

# The Billboard

APRIL 8, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

## MOVIES' NOT-SO-HOT TELEPIX



LAWRENCE WELK  
The Champaign Beat Still Sparkles  
(See page 4)

AMUSEMENT MACHINES

## Games' & Jukes' War & Home Front Efforts Bite Back

NIGHT CLUBS-VAUDE

## Borscht Circuit Tackles New War-Time Taxation Ache

RADIO

## DUTCH BROADCAST FORMULA



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**Personal Manager  
MILTON EBBINS**

**Direction**  
**WILLIAM MORRIS AGENCY, INC.**  
NEW YORK • CLEVELAND • CHICAGO • HOLLYWOOD

# MOVIES' NOT-SO-HOT TELEPIX

## Second Legit Spot Set for Capitol Debut

WASHINGTON, April 1.—A second legit house for Washington—answering pleas of hundreds unable to get in over-crowded National—seemed on the way this week when Bernie Ferber, manager of the Gayety, DC's burly house, announced that he is closing the burlesque season April 13 to convert the theater into a legit playhouse.

Gayety usually shutters much later, and altho it has frequently been converted into a roadshow film house for the summer, this marks first time for legit attractions.

Announcing the new policy, Ferber declared that he had leased the house to a New York producing firm and that attractions would be brought here which formerly were nixed because there was no available theater.

First offering under new policy (April 14) will be an all-septa show called *Harlem Follies*. Heading cast is Dusty Fletcher, late of burlesque and more recently of Cafe Zanzibar; the Four Cracker Jacks, Barron Lee, and Troy Brown. Ferber is already offering seats.

Whether or not the theater will offer straight legit stuff remained to be seen. The New York group is handling bookings, Ferber said.

## The "Pons" Get FDR Plug for Platters

WASHINGTON, April 1.—Andre Kostelanetz and Lily Pons yesterday presented a library of symphonic and operatic records to President Roosevelt.

Among the 50 albums, which will be turned over to the Warm Springs Foundation, are several recordings of Miss Pons and Kostelanetz.

The records were given the President in a brief ceremony in the White House.

## Not Just for Once But for Always

NEW YORK, April 1.—If any nitery operators who had been absorbing the 5 per cent federal impost have any ideas that with the new 30 per cent tax they can now pass the whole thing along to patrons, they can disillusion themselves, for the latest OPA ruling handed down from Washington says that where ops had absorbed the tax before they must continue taking it now.

This means that instead of placing the 30 per cent tax on the tab, all the owner will be permitted to put on is 25 per cent.

## 'Oklahoma' Folk Toss a Shindig On Natal Day

NEW YORK, April 3.—It has been a good while since the Theater Guild has had anything to celebrate, but this year, with three smash hits running concurrently on the Stem, there is excuse for a bit of modest self-congratulation. When one of them gets to be a year old and is still the town's top draw, there is reason to toss Guild hats in the air, which is what they did Saturday night (1) at Hotel Astor.

*Oklahoma*, one year old, invited the casts of its co-Guilders, *Othello* and *Jacobowski and the Colonel*, as well as a few friends to a birthday party. *Oklahoma* did it up right. There were none of Aunt Eller's basket lunches in the Astor ballroom, and while the program announced "plenty of corn whisky for all," the Guild's one-year-old was toasted. (See *'Oklahoma' Celebrates on page 32*)

## Worthington Minor Presents Figures To Prove His Case That Film Is Not for Video

### CBS Teleman Points Video as "Unduckable" in Future

NEW YORK, April 1.—"Film cannot be used as the backbone of television" contends Worthington C. Minor, of the CBS video department. His stand contrasts in some respects and agrees in others with opinions voiced previously by Niles Trammell, president of NBC. (See story on Page 11, "Air Vision Will Help Pix Not Ax 'Em.")

Minor's flat statement sounded a new note for video, inasmuch as Trammell, on the West Coast, pitched a little woo at the film biggies. Minor argues that Hollywood cannot afford to make pix for video. He substantiates this claim by giving facts and figures as to cost and time. "For example," he said, "the average Hollywood production

costs \$600,000 and runs approximately 90 minutes, putting the rate for one-quarter hour at \$100,000. He went on to say that since video would be transmitted to the home free, "there would be no advertising rate in the world capable of absorbing such an assessment."

### Even Grade B Pix Too Costly

To strengthen his stand, Minor pointed out that even lesser Grade B productions would fall in the prohibitive bracket, and that pictures would be faced with two alternatives, neither of which are attractive. The first would be to lower the standard of film distributed to video or to continue making films along the same lines and sustain a big monetary loss. Hollywood during 1943 produced 452 feature-length pix representing approximately 678 entertainment hours. If one video net were to attempt a 10-hour sked per day thruout a year, the entertainment hour figure would reach \$3,650. If all that were to be on film, Hollywood (See *Movies' Not-So-Hot on page 8*)

## Official Thirst Cuts DC Nitery Liquor Supply

WASHINGTON, April 1.—Washington nitery operators this week charged that they faced liquor supply problems no other cities had to deal with because the White House and other officialdom here frequently appeal for extra stocks, thus draining the market.

