25, Like New 85.00

FREE PLAYS
 Big League Merry-Go-Rnd All Baba Fantasy \$22.50
 Brito Spot Formation Wings Polo-Roxy \$29.50

1/3 Deposit, Balance C. O. D. Guaranteed or Money Refunded.
 G. E. MOODY, Fergus Falls, Minn.

RUNYON RADIO TUBES

FOR THE COIN MACHINE TRADE
 All prices net as shown in this ad

1B5 \$1.45	6A8 \$1.35	6J7 \$1.35	6V6G \$1.15	7B \$.95
1H5 1.80	6B5 2.00	6K6 1.15	6X5 1.05	7795
1N5 1.65	6B8Q 1.35	6K7 1.15	30 1.45	8095
2A3 2.00	6C5 1.05	6K8 1.35	33-47 1.80	83 1.35
2A4G 4.10	6C6 1.05	6K7G 1.15	3790	70L7 2.85
3Q5 1.65	6D6 1.05	6L6 1.90	38 1.15	2051 2.85
5U4G 1.05	6F8 1.25	6N7 1.55	4190	25Z5 1.25
5Y3 1.00	6H9G 1.15	6SC7 1.85	45 1.20	25Z6 1.35
5Z3 1.60	6J5 1.20	6S07 1.15	7590	117Z6 2.35

RAY GUN LAMPS, #1489, 79¢ EA. IN LOTS OF 25 OR MORE
WE ARE EXCLUSIVE DISTRIBUTORS FOR THE FAMOUS TONEDART NEEDLES \$40 PER HUNDRED AND OUR TONEARM WEIGHT SCALES MAKE \$1.50 EACH YOUR NEEDLES AND RECORDS LAST LONGER

Photo Cells for "Sams," "Japs," "Chutes," Etc. (#OE-23), Each 2.50
 Rubber Balls for Pokes/ines, 2 1/4" Inflated \$1.35 Ea. (Minimum Order 25 Balls)

SUPPLIER'S 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

RUNYON SALES CO. 123 W. RUNYON STREET NEWARK, N. J.

SPRING CLEARANCE SALE!

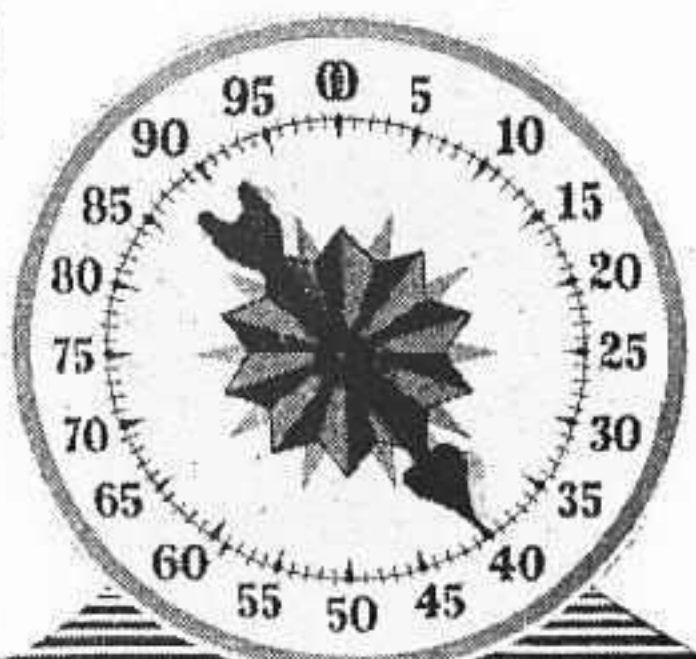
- | | | | |
|---|----------|--|---------|
| 1 Seeburg Parachute | \$134.50 | 2 Mills Maglo Phonograph Control Strollers for Panorams, Each | \$24.50 |
| 1 Bally Rapid Fire | 224.50 | 50 Keeney Boxes, Each | 3.95 |
| 1 Sky Fighter | 339.50 | 10 Packard Boxes, Each | 32.50 |
| 2 Wurlitzer 61 Counter Models, Each | 79.50 | 3 Seeburg Bar-O-Matics, 5-10-25¢, Ea. | 49.50 |
| 1 Wurlitzer 41 Counter Model | 89.50 | 1 5-10-25¢ Coin Counter | 49.50 |
| 1 Wurlitzer 580 Speaker | 124.50 | 10 Wurlitzer #304 Steppers, Each | 19.50 |
| 1 Wurlitzer 430 Speaker | 89.50 | 50 Keeney and Buckley Adaptors for 616, 24 Twin Twelves and 32, Each | 15.50 |
| 7 Wurlitzer Victory Model '42 with Rotary Selection, Each | 419.50 | 10 Chandelier Speakers, Like New, Each | 11.50 |
| 1 Mills Zephyr, 5-10-25¢ | 89.50 | 10 Wurlitzer Bar Boxes, Model 334, Each | 9.50 |
| 1 Seeburg 15 Record, Clean | 124.50 | 100 Buckley Bar Brackets, Each | 1.95 |
| 25 Buckley Twin Twelve Metal Cabinets, Each | 10.50 | 50 Packard Bar Brackets, Each | 4.50 |
| 15 Buckley Twin Twelve Wood Cabinets, Each | 8.50 | 10 Seeburg 30-Wire Boxes, Each | 9.00 |
| 50 Buckley Boxes, New Style With Slide Plastics, Each | 15.00 | 5 Seeburg 3-Wire Select-O-Matics, Ea. | 24.50 |

1/2 Cash With Order, Balance C. O. D., F. O. B. Newark, N. J.
RUNYON SALES CO. 123 W. RUNYON ST., NEWARK, N. J.

CLOSE-OUT!

Evans' Sensational Stimulator

WIN-O



**WHILE THEY LAST—
OUTFIT COMPLETE \$3.85
WITH MOTOR,
ONLY,
LIST PRICE \$12.50**

Outfit includes unit illustrated plus 1000 Win-O Cards, Motor, Electric Cord and Button, Blackboard, Streamers, Display Card, "Free" Tabs.

BUSY LOCATIONS FROM COAST TO COAST ARE RIPE FOR WIN-O! ORDER TODAY AND CLICK OFF BIG QUICK PROFITS! QUANTITY LIMITED . . . ACT NOW!

Terms: 1/3 Deposit, Balance C. O. D.

H. C. EVANS & CO.

1520 W. Adams St., Chicago

**April
Tax Calendar**

ALABAMA: 10—Tobacco use tax reports and payment due. 20—Sales tax and reports due, including small taxpayers. Use tax reports and payment due.

CALIFORNIA: 15—Sales tax and reports due. Use tax and reports due.

COLORADO: 14—Sales tax and reports due. Use tax and reports due.

CONNECTICUT: 10—Cigarette distributors' inventory report due.

FLORIDA: 10—Agents and wholesale dealers' cigarette tax reports due.

GEORGIA: 3—Soft-drink sirups returns and taxes due. 10—Tobacco wholesalers' reports due.

ILLINOIS: 15—Cigarette tax returns due. Sales tax and reports due.

IOWA: 10—Cigarette vendors' reports due. 20—Sales tax and reports due. Use tax and reports due.

KANSAS: 5—Cigarette wholesalers' reports due. 15—Compensating tax and reports due. 20—Sales tax and reports due.

KENTUCKY: 10—Cigarette tax reports due.

LOUISIANA: 1—Wholesalers' tobacco tax reports due. 15—Wholesalers' tobacco tax reports due. 20—New Orleans sales and use tax and reports due. State sales and use tax returns and payments due.

MASSACHUSETTS: 15—Cigarette distributors' tax and reports due.

MICHIGAN: 15—Sales tax and reports due. Use tax and reports due.

MISSISSIPPI: 15—Manufacturers, distributors and wholesalers' tobacco tax reports due. Sales tax and reports due. Use tax and reports due.

MISSOURI: 15—Retail sales tax and reports due.