In a Federal Trade Commission hearing this week a liquor wholesaler declared that these official "hardship cases" played havoc with the local markets. Niteries and retailers would have their stocks set aside, it was said, and at the last minute a diplomatic or White (See *DC Likker Drought on page 32*)



# RB'S BENEFIT NET IS 23G

## Premiere Is Aid to Causes In Sarasota

### Home Town Gives Send-Off

SARASOTA, Fla., April 1.—Contributions to Sarasota charities and other causes from proceeds of the March 26 Under-canvas premiere of Ringling Bros.-Barnum & Bailey Circus here totaled \$23,358.27 from the two performances, Vice-President James A. Haley announced yesterday.

Epicopal Church of the Redeemer received \$10,768.70. Sarasota Hospital Fund's share was \$4,589.57, and Sarasota Post, American Legion, and Sarasota police department each received \$1,000. The chairman of the building fund of the church said that the money received would go for a new church, Ringling dedicated, "sometime in the future."

Proceeds received by the American Legion Post will be used for maintaining free lodging for servicemen while on visits to Sarasota and to send free cigarettes overseas to soldiers on all fronts.

The police department will finish payment for a two-way radio set that has been practically all donated by the circus, which assisted in a fund for the purchase of three iron lungs.

Resplendent in a new coat of Ringling red, Barnum blue and Bailey yellow, two sections of the circus Wednesday paraded thru town en route to New York and another season. Practically all of Sarasota's business and traffic was stopped shortly after noon as the first section, composed of 8 stocks, 10 flats and 6 Pullmans, rode thru center of the city on the Seaboard track. The second section, composed of 12 Pullmans and 15 flats, carrying performers, the executive per-

(See *Premiere Aids Causes on page 34*)

## RB's Victory In Rope Appeal Is Significant

WASHINGTON, April 1.—Ringling-Barnum circus won a clear-cut decision here this week over WPB when the show went to the mat on its appeal for more rope. It not only got the rope it wanted (See *Ringling Wins Appeal on page 60*)

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## Air Fingers Still Crossed On Club Talent

CHICAGO, April 1.—Night club entertainers, particularly comedians and emcees, are passing up excellent chances to cash in on some lush radio money now that Uncle Sam is really cutting into the ranks of radio top-notchers. That is the reasoned opinion of a representative group of agency radio directors and network program managers in Chicago. The consensus, altho the same in the last analysis for most authorities questioned, is based upon diversified lines of reasoning. Some radio leaders, for example, say they will not use night club comedians and emcees because of the smut style of many dawn patrol entertainers. Others said the night clubs have little to offer merely because the acts are not hep to sound without sight.

Jules Herbuveaux, program manager of NBC's Central Division, expressed an opinion typical of the reasoning of the first group. "I wouldn't take a chance putting the average night club emcee and comedian on a regularly scheduled program," said Herbuveaux. "And when I say average I mean just that; there are some exceptions. Most of the boys, however, have become so conditioned to using smut I would be afraid it would (See *Smut Holds Back on page 11*)

# Congress, on Return, Faces Many Bills Having Showbiz Impact; FCC, OWI May Be Hit

WASHINGTON, April 1.—When Congress returns April 12 from its Easter recess it will face a number of hot showbiz angles. Among the measures to be considered is the Appropriations Bill, which not only has been blamed with respect to FCC's funds but which also contains the famous McKellar rider which, in effect, would call for Senate confirmation of all U. S. employees drawing \$4,500 or more.

This one is declared to be poison to everybody in Washington but McKellar, who brushes aside charges that the rider would disrupt the civil service system and stands firm in his intention to control TVA even if he has to get control of all other agencies to do it.

### All Top OWI and FCC Included

Both OWI and FCC personnel making more than \$4,500—and this would include all of the policy-making officials—would have to be okayed by McKellar and his senatorial colleagues if the rider passes. As both agencies have been constantly under fire from the old guard group, this rider could easily and quickly bring about the downfall of FCC and OWI.

Opponents of the measure, hoping to salvage what of the merit system they can, point to the large number of government employees making more than \$4,500, and argue that if the Senate is required to investigate and confirm each of them it would have time for nothing else.

The rider would provide a handy tool for senators unfriendly to OWI and FCC to axe officials of these agencies whom they particularly dislike. By voting to refuse confirmation, the official could be promptly voted out of office. This feature will undoubtedly appeal to many on the House side who have sought something similar in ousting William E. Dodd Jr. and Goodwin B. Watson, former FCC employees whom Rep. Martin Dies charged with being subversive.

### National Service Act Up

Also awaiting Congress's return is the troublesome National Service Act which, if passed, would place civilian labor where it would do the most good. Senator Austin, of Vermont, is now holding a

series of conferences with military and labor leaders trying to draft a bill which would be acceptable to everyone, including the White House.

Soon after the recess ends, the controversial White-Wheeler Bill is expected to be tossed in the lap of the Senate. What effect this will have remains to be seen from the text of the measure, but with Congress especially radio-conscious as a result of the Lea Committee investigations and the Dies-Winchell feud, it is safe to say the bill will get plenty of attention.

Least troublesome of all bills facing Congress is the "GI Bill of Rights," which will doubtless get top treatment. There are too many veterans now for Congress to get playful where their rights are concerned. Besides it is good politics to promise the veteran everything.