NEW MEXICO: 25—Use or compensating tax and reports due.

NEW YORK: 20—New York City retail sales tax and returns due. New York City use tax and returns due.

NORTH CAROLINA: 15—Sales tax and reports due. Use tax and reports due.

NORTH DAKOTA: 1—Cigarette stamp tax reports due. 20—Sales tax and reports due. Use tax and reports due.

OHIO: 15—Cigarette use tax and reports due. Use tax and reports due.

OKLAHOMA: 15—Sales tax and reports due. 20—Use tax and reports due.

RHODE ISLAND: 10—Tobacco products tax reports due.

SOUTH CAROLINA: 10—Soft-drink tax and report due.

TENNESSEE: 5—Cigarette distributors' reports due.

TEXAS: 10—Cigarette distributors' report due.

WEST VIRGINIA: 15—Sales tax-reports and payment due.

WISCONSIN: 10—Tobacco products tax and returns due.

WYOMING: 15—Sales tax and reports due. Use tax reports and payment due.

G. I. JOES SHOCK BRITISH

(Continued from page 69)

mand, by the many things you produce. You move much faster than we do, for it is well known that we are, and always have been, years behind the times and it does not seem as if we are ever going to wake up. However, that is England and she is very fortunate to have such a nation as you as an ally, for I would not like to think where we would be without your help in these wars we get into.

Prepare To Eat Fish!

Many of your boys swear to open "Fish and Chip" shops when they get back because they cannot understand why they have never been on sale back home as they like them so much. And considering that we have been selling them for hundreds of years, it is beyond their comprehension as to why no one has ever started, considering again what small initial outlay is required to start the business, and they say if they grow their own potatoes, and water the vinegar, why it will be 100 per cent profit, so look out

for the fish and chip shops when they return.

Glad to say your boys are always looking forward to having copies of *The Billboard* after I have read them and naturally they like to tell me about those they know.

"SOS" for Chewing Gum

As it is hard to obtain here, try and get me some chewing gum if you can, as I am on a starvation diet and gum helps to keep hunger away.

It was only yesterday I wrote to Walter Tratsch thanking him for his annual calendar, which he always sends, but

some of your boys happened to see it and it was stolen and divided among them as "pin-up" pictures, despite my protests.

The A. C. Association was honored the other day when one of the Royal Family (Princess Marie) paid a visit to the Rainbo pub in Plecadilly. This has been furnished with pin games, etc., by the A. C. for the benefit of U. S. A. troops and fulfills a want, inasmuch as all games are free to play and offer awards as prizes.

My kindest regards,
WILLIAM STREETS.

**OPERATORS! TAKE NOTICE
of these outstanding Southern buys!**

FREE PLAY GAMES — A-1 CONDITION AND CLEAN
THESE MOVE FAST, IN ORDERING GIVE 2ND CHOICE

Airliner \$16.50	Home Run of '40 . . . \$32.50	Roxy \$16.50
All American 34.50	Hi Stepper 27.50	Snooks 16.50
A.B.C. Bowler 49.50	Horoscope 42.50	Side Kick 16.50
Bounty 16.50	Hi Hat 54.50	Speedway 16.50
Bang 16.50	Home Run of '42 . . . 59.50	Sports 19.50
Bewling Alley 16.50	Jolly 22.50	Sporty 19.50
Big Show 22.50	Jan Game 49.50	Skyline 29.50
Big League 29.50	Jungle 54.50	Short Stop 29.50
Blonde 34.50	Lucky 16.50	Sport Parade 34.50
Big Chief 34.50	Limelight 16.50	Super Chubbie 34.50
Bandwagon 39.50	Legionnaire 44.50	Stratolliner 39.50
Belaway 49.50	Leader 49.50	Salute 39.50
Cadillac 16.50	Mr. Chips 16.50	School Days 39.50
Conquest 16.50	Mascot 29.50	Silver Skates 39.50
Commodore 24.50	Metro 39.50	Score Card 39.50
Crossline 34.50	Mills 1-2-3, '39 44.50	Sea Hawk 44.50
Click 89.50	Majors of '41 49.50	South Paw 44.50
Doughboy 19.50	Monticker 75.50	Silver Spray 49.50
Dude Ranch 32.50	Mills 1-2-3, '40 89.50	Slap the Jap 49.50
Dixie 32.50	Nippy 16.50	Sink the Jap 49.50
Fifth Inning 16.50	New Champ 59.50	Star Attraction 49.50
Foibles 19.50	Oh Boy 16.50	Spot Pool 54.50
Fox Hunt 34.50	Punch 16.50	Trailway 39.50
Four Roses 44.50	Polo 19.50	Ten Spot 49.50
Glamour 19.50	Progress 34.50	Wild Fire 39.50
Gold Star 42.50	Pan American 39.50	Yacht Club 29.50
Gobs 89.50	Paradise 39.50	Yanks 89.50
	Playball 39.50	

ARCADE PIECES

Bally Torpedo \$159.50	Evans Ten Strike \$59.50
Mutoscope Digger 49.50	Batting Practice 89.50
Chicago Coin Hockey 209.50	
A.B.T. Target Skill, Fire & Smoke or Big Game Hunter 19.50	

CONSOLES, ETC.

Exhibit Saratoga \$ 27.50	Paces Reels \$ 79.50
Exhibit Ten Foran 29.50	Paces Reels with Rails 119.50
Jennings Good Luck 27.50	Jumbo Parade, Cash P.O. 108.50
Silver Moon, F.P. 89.50	Jumbo Parade Combination 198.50
Paces Saratoga 129.50	Super Bell, 5c 229.50
Jungle Camp, F.P. 49.50	Jumbo Parade, F.P. 79.50
Bob Tails, F.P. 89.50	Bally Sun Ray, F.P. 99.50
Lucky Luere, P.O. 269.50	Club Trophy 348.50

COUNTER GAMES

**\$3.50 EACH, 3 FOR \$10.00: AMERICAN FLAG—CUBS—RACES —
DAVAL 21 — MILLS TICKETTE**
**\$7.50 EACH, 3 FOR \$20.00: YANKEE — SPARKS — MERCURY —
MARVELS — CHAMPION — AMERICAN EAGLE**

Terms: Cash With Order of \$50.00 or Less. Over \$50.00, 1/3 Deposit, Bal. Sight Draft. To Speed Delivery, Send Money Order or Certified Check.

SOUTHERN AUTOMATIC MUSIC COMPANY

"THE HOUSE THAT CONFIDENCE BUILT"

542 S. SECOND STREET LOUISVILLE 2, KENTUCKY
531 N. CAPITAL AVENUE 312 W. SEVENTH STREET
INDIANAPOLIS 4, INDIANA CINCINNATI 2, OHIO 425 BROAD STREET
NASHVILLE 3, TENN.

Over 75,000 Now Giving Trouble-Free Service!

IMP
BRAND NEW \$9.90

WHILE THEY LAST! Regular Price \$12.50. 1/3 deposit with order.



Brand New

- WINGS \$11.50 Ea.
- YANKEES Floor Samples
- LIBERTY BELL \$11.50 Ea.
- MERCURY Ea.
- CENT-A-PAK—New...\$9.90
- CHAMPION—Used...\$14.90
- ROCK-OLA WORLD SERIES\$79.50
- RAY-O-LITE\$79.50

1/3 Deposit With Order.

GERBER & GLASS
914 DIVERSEY, CHICAGO 14, ILL.

WILL BUY

Any Quantity of EXHIBIT MERRY-GO-ROUND, SHORT STOP, LANDSLIDE, DUPLEX, LONE STAR with Plastic Bumpers.

Any Condition Will Pay Top Price for EXHIBIT DO-RE-MI, SUNBEAM, DOUBLE PLAY, WEST WIND.

Must Be Good Condition Write or Phone for Prices.
Monarch Coin Mach. Co.
1545 N. Fairfield CHICAGO, 22

FOR GUARANTEED **MILLS EQUIPMENT**
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

**WANTED
EXPERIENCED MECHANIC**

for Pinball, Console and Music Boxes. \$75 per week—6 hours per day.

NICK J. LOMBARD
20 1/2 W. 18th Street
Phone 48-150. ERIE, PA.

GLOBE'S HIT PARADE

SHOOTIN' HIGH, WIDE & HANDSOME!
A shapely "lass" with lots o' class In full color—and attractive payout plan! 25¢ minimum award, twin jackpot. Thick board! 1200 holes. 5¢ each.
PROFIT \$33.50

PISTOL PACKIN' MOMMY

SLOT SYMBOLS

MORE & MORE PROFITS IN 44

GLOBE PRINTING CO. 1023-25-27 RACE STREET
PHILADELPHIA, 7, PA.

CARL TRIPPE Price Plus Guaranteed Satisfaction

Ideal's Special March Sale

NEW REBUILTS—5-BALL FREE-PLAY GAMES

Bombardier (Fallee)	\$139.50	Midway (Zombie)	\$175.00
Destroyer (Cadillac)	127.50	Paratroop (Powerhouse)	149.50
Eagle Squadron (Big Town)	139.50	Production (Blonde)	139.50
Jeep (Leader)	169.50	Torpedo Patrol (Formation)	139.50
Liberty (Flicker)	119.50		

A-1 RECONDITIONED 5-BALL FREE-PLAY GAMES

A.B.C. Bowler	\$49.50	League Leader	\$32.50	Show Boat	\$42.50
All-American	37.50	Legionnaire	52.50	Silver Skates	39.50
Bandwagon (Rebuilt, Plastic Bumpers)	75.00	Liberty (Bally) (Flicker)	75.00	Sink the Jap (Repainted), 7 Up	75.00
Battle (Rebuilt/Zombie)	87.50	Lucky	17.50	Sky Line	35.00
Big Chief	35.50	Majors, 1941	52.50	Sky Ray	35.00
Big Time	29.50	Metro	42.50	Slap the Jap (Stratoliner), Repainted	75.00
Boleway	59.50	Miami Beach	50.50	Sluggo	57.50
Bombardier	89.50	Mills 1-2-3 1939 (F.P.)	15.00	Spot a Card	57.50
Boomtown	32.50	Mills 1-2-3 1940 (F.P.)	75.00	Spot 'Em	15.00
Cadillac	17.50	Mills Five in One (Payout)	75.00	Sport Parade	39.50
Champ	39.50	Mills Owl	75.00	South Paw	52.50
Commodore	27.50	Monicker	85.00	Star Attraction	49.50
Crossline	29.50	Nippy	17.50	Stop and Go	17.50
Dixie	29.50	Pan-American	35.00	Stratoliner	39.50
Dive Bomber (Ferman)	59.50	Paradise	37.50	Sun Valley	129.50
Dude Ranch	39.50	Play Ball	32.50	Ten Spot	49.50
Duplex	59.50	Polo	22.50	Thumbs Up	89.50
Eagle Squadron	49.50	Progress	27.50	Toplo	85.00
Fleet	32.50	Roll Call	17.50	Texas Mustang	69.50
Four Diamonds	42.50	School Days	45.00	Vacation	27.50
Gold Star	45.00	Scoop	15.00	Victorious 1943 (1 Ball)	129.50
Hi Hat	49.50	Sea Hawk	42.50	Victory	85.00
Hit the Jap (Repainted)	75.00	Sentry	89.50	Wildfire	37.50
Home Run 1942	69.50	Seven Up	49.50	Yacht Club	17.50
Landslide	29.50			Zig Zag	52.00

GUNS

Repainted Red, White and Blue Army and Navy Decals Look and Operate Like New

Axe Rats (Seeburg)	\$169.50	Rapid Fire (Bally)	\$249.50
Jap Gun (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun)	169.50	Tail Gunner (New)	295.00
Keeney Air Raider	249.50	Tank Gun (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun)	169.50
Keeney Anti Aircraft	89.50	Tokyo Gun (New)	380.00
Parachute (Seeburg)	169.50		

Following Are in Original Paint—Not Repainted as Above:
Keeney Air Raider

TECHNICAL TOPICS

Synthetic Rubber Industry To Stay, Is Prediction

The synthetic rubber industry, at least on a partial basis, is here to stay, says James J. Newman, vice-president of the B. F. Goodrich Company. Newman said there are two schools of thought about the \$750,000,000 industry: that the entire program was a war necessity to be discarded when the emergency is over, and second, that we should raise tariff barriers to protect the industry against foreign raw rubber. Newman said he believed in neither; that there will be room for both synthetic rubber and raw rubber, and competition will result.

Post-War Metal Control

Drastic post-war control of metals essential for war-making was urged at the annual meeting of the American Institute of Mining and Metallurgical Engineers.

P. D. Wilson, of the War Production Board, said any post-war control of armament industries and raw materials in Germany and Japan "short of strict, direct military supervision" would be ineffective and would likely result in such relaxation that another war would be inevitable.

Discussing the post-war control of aluminum and magnesium in the enemy countries, Wilson held that control should be designed so that only such supply as is strictly necessary to the

CLEVELAND COIN OFFERS:

BOWL-A-BOMB

THE 9-FOOT SKI BALL ALLEY SENSATION—LEGAL EVERYWHERE—IMMEDIATE DELIVERIES—WRITE, WIRE OR PHONE FOR SPECIAL PRICES IN LOTS OF 5 OR MORE.

SLOTS AND SAFES

1 5c Jennings Master Chief, 3/5	\$250.00
2 5c Jennings Super Chiefs, 3/5, Ea.	250.00
2 5c Mills War Eagles, 2/4, Each	75.00
1 5c Mills Special Mystery Ball with Eight Jack Pot Comb., Drill Proof Cabinet, No Bounce Reels	185.00
1 5c Caille Deluxe, 3/5	65.00
6 5c Columbias, C.A., Each	65.00
10 Mills Slot Box Stands, Newly Painted, Each	18.00
12 Single Slot Safes, Each	35.00

MUSIC

1 '40 Rockola Super with RC & 2 Wall Boxes	\$350.00
1 Rockola '40 Super, RC	325.00
1 Rockola Twin Twelve in attractive wood hideaway Cabinet, RC, with beautiful Spectrovox type floor model lite-up speaker and Buckley Wall Box, plus four extra Buckley Wall or Bar Boxes	275.00
1 Rockola Imperial 20	135.00
1 Wurlitzer 412	70.00
1 Twin Twelve Wurlitzer in Steel Cabinet, no Adaptors	115.00
3 Twin Twelve Rockolas with Packard Adaptors, Each	125.00
3 Twin Twelve Wurlitzers with Packard Adaptors, Each	125.00
3 Brand New P.M. Speakers, Lifeup, Each	32.50
6 Brand New Rockola Bar Boxes, Ea.	35.00

ARCADE

2 Keeney Submarine Guns, Each	\$200.00
1 Shoot the Bull	125.00
1 Hurdle Hop	65.00
1 5c Skill Jump	50.00
2 Skeeballettes, Each	85.00
3 Ten Strikes, Each	60.00
3 Western Baseballs, Each	95.00
1 Madame Neville Gypsy Fortune Teller	150.00
1 Tommy Gun	150.00
1 Vibro Foot Ease	65.00
1 Mills Punching Bag, Refinished	150.00
1 Exhibit Rotary Claw	150.00
1 Planatellus	125.00
1 Poker & Joker	110.00
1 Casino Golf	45.00
3 Buckley Treasure Islands, Each	75.00
3 Buckley Deluxe Diggers, Each	85.00
3 Assorted Electric Diggers, Each	50.00

CONSOLES

1 Mills 4 Nickel FOUR BELLS	\$525.00
1 Mills 5c Royal Draw	135.00
1 Bally 5c Big Top, P.O.	95.00
1 Mills 5c Square Bell	85.00

SPECIALS

20,000 METAL PHOTOMATIC FRAMES—WIRE OR PHONE FOR SPECIAL LOW PRICES . . . 40 SHEETS PLASTIC, 20"x50" . . . \$6.50 EACH.