## "Gay '90s" Socko In Cleveland With Terrific Build-Up

CLEVELAND, April 1.—Gay '90s Radio Revue, stage version of Columbia network feature, played five performances here at Music Hall under sponsorship of Saul Heller.

Terrific promotional campaign handled by Ohio Advertising Agency had local theaters up in arms about opposition and led to \$17,200 gross for four evenings and matinee showing. Show coming back for private convention date for steel workers in May, and also plays Youngstown and Akron in next few weeks.

Heller bringing in Grace Fields, English music hall entertainer, April 14-15.

## OWI Eyed Again By Ohio's Rep. Brown

WASHINGTON, April 1.—Congress this week blocked—at least temporarily—an effort of Republican congressmen to set up a committee to study all news releases issued by the Office of War Information. The committee would also keep an ear cocked to OWI radio shots.

The proposal, introduced by Rep. Brown of Ohio grew out of congressional contention that the agency was being used to propagandize soldiers and civilians alike.

Testifying on the resolution, OWI Director Elmer Davis declared that if the bill were passed the committee "Would keep us too busy to do any work."

The measure stuck in the Rules Committee, where it will likely remain pigeonholed.

### ICE SHOWS ON TOUR

- Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
- Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.
- Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
- Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.

## Bayonet Contract

NEW YORK, April 1.—When it's contract-renewal time in Nazi-occupied Norway the actors have more to contend with than irate producers and happy 10 per cent-ers. Their persuasion is more likely to come on the point of a bayonet.

The National War Fund reports that when Norwegian actors' contracts come up for renewal this month the Nazi Theater Directorate will require them to perform at supermanic celebrations and festivals or else. . . . In 1941 the Nazis tried the same racket, but the actors won out. This year the bearers of kultur are expected to crack down on non-conformists.

"We bring the world disorder. . . ."

## Taxey Doates

WASHINGTON, April 1.—Showbiz's best friend in Washington was discovered last week. He is the Internal Revenue lawyer who wrote the following regulation of cabaret taxes:

"These regulations deal with the excise taxes imposed on admissions, cabarets, dues, and initiation fees by Chapter 10 of the Internal Revenue Code, as amended by Section 521, Part II, and Sections 541, 542, 543 and 550, Part IV of Title V, of Title VI, of the Revenue Act of 1941, and Section 622, Title VI of the Revenue Act of 1942, and as modified by Chapter 9A of the Internal Revenue Code, as amended by Section 302, Title III of the Revenue Act of 1943. . . ."

If you don't believe it, look in the book.

## Niteries Can't Add 30% Tax To OPA Figures

WASHINGTON, April 1.—OPA this week warned niteries that if they are planning on using the 30 per cent tax in their dollar revenue figures for food rationing, to just forget it. That's strictly out, OPA said.

The dollar revenue figures kept by niteries and other spots featuring entertainment, as well as totals reported every two months when the spot applies to a local war-price and rationing board for its allotment of rationed foods, must not include the 30 per cent cabaret tax, OPA officials asserted.

Excluding the admission tax from dollar revenue, OPA officials continued, should bring no change in dollar revenue as usually reported to OPA, as the OPA price department has authorized locations providing entertainment to pass on the tax to patrons.

Dining places where the 30 per cent tax is assessed should submit dollar revenue figures, excluding the federal tax, when they apply to local boards during the first 15 days of May for their rationed food allotments for the May-June allotment period.

## 'Blossom Time' 20½G Tops Previous Take In Twin Cities

MINNEAPOLIS, April 1.—Continuing the huge box-offices it has drawn all over the country, Blossom Time took \$20,500 from the Twin Cities in seven performances.

Playing the St. Paul Auditorium March 13-14, for two performances, Blossom Time drew a neat \$6,500. In Minneapolis, at the Lyceum Theater, five performances (20-23) drew a tremendous \$14,000—better by about \$6,000 than the gross drawn here two years ago.

G. I. Joe, an army show staged, directed and performed by soldiers stationed at Fort Snelling, wound up its State-wide tour with three performances at the Lyceum Theater, Minneapolis, March 27-29. Box-office draw was capacity \$9,000. Scale for the 2,162 seats went from 50 cents to \$2 plus tax.

Next legit show at the Lyceum is *Blithe Spirit*, due here April 13-15. Advance is very strong.

## Ann Miller Kyser Pic Lead

NEW YORK, April 1.—Ann Miller will get the fem lead in Columbia's new Kay Kyser musical. Top comedy billing goes to Victor Moore. The pic will be straight musical, with emphasis on the song and dance angle, and that's why Ann Miller took lead away from a straight pic star.

## Chi Ducat Gouge Brings Howls For Statute

CHICAGO, April 1.—Flagrant gouging of theater patrons by local ticket specs has given rise to a demand that some action be taken by city authorities to stop the sale of theater tickets at exorbitant prices. The heavy demand for tickets and the willingness of the public to pay liberally for what they want when they want it has been responsible for a decided increase in the number of tickets purchased thru agencies, and the entrance into the picture of many irresponsible specs bent on cashing in on lush chump money.

So far no definite steps have been taken to correct the evil, but a number of persons who have been repeatedly gouged are bringing pressure to bear to have ordinance limiting ticket premiums enacted.

At present there is no city statute limiting amount that may be charged by the ticket agencies, tho there is said to be an understanding between the agencies and the theaters that only a reasonable (See Chi Ducat Gouge on page 32)

## You Never Can Tell

HOLLYWOOD, April 1.—Decca's album diskings, released and scheduled, of such off-the-beaten-path item as Gary Moore's poems, *Duffy's Tavern*, *Song of Bernadette*, etc., have given rise to the gag rumor at Hollywood and Vine that the waxery is considering doing an album of the Chaplin-Barry trial. Might be something at that if melody of *She Was Only a Bird in a Gilded Cage* were used as musical background for testimony.

Meet "THE ANGEL OF MERCENARY" Howard Cullman, known affectionately as "The Angel of Mercenary", regularly receives, from playwrights Lindsay and Crouse, letters like this:

"Dear Angy-Wangy: You may breathe easier! Open-Hearted Crouse, the backers' boy-friend, has managed to get hold of the checkbook again and if I can keep Lindsay out of the office for a few minutes (I've sent him out for a left-handed curtain-ropes) I'll see that you get a check. Your ever-loving producer, Russel Crouse."

You'll meet Cullman, Duke Ellington, Lou Walters, Jack White, Broadway Rose, and many other fabulous personalities of the Broadway amusement world. Yet this bizarre book is more than a collection of rollicking stories—it's a show in itself! \$2.75

## NEVER WHISTLE IN A DRESSING ROOM

by MAURICE ZOLOTOW

LAWRENCE WELK  
The Champagne Beat Still Sparkles

MELODY pours out of his crusher like vintage bubble-juice. That's likely why somebody tagged Lawrence Welk's arrangements "Champagne Music"—and the monicker stuck.

Welk erk started out as a modest five-piece unit but today numbers three fiddles, three sax, two trombones, two trumpets, drums, piano and bass—not counting the maestro's accordion.

Combo got its real start back in 1938 with airing via Mutual from the William Penn Hotel, Pittsburgh. Band followed with a trial booking at Chicago's Trianon Ballroom, which led to a dozen repeat engagements and a regular nine shot per week ethering over WGN-Mutual.

Last fall, Welk and his outfit introed "Champagne Music" to Broadway, and were held over at the Capitol Theater there for a third week. Currently they are back at the Trianon for the 13th engagement, which finishes April 9. Next in the agenda is a 12-week tour, which will include a week apiece at Milwaukee's Riverside; the Oriental, Chicago, and the Stanley, Pittsburgh. July 1 will see them back at the Trianon for a four-month stand.

Aside from its regular weekly Mutual series, the band aired again on the Coca-Cola show March 22 for the second time within a year.

Flattering is done by Decca, with a total to date of 20 transcriptions and seven records cut. Most recent releases include "Mairzy Doats," "Cleaning My Rifle," "Don't Sweet-heart Me" and "I Wish I Could Hide."



"We here highly resolve that those dead shall not have died in vain."

A friendly advice to get

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# AUDIENCES RILE COAST RADIO

## CBC Political Rules Eyed By U.S. Officials

TORONTO, April 1.—With the national conventions and the 1944 presidential campaign drawing near and the Winchell-Dies battle still sizzling radio row, broadcasting biggies, government officials and party leaders are eying political broadcasting changes made recently by Canadian Broadcasting Corporation, government-owned web north of the border.

CBS has ruled that political parties asking for time during the federal elections have to meet the following requirements:

- (1) Have policy on a wide range of national issues.
- (2) Have a recognized national leader.
- (3) Have a nationwide organization established as a result of a national conference or convention.
- (4) Seek the election of candidates in at least three of the provinces and put into the field at least 61 officially nominated candidates.

Free time for party slates in the provincial elections was first granted in 1943 and will be given in all future campaigns. Single, privately owned stations are the only facilities available for candidates in civil and municipal elections and by-election campaigns. In the case of by-elections, tho, hook-ups of private stations will be allowed.

Between elections, one half hour per month of free time will be set aside on a CBS national web for political broadcasts by national party leaders with the time divided among all qualified parties. Non-commercial orgs or societies interested in public affairs are now allowed to buy time on subsidiary hook-ups of the private stations for controversial broadcasts.

## Town Meeting Airs Winchell-Dies Fuss; Plenty Trimmings

NEW YORK, April 1.—The Winchell-Dies battle and the whole issue of freedom of speech on the air will get a public airing when Senator Burton K. Wheeler, co-author of the Wheeler-White Bill to reorganize U. S. webs, and Senator Chan Gurney, member of Wheeler's Senate Committee, which is working on radio legislation, tangle with H. V. Kaltenborn and Gilbert Seldes on *America's Town Meeting of the Air* (Blue, 8:30) April 6.

The program, originating from Station WSAI, Cincinnati, will be *Town Meeting's* first broadcast on tour, and it should develop plenty of fireworks, as Kaltenborn, Seldes, Wheeler and Gurney all have set ideas.

## Omaha School Pitch

OMAHA, April 1.—KOWH, affiliated with *The Omaha World-Herald*, has inaugurated a series, titled *We March With Faith*, in which Omaha school children are featured. The airings, designed to show what the schools are doing in the way of education and promoting good citizenship, is heard weekly.