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021 PROSPECT AVE., CLEVELAND 15, O.
Phone: PROspect 6316-7

DELUXE "MIDGET SKEE BALL"

Has All These Important Features!

- ★ Adjustable Playing Field
- ★ Simple Mechanism
- ★ Easy Servicing
- ★ Colorful Backboard and Playing Field
- ★ Ball Counter
- ★ Large Cash Box Entirely Separate From Mechanism
- ★ Cabinet Sturdily Constructed of Hard Wood, Blonde Maple Finish
- ★ Legs Very Easily Removed To Facilitate Transportation
- ★ Fits Any Location Anywhere
- ★ Legal—Opens Closed Territory!

\$249.50 1/3 Certified Deposit. Balance C.O.D., F.O.B. N. Y.

Rush Your Order Today—Immediate Delivery!

AMUSEMENT SPECIALTIES, Inc.

593 10th Avenue, New York, N. Y.
Longacre 3-4820



SIX FEET LONG

MUSIC

1 Wurlitzer Victory Model	\$475.00
2 Seeburg Classic	275.00
1 Seeburg Vogue, R.C.E.S.	350.00
2 Wurlitzer 61 with Stands	80.00
1 Wurlitzer 71, 5-10-25	140.00
5 Wurlitzer 616	80.00
2 Seeburg Speakorgans	39.50
3 Rockola Dial Bar Boxes (New)	50.00
7 A.M.I. Boxes	15.00

ARCADE AND CONSOLES

1 Skyfighter (Mutoscope)	\$350.00
1 Keeney Submarine	200.00
2 Evans Play Ball	180.00
2 Batting Practice	100.00
3 Jap or Hitler Seeburg Rayolite Guns	150.00
5 Evans Ten Strike or Rockola Ten Pin	35.00
2 Gottlieb Skeeballettes	50.00
3 Western Baseball	75.00
1 Western Baseball Deluxe (P.O.) or Novelty	125.00
2 Casino Golf	40.00
1 Bally Royal Draw	75.00
2 Seeburg Sportsman	75.00
4 Texas Leaguers	40.00
1 Toledo Springless Scale (Hiboy)	75.00
10 A.B.T. Guns, 1 1/2	22.50
2 Gott. Grippers (3 Way)	15.00
1 Criss Cross	10.00
1 Barnyard Golf	10.00
1 Ranger	25.00

50,000 Ft. Double Wire, Like Drop Cord, 3/4 Per Foot.

5-BALL FREE PLAY

Super Six, Majors, Short Stop, Topper, Super Charger, All American, Pan American, Play Ball, Champ, Flagship, Box Score, Commodore, \$30.00 Each.

One-third deposit with order.

MORPLAY MUSIC CO.

116 E. Pine St. Canton, Ill.

FOR SALE

ALL MAKES OF COUNTER GAMES

CHAMPIONS	\$18.50
AMERICAN EAGLES	\$14.50
LIBERTYS	\$12.50
MARVELS	\$14.50

1/3 Deposit With Order.

Melrose Novelty Co.

MELROSE, MINNESOTA

HIGHEST CASH PRICES PAID FOR

STANDARDS, MASTERS, ROCKOLAS, 500, 600, 700, 800 WURLITZERS, VOGUES, CLASSICS AND LATE MODEL SEEBURGS. ALSO LATE PINBALLS, SLOTS, CONSOLES AND SCALES.

WILL BUY ONE OR A HUNDRED.

Write Condition and Quantity In First Letter.

Southern Amusement Co.

628 Madison Ave. MEMPHIS, TENN.

WHILE THEY LAST

ARCADE-MARBLE TABLES

TEN STRIKE—Parts of All Kinds

4 Ten Strikes, Good Condition	\$ 50.00
8 Hollywood Grippers	10.00
7 Targets, Model F, A.B.T.	12.50
1 Thistle Downs, Good, 1 Ball	Write
1 Sport Page, 1 Ball	45.00
1 Skee Jump	45.00
2 Skee Ballettes	55.00
1 Mills Punching Bag	135.00
50 Scoops, Clean	20.00

PHONOGRAPHS BOXES

5 Rock-Ola Bar, Late Model	\$45.00
3 Rock-Ola Wall, Late Model	45.00
5 Buckley	15.00
1 Brain Box, Rock-Ola	40.00
100 New Cabinets for Your Old Mechanism.	

PHOTOMATIC

GOOD CONDITION CLEAN With Approx. \$125.00 Film, Frames, Etc., \$1000.00.

1/3 Cash With Order, Balance C.O.D.

Amusement Enterprises

1001 Louisiana St. HOUSTON 2, TEX.

Rely on

HANDYSET LEGAL AGREEMENTS

Instead of JUST TALK

Protect your investment on location with written signed agreements. Send for a FREE Sample or a quantity when ordering Collection Books.

BALTIMORE SALESBOOK CO.

120 W. 42nd St. NEW YORK 18, N. Y.
Attention, Mr. Charles Fleischmann

WANTED TO BUY

Pin Ball Size Chips. Will Pay \$17.50 Per Thousand.

Acme Novelty Company

1124 Hennepin Ave. Minneapolis 3, Minn.

RUBBER BALLS

Size 2 1/4"—Inflated—for X-RAY POKER or POKERNO TABLES Guaranteed First Quality • Limited Supply. Ready for Immediate Delivery. Write or Phone Mornings.

NATHAN FABER

148-16 Boulevard Rockaway Beach, N. Y.
Bell Harbor 6-0379

FOR GUARANTEED

JENNINGS EQUIPMENT

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

SICKING

BOOKED SOLID

Until March 25

on Converting, Rebuilding and Refinishing. Also on furnishing Parts.

SICKING, INC.

1401 Central Parkway, Cincinnati 14, O.

FOR SALE

Manufacturer of Pellet Salesboards and Novelties will sell at less than inventory all Stock, Machinery, Tools and Dies.

W. C. STEINMETZ

2012 W. Wells St. MILWAUKEE, WIS.

SPECIALS

ONE BALLS

Just Off Location—in Excellent Condition! Club Trophy... Write

FIVE BALLS

ABO Bowler \$44.50 Metro... \$34.50 Big Six... 14.50

COUNTER GAMES

Libertys, 1c... \$ 8.95 American Eagles, Like New, 1c... 8.95

SLOTS

O.T.'s, Reconditioned & Repainted, 5c... \$ 85.00 10c... 125.00

COLUMBIAS, Gold Award, Cig. Reels, Convertible to 1c, 5c, 10c & 25c...

PACE COMETS, 5c... 89.50 10c... 89.50

CAILLE PLAYBOY, 5c... 89.50

We also have completely reconditioned War Eagles done over in the original Mills Copper Chrome Finish...

CAILLE CLUB CONSOLE, 10c... Write

CAILLE CLUB CONSOLE, 1-5c... Write

JENNINGS CONSOLÉ, 1-5c... Write

1-10c, 1-25c... Write

Write for our attractive prices on late Slots, Blue Fronts, Brown Fronts, Copper Chromes, Silver Chromes, Also 3 Bells and 4 Bells.

METAL SLOT STANDS, Some Crackle Finish, Some Smooth, Original Mills as well as Chicago Metal Stand, in Excellent Cond. Write

2 New Metal Playmore Cabinets To Use on Buried Music Job... \$ 34.50

CONSOLES

Overhauled, Checked and Cleaned

Jennings Liberty Bell, Flat Top... \$ 17.50

Blair Top... 27.50

Derby Day Flat Top... 17.50

Blair Top... 27.50

Keeney Kentucky Club... 79.50

1 Keeney Kentucky Skill Time, 7 Coin Head, excellent condition, new glass... 89.50

2 Keeney Track Times, 7 Coin Head... 79.50

Exhibit Tanoran... 29.50

Bally Long Champ (Large)... 39.50

Bally Boltaire Flicker... 39.50

Boner's Zippers... 34.50

Bally "The Favorite," 8-Coin Head... 39.50

Pace Saratoga, Convertible to Free Play or Pay Out... 149.50

Late Jumbo Parades, Like New, Convertible to Free Play or Payout... 179.50

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.

maintenance of a domestic civilian economy on a reasonable subsistence level will be permitted.