### Ouch!

PHILADELPHIA, April 1.—The Sinatra influence rears its unseen forces once again here, with Bobby Knox the target of the bobby sox. Bob Knox, WIBG disk jockey, has just been informed that a new fans club has been organized among his listeners with him as its idol. The gals call themselves "The Our Heart KNOX for You Fan Club."

## A.K. Pic Parade

NEW YORK, April 1.—Jo Ranson, WNEW flack, has a bulletin board in his office whereon he posts clippings, photos, etc. Jo also has a delightful sense of humor.

So, since the dull clipping adorned bulletin board got little reaction among the station staffers, he recently substituted a prime collection of chest cheese-cake pictures. And, since Jo Ranson is an ex-radio editor, his files of such photos were eye-openers.

Last week the publicist pulled another switch; he replaced the luscious photos with hoary prints of ancient radio and film stars. This time the staff, particularly the announcers, reacted strongly, to wit:

"Note to publicity chief . . . this insidious demoralization of the announcing staff must cease at once. Return Lamour, Turner and LaMarr to their original resting places and send your old crows out to pasture."

## WHN Wins Suit And \$4,594 From Home Diathermy

NEW YORK, April 1.—Loew's Booking Agency, operators of WHN, won \$4,594 for an alleged breach of contract by Home Diathermy Company in the New York Supreme Court. Home Diathermy brought countercharges but Justice Aaron J. Levy ruled that no triable issues were raised.

Loew's claimed that the company had been given refunds for the time taken from them and given to other advertisers. Home Diathermy got hot as one of its machines and said that it had never taken refunds as acceptable recompense for time taken.

## WLS Clears Chi Blue Air; Snyder Categorically Denies Butler Station for Sale

Noble Network Will Have To Revise Plans

CHICAGO, April 1.—"WLS is not for sale. Anyone saying that it is to be sold to the Blue Network or to any other company or person is merely spreading rumors. With these words, Glenn Snyder, vice-president and general manager of WLS, cleared up once and for all a picture that has been the center of much speculation and controversy in radio circles for many months.

Rumors that WLS was to be sold have been flying like snow in a blizzard in Chicago and other radio centers ever since the Blue Network struck out on its own. At the heart of all controversy on the subject has been the fact that WLS, a 50,000-watt Blue affiliate, shares time and frequency with WENR, Chicago, Blue O, and O, station.

With this arrangement, many Blue Network shows are heard on WLS, but some of them are pushed around because of WLS's independent commercial commitments. For example, WCFL, a Chicago 10,000-watter, carries the Blue's Boston Symphony program on Saturday night at 7:30 p.m. (CWT) because WENR is off the air and because WLS has its own program on at that time, a commercial program it is not able or willing to drop.

### Rumors Fly

When the Blue Network began to expand, after its purchase by Ed Noble, the rumors, based upon an avowed intention of the net's execs to have their own full-time outlet in Chicago, began to fly. These rumors said that WLS would be sold to the Blue. There were even fantastic rumors that WLS would then pos-

## Sponsors Smile As Studio Lines Form; Ad Agency Execs Worry About Lost Illusions

Only Time Will Tell If Sight-Seeing Kills Dialers

HOLLYWOOD, April 1. — Unprecedented clamor for ducats to broadcasts reported by major networks here finds ticket printers and page boys and girls gleefully watching long lines form outside studios, composed of hopefuls who are offering a prayer that there may be an extra seat or two. While this all looks very nice to sponsors, some agency men are beginning to wonder if there isn't too much peeking behind the scenes by visiting firemen.

Curbstone eavesdroppers have overheard remarks made by customers filing out of broadcasting studios that give credence to the fear. Public has been heard to say that such and such a performer isn't anything like he pictured him to be. Or some say, "Imagine, they all stand around and read them jokes. I thought those guys were just naturally funny. Wait till I tell the folks back home."

### Gags From Scripts Gag

It's the last comment that is causing some radio execs concern. While there is a plentiful distribution of fan mags with photos of ether stars doing their stint via manuscript, to actually view a show is another thing entirely.

In normal times the customary influx of tourists make the rounds of Hollywood broadcasting studios, but they are usually a sophisticated crowd who can look

at an ether production and still go home and enjoy it on the air.

Those close to the radio pic point out that the majority of travelers these days are from ranks of citizens who normally don't stray too far from the home environs. It is this section of the public that is causing concern. Many of them have had their illusions shattered so far as radio production is concerned.

### Drama, Situation Comedy Disturb

Two types of shows are naturally not giving agency men gray hairs. They are the fast-moving comedy shows and the audience-participation airers. Straight dramatic shows and situation comedy stanzas are on the heaviest pans, it's pointed out. Many producers long for the old days when an audience wasn't deemed sponsor-necessary for shows.

Producers often feel that drama and situation comedy play better over the air if they're done without benefit of studio audiences.

One of the last adherents to the latter school is Carlton E. Morse, who has turned thumbs down on repeated requests that he join the ticket brigade and let the public view *One Man's Family*. Morse insists that spectators are out of place in radio dramas, and that "every broadcast must be keyed to an intimate manner, so that each listener feels he is the sole audience."

There are many schools of thought on the subject. Some claim that actors get more feeling into their roles with a live audience. Others state that the fact that there are customers out front makes thespians play to them instead of the mike.

### Pic Parallel

Practically the same general situation was viewed with disdain by veteran film producers several seasons back, when they claimed that the public was being shown the workings of the picture business too much, thereby destroying the illusion. Some film men claim that the public's initiation in behind-the-scenes doings in the picture business has not hurt the box office. However, it has never reached the peak that it has with radio. Nevertheless, many radio agency and radio execs believe that there is no harm in letting the public in on an air show.

However, it was pointed out, even if the public is allowed to learn of the intimate side of picture making, the illusion is re-created on the screen via the finished product. In radio, once a listener is allowed to view his favorite show there is distinct possibility that he may never again be an avid fan of that particular airer, due to the fact that characters and settings he has viewed in his mind's eye are so entirely different when seen in the flesh.

### 12 Years Without an Audience

Fact that *One Man's Family*, as an example, has been able to remain on the air for 12 years is due largely to belief by some radio spokesmen that illusion of family life in the serial has always remained intact as far as the listener is concerned.

There is no doubt that little, if anything, will be done about the question of packing broadcasting studios with as many "guests" as possible. In the meantime, ticket printers and page boys and girls will be having a field day, along with the visiting firemen. But maybe when the folks back home find out that grease paint and footlights are missing from radio productions, that leading men may wear horned-rimmed glasses, and that a "radio voice" of 14 may turn out to be a woman of 30, then there may be some kicks in the backwoods.

WLS To Re-Submit FM Application  
As a further proof that WLS intends to continue under its present management (See *WLS Clears Blue Air on page 31*)

# DUTCH BROADCASTING FORMULA

## Radio Orange, Underground and London Building New Ideas as They Fight Nazi Ideology

### Politics and Program Booklets Paid Bill

NEW YORK, April 1.—Four years of occupation, occupation under the very heel of the Nazi boot, has wrought changes never thought of in pre-war Holland's radio scheme of things. In fact, airings via London over Radio Orange have set the precedent for a new Dutch post-war formula that, while designed principally to fill the cultural and political vacuum caused by the occupation, should see air programs modernized along American lines.

The Netherlands' radio system in pre-war days operated along highly original party and religious lines, but yet was actually non-partisan. It banned commercials, altho oddly, its chief source of income came from advertising.

Pre-war broadcasters were backed by political and religious organizations. VARA had as its backing in the Social Democratic Party and there also was the Catholic KRO, the Protestant VPRO and the non-sectarian AVRO. All the aforementioned were located in Hilversum, Holland's radio city, now the chief Nazi propaganda outlet.

At Hilversum there were two regular transmitters and one short-wave transmitter. The companies went on the air on alternate days. This is another phase of radio that post-war Holland will probably correct, with each operator strictly on its own. Pre-war disputes centered around use of time, facilities and other matters and were arbitrated by the Dutch version of FCC located in The Hague. The latter outfit is set to receive a wider scope of authority and duties in the post-war Dutch formula.

### Really Neutral Pre-War

Pre-war Dutch radio was, of course, neutral up to the end in its treatment of both national and international news. Electioneering in favor of party candidates was prohibited, altho party policies and accomplishments could be mentioned. Religious and racial attacks were forbidden, and editorializing of news was barred. Newscasts, usually four-a-day, were limited to strictly factual reporting, with all stations subscribing to one news service, ANP (General Netherlands' Press Association). A marked change in the first-mentioned policy, that of neutrality, naturally has been evidenced by Radio Orange airings which constantly urge the Dutch people to resist the Nazi aggressors.

With commercials out, two sources of dough were tapped in order to hire outstanding talent. There were contributions. The adherents of each of the political party paying a minimum of three guilders (\$1.62) a year into a special broadcasting fund. The second, and chief source of income, came from weekly program listings, booklets of about 100 pages containing technical data and advertising in addition to information. The booklets cost about 10 cents, but advertising rates were high enough that AVRO, for example, accumulated a reserve fund of several million guilders, nearly \$1,500,000 in one year from this advertising.

### Nazis Take Over

Naturally, coincidental with the invasion, the Nazis seized control of Dutch radio facilities and began flooding the Lowlands with propaganda, and a new phase of Dutch broadcasting was born. Shut off from their own reliable sources of news and forced to listen only to what the conquerors wished them to, the Netherlands resorted to "bootleg" airings, and a thrilling chapter of underground activities began.

The underground broadcasts, planned along the same lines as those in other occupied countries, work hand in hand with underground workers. They aided in sabotage to the extent that, in desperation, the Germans last May ordered all owners of radio sets, the estimated ownership being well over a million, to surrender their receivers and all acces-

sories within 10 days to specifically indicated depots.

### Sets Forced Into Hiding

This edict failed to work since, altho people all over the country hurried to the Nazi depots with radio sets, the ones turned in were obsolete, of no practical use whatever. The Dutch kept their good sets concealed and, despite sharp warnings from the Nazi press, the passive resistance to the order forced the invaders to push back the deadline for turning in sets time and again, as only a small percentage of the total sets owned had been surrendered.