Renegotiation Reserves

Reserves for renegotiation refunds which war contractors may set up and show in their annual statements and reports are not to be regarded by government renegotiation officials as binding on contracts, according to a ruling by the joint price adjustment board, representing the six federal renegotiation agencies.

War Production Exhibit

An exhibit sponsored by WPB to illustrate how labor and management are co-operating in more than 4,000 war plants to keep supplies rolling to battle lines is on view in Washington. Movies, dioramas and dramatic exhibits are included in the display.

Labor-management committees of 72 plants are participating as exhibitors in the exposition, arranged thru WPB's war production drive.

More Civilian Radio Tubes

Several million tubes in excess of the 18,000,000 originally slated for 1944 are expected to be available to civilians as a result of the successful scheduling of radio tube production put into effect at the end of 1943.

The tubes will be marked "MR" for maintenance, repair and operating supply purposes, to prevent their sale on rated order and diversion from civilian channels. The tubes will be pro-rated to dealers and distributors on the basis of 1941 distribution replacement sales.

MILLS 5c, 10c, 25c

SLOTS FOR

IMMEDIATE DELIVERY

3 MILLS 25c GOLD CHROMES, 2-5

5 MILLS 25c BROWN FRONTS, Drillproof, C.H., Knee Action

4 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action

8 MILLS 5c BROWN FRONTS, Drillproof, C.H., Knee Action

4 MILLS 25c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action

3 MILLS 10c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action

8 MILLS 5c BLUE FRONTS, S. J., Drillproof, C.H., Knee Action

8 MILLS 25c GOLD CHROMED WAR EAGLES Drillproof, 3-5, C.H., Knee Action

6 MILLS 10c GOLD CHROMED WAR EAGLES Drillproof, 3-5, C.H., Knee Action

6 MILLS 5c GOLD CHROMED WAR EAGLES Drillproof, 3-5, C.H., Knee Action

5 MILLS FOUR BELLS, High Serials

8 KEENEY SUPER BELLS

12 MILLS JUMBO PARADES, F. P.

3 MILLS 5c GOLD Q. T.

2 MILLS 5c BLUE Q. T.

2 MILLS 1c GOLD Q. T.

3 MILLS 1c BLUE FRONT Q. T.

10 MILLS B & G VEST POCKETS

PHONOGRAPHS

2 WURLITZER VICTORY MODELS

1 MILLS THRONE OF MUSIC

3 WURLITZER ROLAWAYS

2 WURLITZER 616

2 WURLITZER 412

1 BALLY RAPID FIRE GUN

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 WHOLESALE AND SELL FOR RESALE."

FOR SALE

A quantity of used refrigerated coin-operated vending bottle drink Dispensers having a capacity of 144 bottles with additional storage space for 48 bottles.

AC and some DC current.

Photographs and full particulars upon request. Write or call

ARJAY EQUIPMENT CO.

310 Canal Street NEW YORK 13, N. Y.

Canal 6-3739

FACTORY REBUILT AND REFINISHED

BLUE FRONTS — BROWN FRONTS — CLUB BELLS THESE MILLS FAVORITES GUARANTEED TO LOOK AND OPERATE LIKE NEW EQUIPMENT — ALL WITH KNEE ACTION — CLUB HANDLES — DRILL PROOF — IMMEDIATE DELIVERY IN 5c, 10c, 25c PLAY

REFINISHED GOLD GLITTER WAR EAGLES

CLUB HANDLE—KNEE ACTION—DRILL PROOF

3-5 PAYOUT or ONE CHERRY 2-5 PAYOUT—5c—10c—25c—50c.

MILLS BUYS

Original Gold Glitter O. T.'s: 1 5c, Like New... \$110.00 1 10c, Like New... 130.00

5c Futurly, 3-5... \$125.00 10c Bonus, 3-5... 275.00 25c Blue Front, K.A.C.H., Drill Proof, Oval Card Write

ORIGINAL CHROME BELLS 1 5c 2-5 Payout... \$325.00 2 10c 2-5 Payout... 375.00 2 25c 2-5 Payout... 425.00 1 25c Gold Chrome... 425.00 25c Mills Dice... \$ 75.00

JENNINGS CHIEFS

5c Silver Chiefs... \$169.50 10c Silver Chiefs... 189.50 5c Silver S.P... 169.50

5c 4-Star Chief... \$125.00 10c 4-Star Chief... 150.00 5c-10c-25c Triplex... 119.50

5c Redskin... \$149.50 10c Redskin... 169.50 10c Club Special... 169.50

WATLING

ROL-A-TOPS

5c 3-5 Payout... \$ 85.00 10c 3-5 Payout... 85.00 10c All Stars... \$ 95.00

PACE COMETS

5c Deluxe, S.P... \$ 89.50 5c Rocket, S.J... 125.00 10c Rocket, S.J... 150.00

CAILLE

5c D.J. 3-5 Payout... \$50.00 10c D.J. 3-5 Payout... 60.00 25c D.J. 3-5 Payout... 75.00

MUSIC

24 Wurlitzer, 32 V.D.C... \$200.00 24A Wurlitzer, 32 V.D.C... 200.00 50 Wurlitzer... 69.50 800 Seeburg... 500.00 Seeburg Colonel, R.O.E.S... 400.00 Major, R.C... 375.00 Envy, Walnut... 375.00 Sport Page... \$ 59.50 Turf King... 550.00 Kentucky... 395.00 Totalizer... 125.00 Saratoga, Aut. P.O... 85.00 Saratoga Comb. F. P... 85.00 Automatic P.O... 165.00

ACCESSORIES

Wallematic Large Type... \$ 12.50 5c-10c-25c Baromatic 47.50 Stroller... 30.00 1 Packard Box... 32.50 Wurlitzer 30 Wire Box, New... 29.50 Santa Anita... \$345.00 Race King... 275.00 Jenn. Goodluck... 69.50 '38 Track Time... 75.00 '38 Skill Time... 75.00 '39 Bangtails, Late Head... 149.50 Paces Races, Black... 85.00

ARCADE

Supreme Tokyo Gun... \$300.00 Jenn. Roll in Barrel... 139.50 Texas Leaguer... 39.50 Mills Flip Skill... 49.50 Anti-Air Craft, Ref... 79.50 Shoot the Jap, Ref... 149.50 Hit Hitler, Ref... 149.50 Chicken Sam, Ref... 125.00 '39 West. Baseball... 89.50 Evans-In-Barrel... 115.00 Paces Races, Lt. Oak \$100.00 Royal Draw... 125.00 Four Bell... Write Bobtail, Aut. P.O... 185.00

1/3 Deposit, Balance C. O. D. Write, Wire, Telephone.

TWIN PORTS SALES CO., 723 E. Superior St., DULUTH, MINN.

BUY NOW—SAVE ON SUMMER NEEDS!

ARCADE

Exh. Vitalizer, Factory Rebuilt... \$ 89.50 Air Raider... 249.50 Sky Fighter... 399.50 Astracope... 99.50 New APT Big Game... 49.50 Hunter... 59.50 7-Col. Cig. Mach... 59.50 2 Philbin Slots, Ea... 25.00

SLOTS

1c O.T., Late Mod... \$ 49.50 25c Relatop, Fac.Reb... 169.50 Bl. & Gld. Vest Pock... 54.50 Green... 39.50

SUPER VALUES!

COUNTER GAMES

Groetchen Klix } 3 Lucky Smokes } for American Flags } \$17.50 1c Liberty, Cig... \$12.50 1c Mercury, Cig... 9.50 1c Sparks, Cig... 12.50 1c Zephyr, Cig... 7.50 Brand New Daval X-Ray (Vis. Taken Payout) 14.95

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed.

WILL PAY SPOT CASH for Phonographs, Mills Golf Ball Vendors, Consoles, Bells and Free Play Games. Send List and Quantity on Any Coin Machines.

IRVING OVITZ SERVING THE NATION'S OPERATORS! OSCAR SCHULTZ

Automatic Coin MACHINES & SUPPLY CO.

3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

2 Conductor Approved Silk Rubber Covered Wire @... \$32.00 Per 1000 Ft. 2 Conductor Heavy Duty Rubber Covered Wire @... 6.00 Per 100 Ft. 3 Conductor Heavy Duty Rubber Covered Wire @... 8.00 Per 100 Ft. 4 Conductor Heavy Duty Rubber Covered Wire @... 12.00 Per 100 Ft. 5 Conductor Stranded Heavy Duty Rubber Covered Wire... 25.00 Per 100 Ft. 8 Conductor Stranded Heavy Duty Rubber Covered Wire... 30.00 Per 100 Ft. Shielded Wire... 6.00 Per 100 Ft. 30 Wire Used Cable... .25 Per Ft. 2000 Ohm 10 Watt Sprague Resistors... .45 Each 3500 Ohm 10 Watt Sprague Resistors... .45 Each 5000 Ohm 10 Watt Sprague Resistors... .45 Each

TUBE

(Special) One Week Only

6L6... \$1.65 6V6... 75c 38... 75c 2A3... 1.65 12J5... 75c 5U4G... 75c 6SL7 REPLACEMENT for the 6SC7. Simply reverse wires No. 1 & 3 on the 6SC7 Socket. \$1.19 A 1/3 deposit is required with all orders, balance C. O. D.

ATLAS VENDING CO.

410 N. BROAD ST., ELIZABETH 3, N. J.

16 PANORAMS

LATE SERIALS—AUTOMATIC WIPERS—LIKE NEW

\$379.50 Each

Converted Panorams, \$435.00 Each

1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE

514 E. HIGH ST., COLUMBUS, OHIO ADams 7949

BRAND NEW MACHINES NEVER BEEN UNCRATED

Watling Big Game, F.P... \$125.00 Watling Rol-a-Tops... 199.50

USED MACHINES IN GOOD CONDITION

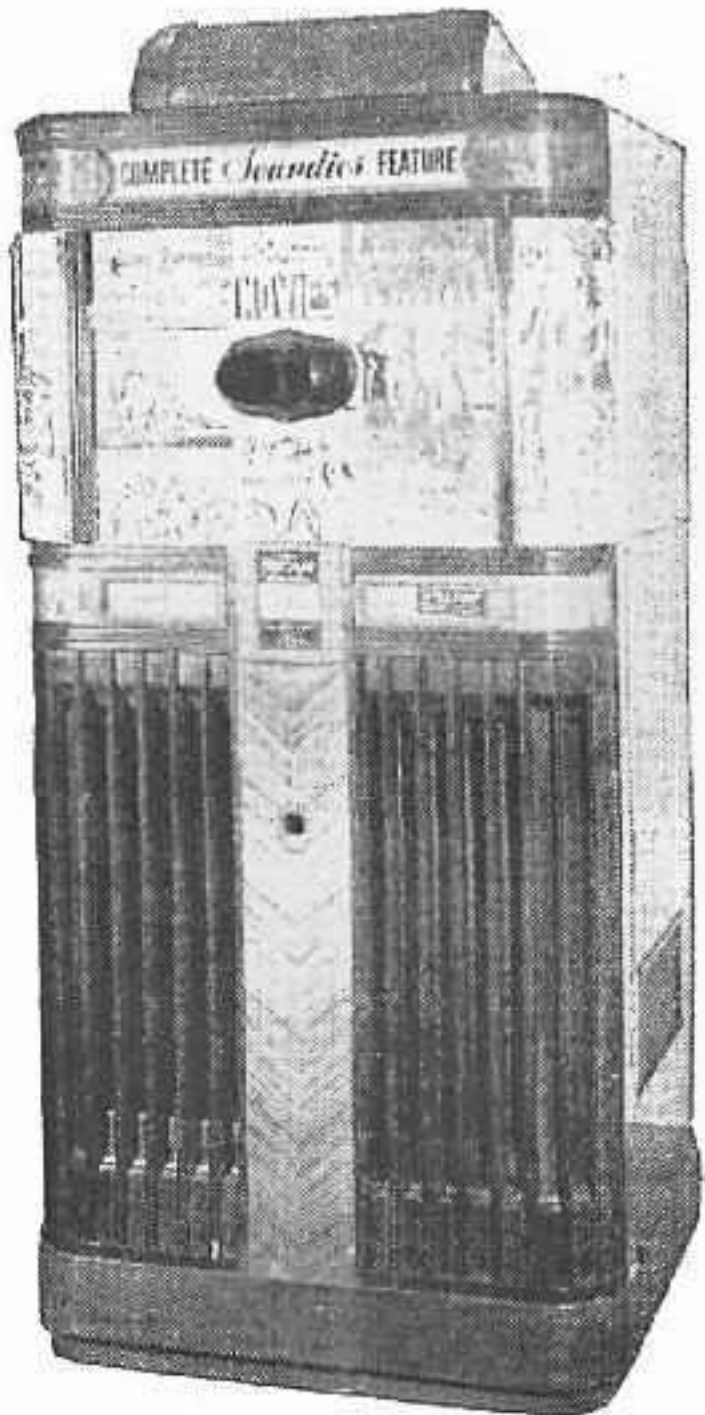
Exhibit's Longchamps, Automatic... \$ 49.50 Jennings Liberty Bell... 39.50 Jennings Silver Chief, 25c Play... Write Jennings Silver Chief, 5c Play... Write Mills Brown Front, 5c Play... Write Mills Cherry Bell, 5c Play... Write Jumbo Automatics... 119.50 Watling Big Games, Auto... 109.50 Jennings Longshot, Practically New... 199.50 Jennings Fast Time, Free Play... 69.50

J. B. WOOD

EL DORADO, ARK.

SOLO-VUE

Complete PANORAM Conversion



WRITE FOR COMPLETE DETAILS!

GEORGE PONSER COMPANY

763 South 18th Street

Newark, N. J.

TEN YEARS AGO

More than 3,000 operators were expected to attend the first annual Pacific Coin Machine Exposition at Hotel Clark in Los Angeles on March 12, 1934. More than 20 West Coast firms were expected to display equipment that had never before been seen on the West Coast.

The March 10, 1934, issue of *The Billboard* featured a report of the called meeting between representatives of Coin Machine Manufacturers' Association and the newly organized Automatic Merchandisers' Association of America. The operators were represented by Fred Mann, Frank Hassel and T. A. Keppler. The meeting provoked frank discussion of many problems and subjects of general interest to coinmen, and committee conferences were held following the general session.

Ten years ago Mayor La Guardia of New York was presented in a dramatic program as sitting as a judge in the trial of a coin-operated amusement machine. Such publicity was believed by coinmen to mitigate against the progressive and legitimate interests of the coin machine industry.

The organization of a coin machine operators' and jobbers' group in Canada appeared likely following statements made in Detroit March 3 by Sam Schneider, of the Toronto Coin Machine Agency. Schneider headed a group of 10 operators from Toronto and Canada which attended the 1934 coin machine show.

The Los Angeles Chamber of Commerce boosted the first annual Pacific Coin Machine Show by sending letters to trade

"CUPID'S WHEEL"



Operators Price **\$295** 1/3 deposit Balance C.O.D.