The Dutch still listened furtively to regular airings via BBC and Radio Orange, in addition to those of secret transmitters within Holland. Thru word-of-mouth grapevine, news spreads in an incredibly short time into the remotest villages and hamlets. A prime example of the way the grapevine works was evi-

(See Dutch Formula on page 31)

## Co-Op Visual Experimenting Will Sell America Video; It'll Save \$\$ for Everyone

### BBC's Gerald Cock Tells of England's Tele Experiences

NEW YORK, April 3.—"Now is the time for all those interested in television, including manufacturers as well as networks, to come together and go thru the initial development stages as one organization." This theory was put forth by Gerald Cock, Pacific Coast representative of British Broadcasting Corporation, who spent a day here last week before entraining for his San Francisco post.

Cock arrived from London where he spent three months working with the newly formed television committee. His co-op suggestion was offered as a possible way to save millions of dollars in individual experimentation. He also suggested that such an org "could be dissolved after a period of three years, by which time all involved would have trained staffs."

### Personal Ideas

The BBC rep made it clear that his idea was a personal one and in no way reflected the corporation's opinion. On the subject of video programing, he explained that until solid, lookable programs are presented the public is apathetic to the new medium (if England's experience could be taken as an example). Between 1938 and 1939 "good" shows were produced and Britishers became interested in air pix. When audio-video activity ceased at the outbreak of the war, 22,000 home receivers were in the homes. Unfilled orders for receivers totaled 17,000.

When tele studio lights were doused in Alexandria Palace on Black Friday, September 1, 1939, thousands of letters were written asking if there weren't some way to continue television—war or no war. The American public will be just as enthusiastic as soon as they are convinced that tele is actually here and not just a pipe dream, Cock insists.

Cock was in complete charge of all Co-Op Experimenting on page 9)

### Cowles & WCCO

MINNEAPOLIS, April 1.—The Cowles family, whose radio and publishing outfits dot the country, is trying to unload one of its Des Moines Indies, WMT or KRNT, because of FCC rulings forbidding single ownership of two stations in one city. That's no reason why rumors should be running around that they want to buy WCCO, CBS outlet here, according to Basil L. (Stuffy) Walters, executive editor of Cowles's *Minneapolis Star-Journal-Tribune*.

Walters said that if Gardener Cowles did have talks with CBS they went along these lines:

"We'd like to own WCCO, but we know there isn't a chance."

## Grant Opens Offices 10 & 11 In Latin Land

CHICAGO, April 1.—The Will C. Grant Agency of Chicago, continuing its program of world-wide expansion, this week opened up new offices in Havana, and Caracas, Venezuela. The agencies were purchased from Charles Monroe, former owner of the two foreign concerns.

The new Grant offices in Cuba and Venezuela will be run by John A. Dey, Grant's v.-p. in charge of the Caribbean Division. Dey's territory includes the West Indies, Cuba, Columbia and Venezuela. He also is in charge of the Grant office in Miami.

By opening up these new quarters, Grant now has a total of 11 offices on United States and foreign soil.

## WOW Society And WOW, Inc., Fight Decision

OMAHA, April 1.—The Woodmen of the World Life Insurance Society and Station WOW, Inc., filed briefs with the Nebraska Supreme Court yesterday asking the court to set aside its recent decision which canceled the 15-year lease on Station WOW made a year ago between the Society and the corporation.

WOW, Inc., headed by John J. Gillin Jr., asserted that the lease should not have been canceled because:

1. The court has already ruled that Gillin and his associates were not involved in any fraud of any kind.

2. Only federal courts have jurisdiction of litigation involving radio broadcast licenses.

3. The court's March 10 decision was unconstitutional under both the U. S. and State constitutions.

On the question of adequacy of the lease payments the WOW, Inc., brief held that the Society had never hoped to realize more than \$850,000 by outright sale. Under the lease and rental payments over a 15-year period, the Society would receive more than \$1,400,000.

The WOW, Inc., brief pointed out that the court ignored the testimony of a number of nationally prominent radio men who testified that the lease was a sound and fair deal for both the Society and the new corporation.

The Society's brief set forth 27 reasons why the Supreme Court should vacate its March 10 decision, and it insisted that the court had substituted its judgment for the judgment of the board of directors on the question of adequacy of consideration. The brief stated that if the Society continued to operate the station it would "imperial" the Society's fraternal and financial status. Further, if the Society attempted a "different disposal" (See WOW's Fight Decision on page 9)

## Man-Power Aches In Communications Near Danger Point

WASHINGTON, April 1.—The number of employees in critical communications occupations (including broadcasting) amounts to about 20.3 per cent of all persons employed in the communications industry, FCC Commissioner Ewell K. Jett told the Inter-Agency Committee on Occupational Deferments this week.

Commissioner Jett went before the committee to point out that communications must have effective representation in the making of policy on draft deferments.

According to figures compiled by the FCC Economics Division, 20.1 per cent of domestic communications employees are essential.

"The men now on the job are working an excessive amount of overtime," Commissioner Jett said. "Loss of efficiency is threatened, as well as increased absenteeism. The removal of even a small number of younger men will greatly increase the burden on the rest of the force; the consequences will certainly be serious."