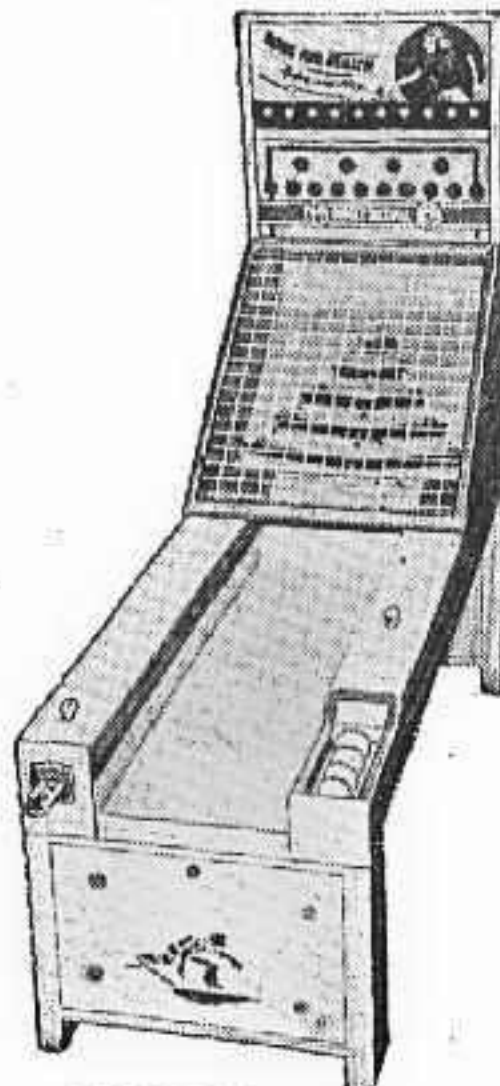
Immediate Delivery Available 1c or 5c Play

"You Can Always Depend on Joe Ash—All-Ways"

ACTIVE AMUSEMENT MACHINES CO.

900 NORTH FRANKLIN STREET
PHILADELPHIA 23, PA.
PHONE: MARKET 2656

Ready for Immediate Delivery



DELUXE MODEL "MIDGET SKEE BALL" \$249.50

32 Pokerenos, ready for operation. Each . . . \$110.00
Rubber Balls for Pokerenos. Each . . . 75c

Get set for Spring! Write for complete price lists of Arcade Machines or Parts.

MIKE MUNVES

510-514 W. 34th St., NEW YORK (2 Blocks From Penn. Station)

CLOSEOUT—BARGAINS

Seeburg Chicken Sam Conv. to Hitler. \$120.00
Seeburg Rayolite 85.00
Bally Shoot-the-Bull 95.00
Ton Spot 35.00
1/2 Deposit, Balance C. O. D.
AMERICAN COIN MACHINE CO.
557 Clinton Ave., N. ROCHESTER 5, N. Y.

ARCADE-MUSIC-RADIO TUBES

AT NET PRICES
2051, 616, 608, 68J7, 3Q5, 6R7, 6K5, 25Z6, 617, 6N7, 79, 78, 26, 27, 41, 6F8, 6V6, 6C5, 6817, 5Y4, 5U4, 6B5, 6B8, 6F5, 6D6, 79, 56, 57, 58, 68R7, 12SC7, 68K730, 37, 31, 38, 32, 6A4, 6A6.
Gun Gables for Chicken Sams \$ 2.50
Chg. Over Tubes Adapters 2.00
Wurlitzer Moto-Drive Coin Switch, New 50.00
1 Wurlitzer 800 Ampl., New 100.00
Wurlitzer 850 Elec. S. Coin Switch Box 75.00
Seeburg Changer Motors, Like New 25.00
Seeburg Plaza Amp. & Speaker, Like New 100.00
Bally Bowling Alleys, Like New 50.00
Holdovers Pin Games, Like New 50.00
Chicken Ampl., Like New 50.00
32 Volt Converters, Like New 75.00
64 Volt Converters, Like New 100.00
Jennings Fast Time, Like New 100.00
Mills Jumbo Parades, F.P., Like New 80.00
Evans Jungle Camps, F.P., Like New 80.00
Mountain Climber, Like New 150.00
Western Baseball, Deluxe 125.00
Seeburg Plaza, Like New 250.00
Seeburg Casino, Like New 250.00
Wurlitzer 24 in '42 Victory Cabinet 450.00
Seeburg 20 in '43 HI Tone Cabinet 500.00
Seeburg Envoy, ROES, 2 Organ Speakers and 1 Wall Box 600.00
Seeburg Jail-Bird Gun, Like New 150.00
Seeburg Duck Gun, Like New 100.00
Bally Bulls, converted into Hitler 125.00
Bally HI Hands, FP & PO., \$150.00 to 200.00
Bally Rapid Fires 225.00
Rock-Ola Commandos In Crates 650.00
BATTISTA TURCOL & SONS
1008 Union St., WILMINGTON 160, DEL.

FOR SALE

KNOCK-OUT \$109.50
VICTORY 84.50
CLICK 84.50
'42 HOME RUN 74.50
SPOT POOL 54.50
5-10-20 124.50
1/3 Cash—Balance C. O. D.
FORD VENDING MACHINES
319 Long Beach Road Oceanside, L. I., N. Y.

FOR SALE

Top gun holding castings for Keeney Anti-Aircraft, hand made, unbreakable, nice job, perfect fit. While they last, \$5 each C.O.D.
A. L. ROBERTS
287 BANK ST. NORFOLK, VA.

GET HEP TO

Smart MONEY 5c PLAY

SMART MONEY

BIG \$28.95

Profit on 1000 hole, 5c play, big flashy new beautiful board. "Smart Money's" copplin' the coin everywhere, 73 winners; special THICK slot symbols. Write for price list 438-5.

ORDER NO. 1000 SMART MONEY—5c PLAY, \$25 Top—\$28.95 Profit.

ORDER NO. 1000 SMART MONEY—10c PLAY, \$50 Top—\$45.80 Profit.

GARDNER & CO.

2309 ARCHER • CHICAGO

OVER 500 WHIRLWAYS NOW ON LOCATIONS!

CONVERTED FROM

BLUE GRASS, DARK HORSE AND SPORT SPECIAL

Whirlway has all the features of Longacre with beautiful new cabinet design. SHIP US YOUR OBSOLETE GAME TODAY!!

ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.

MUSIC SUPPLIES ACCESSORIES ARCADE-SLOTS

Table listing music supplies and accessories with prices. Includes items like Wurlitzer 850, Seeburg 800, etc.

SPECIAL—THIS WEEK ONLY! 50 Seeburg Wireless 5c Boxes, Each \$31.50

MISCELLANEOUS and ACCESSORIES table listing various items like Bally Hi-Hand, Keeney Contest, etc.

AMERICAN COIN MACHINE COMPANY 437 Elizabeth Ave., NEWARK, N. J.

McCALL'S SPECIAL SALE advertisement with details about equipment and contact information.

members in which they invited coinmen to California and "plugged" some of California's attractions for sightseers.

Chicago newspapers were said to have devoted considerably more space to publicizing the 1934 coin machine show than previous conventions.

On March 3, 1934, The Billboard announced that future issues would carry a special news service for merchandising machines and merchandise adaptable to sale by vending machines.

C. S. Darling, secretary of the Code Authority of the Coin Machine Manufacturing Industry, attended the general conference in Washington March 5-8, 1934.

MILLS SLOTS RECONDITIONED—Guaranteed advertisement listing various slot machines and prices.

Southwest Amusement Co. OFFERS advertisement listing slot machines and parts.

HIGHEST CASH PRICES FOR USED SLOTS & CONSOLES advertisement.

CENTRAL OHIO QUALITY BUYS advertisement featuring a list of machines for sale, prices, and contact information for Woolf Solomon.

READY FOR LOCATION—IN A-1 CONDITION! advertisement listing various machines and prices.

READY FOR DELIVERY advertisement listing slot machines and prices.

WANTED TO BUY—BALLY ONE BALL FREE PLAY advertisement listing various machines and prices.

There is no substitute for Quality advertisement for D. Gottlieb & Co.

FOR SALE advertisement for 15 Rotary Merchandisers and one 6-Table Unit.

NOW DISTRIBUTING ROCKINGHAM, SIMILAR TO FAIRMOUNT... \$595.00
SPORTSMAN, SIMILAR TO THOROBRED... 450.00
INVASION! LATEST 5-BALL CONVERSION! PRICE \$165.00
SPECIAL! NEW SUPREME GUN. PRICE \$330.00

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

1 MUTO. CARD VENDER, 2c CHUTES.	\$54.50	WESTERN—39 DELUXE	\$114.50
ANTI-AIRCRAFT	79.50	TEN STRIKE—Hi Dial	69.50
EXH. RACES, Perfect	119.50	EXH. ROTARY—Pusher	209.50
EXH. DOME-TOP DIGGERS	69.50	BUCKLEY TREASURE ISLAND DIGGER	69.50
K. O. FIGHTER	150.00	BALLY BULL, A-1	94.50
NAME IN HEADLINES-PR. PRESS	295.00	GOTT. 3-WAY GRIPPER	17.50
SHOOT THE CHUTES	139.50	PIKES PEAKS	19.50
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6 Mills Gold Chrome, 25c	4 Mills Regular Chrome, 5c
2 Mills Gold Chrome, 10c	14 Mills Blue Fronts, 5c
4 Mills Gold Chrome, 5c	3 Mills Blue Fronts, 10c
1 Mills Gold Chrome, 50c	6 Mills Blue Fronts, 25c
4 Jennings Silver Chief, 5c	3 Mills Blue Fronts, 50c
1 Jennings Chief, 50c	1 Glitter Gold Q.T., 1c
6 Mills Three Bells	6 Blue Crackle Q.T., 5c
5 Mills Four Bells	2 Keeney Super 2-Way, 5-5c, Cash
8 Baker's Pacer, Daily Double	3 Evans '41 Bangtalls, Late Jackpot
1 Baker Pacer (Late)	2 Evans Dominos, Late '41
1 Pace Racer, 25c (Late Brown)	4 Evans Lucky Lucra, 5-5c
1 Bally Sun Ray, Free Play	2 Bally Big Top, P.O.
1 Exhibit Silver Bell, P.O.	2 Bally Big Top, Free Play
6 Bally Club Bell (Comb.)	18 Mills Jumbo Late High Head, P.O.
3 Pace Saratoga, Late '41, P.O.	12 Mills Jumbo High Head, P.O.
4 Pace Reels, Late '41, P.O.	1 Jennings Silver Moon, F.P.

WANTED—USED MACHINES—HIGHEST CASH PRICE PAID

Send List of Machines you have to sell and let us quote prices

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5c Gold Chrome	5c Cherry Bell, Blue	Super Track Time
10c Gold Chrome	5c War Eagles	5c Super Bell
25c Gold Chrome	5c Mills Console	Galloping Domino Jackpot
5c Copper Chrome	10c Mills Console	5c Jumbo Parade, Cash
10c Copper Chrome	25c Mills Console	5c Jumbo Parade, Conv. Mint
25c Copper Chrome	5c Handload, Emerald	Vender
5c Regular Chrome	Columbia Bell, GA, Rear Pay	5-5-5 Mills Four Bell, New
10c Regular Chrome	Mills Vest Pockets	Style Head
25c Regular Chrome	Evans Vest Pocket Domino	5-5-5 Mills Four Bell, Old
5c Brown Front	5c Mills Mystery Bonus	Style Head
10c Brown Front	10c Mills Mystery Bonus	25c Pace Race Red Arrow
25c Brown Front	50c Mills Brown Front	Long Acres
Rockola Commando	PHONOGRAPHS	
1525 Rockola Wall Boxes	#120 Wurlitzer Wall Boxes	#430 Wurlitzer Speakers
	#145 Wurlitzer Stepper Units	

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150-Hole 5c Cigarette Boards, 27 Pk., P. O.39c Each
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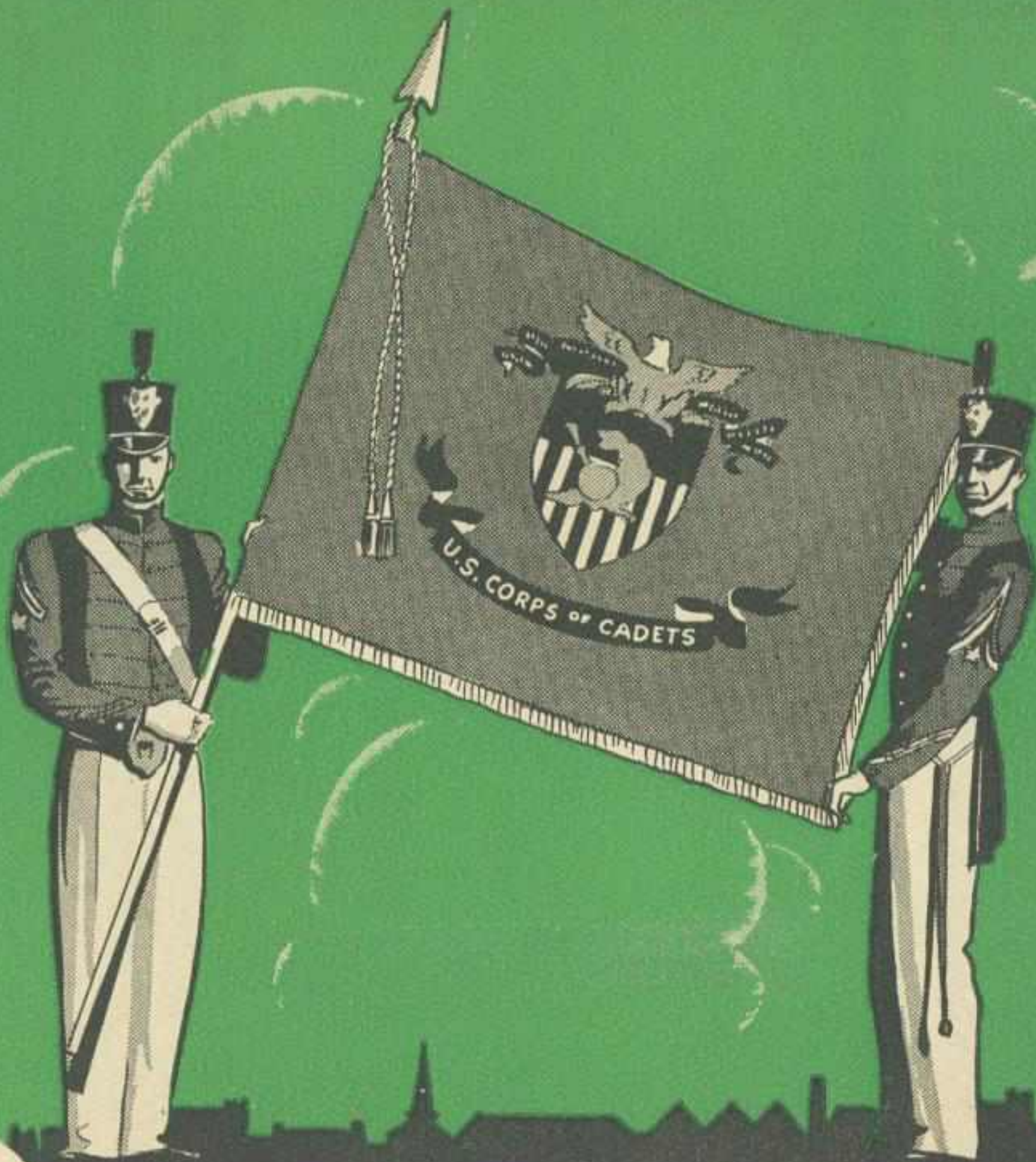
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These men, who know war, have time and again pointed out that no battle, no campaign large or small, can even be planned until the problem of supply is settled. We at home have undertaken to produce those supplies; the food and clothing as well as the weapons, and the planes, trucks and ships to deliver them. No problem of the war is more vital—and it's squarely up to us at home. Every cent you can spare is needed—buy every War Bond you can. Buy a bond today, and next payday—

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