## King Loses Suit Against WINS

NEW YORK, April 1.—Lewis King's suit against Hearst Radio, asking for an unpaid commission of \$14,022, was dismissed last week by New York Supreme Court Justice Dehis O'Leary Cohalan because King's claim of a verbal agreement was not supported by sufficient evidence.

King claimed that the Hearst outlet in New York, WINS, failed to pay his commission on the Armstrong Publications program, *Racing Results*, after the first six months. According to King, the oral contract stipulated that he be paid continuously. Judge Cohalan ruled that the written contract is the only legal one.

## Falstaff Sells Beer & Texaco

NEW YORK, April 1.—Alan Reed, known as Falstaff Openshaw on the Fred Allen program, will move into his first Openshaw live starring role for Falstaff Brewing Corporation of St. Louis, April 3, over the Blue Network from 10-10:15 p.m. (CWT), Mondays, Wednesdays and Fridays.

Falstaff brew tested Alan Reed selling brew before taking the live show gamble. The character was developed and owned by Fred Allen show but was given to Reed for free.

The general format will be a variety show, featuring Reed with musical interludes by the John Gart Trio and Evelyn Knight, soloist. Program will originate from New York, but will only hit 38 Mid-western stations to start.

# Chi Plans Crew-Cut News

## 10Cs Paid for PA Wire by BOE; Admen Watch

CHICAGO, April 1.—Early this month, when WBEZ, FM station of the Chicago Board of Education, starts using the news service of Press Association, a new type of broadcast that may be instrumental in changing the trend of future children's afternoon programs will be started in Chi. With this new service, George Jennings, director of the B. of E.'s radio council, will inaugurate a series of kid news programs with a unique approval.

### Dough for News

By signing up for this service, which will cost the Board of Education about \$1,000 a year, Jennings's station wins the distinction of being the first public school educational org to use Press Association services in its programing for school children of a grammar and high school age.

But this distinction won by Chicago's Board of Education is not important to the radio trade. It's what Jennings intends to do with the service that projects visions of things to come and warrants attention.

### Future Audience Big

Altho WBEZ at present broadcasts primarily to 100 schools and, secondarily, to the few thousand homes equipped with FM receivers, its potential audience will be numbered among the hundreds of thousands when FM comes into its own.

Jennings now transmits a five-hour daily program, including information about current events, social studies, mathematics, science, literature and language. The station's broadcasts coincide with the school day. But Jennings plans to extend his broadcast day to later in the evening. He also has in the back of his mind some ideas about carrying on adult nighttime broadcasting. Therefore, it is felt in Chicago radio circles, that program ideas developed at the station will bear watching, for one reason, because they will compete for audiences of commercial stations.

### "Different" News Handling

On his news series, the one which will start when PA service gets perking, Jennings plans to use an entirely different treatment of the news. He will not read the news as it comes off the teletype. Instead, he will take a few stories—and not necessarily those which occupy headline attention—and revamp them to fit a juvenile audience. What might be of little importance to the average reader or listener, might receive the most attention in WBEZ's news broadcasts. That which is of interest to the juvenile mind will be stressed, and educational discussions of a light, informal nature will be added. But it won't be dull stuff, or "now, kiddies" stuff. It will be news, news for the bobby-socks for the first time. Jennings plans to build an intensity of news rather than a blanket coverage. He has ideas—and is going to do his best to prove them.

The feeling of some station and agency radio directors in Chicago is that WBEZ programs must be watched. If they take hold, and the kids prefer it to the blood-and-thunder afternoon serials, some smart sponsor may drag out his b.r. and put on such a show commercially darn soon. The kids have never had their own news program, it was admitted, and since WBEZ has the dough, the willingness to experiment and the air time to do the job, something really solid may come out of the Windy City Board of Education.

## Ellis Jockeys Disk Sports

NEW YORK, April 1.—Steve Ellis, disk jockey of WOR's *Moonlight Saving Time*, augments his present dual role of jockey and sportscaster when he begins 26-week daily sports show for Knomark Manufacturing Company over WMCA. Ellis, who airs St. Nick's fight club shows over WMCA also, plans his new regular sports show with usual commentary and results as well as occasional guest star appearances.

## Look Before You Sign Anything

CHICAGO, April 1.—Danny Monroe, engineer at WIND, now reads thrice any document he's asked to sign.

Danny went to his draft board in Gary, Ind., to sign up for his pre-physical examination. He stepped up to a desk and began filling out a form. When he was finished a clerk extended his hand and told him he was now a member of Uncle Sam's armed forces. After he had recovered from his shock and had done some fast talking with the clerk, Danny discovered he had stopped at the wrong desk and had signed enlistment papers instead of pre-physical documents.

Monroe finally got away shaken, but still a free man.

## Sirica New Lea Att'y; End of Cox-Garey Type of Hearing

WASHINGTON, April 1.—Eugene L. Garey, former counsel of Lea Committee investigating the FCC, was succeeded last week by John J. Sirica, D.C. attorney, who will direct remainder of the probe.

Announcing Sirica's appointment, Chairman Lea said the new counsel "has no allances that should embarrass him in conducting a thoro and fair investigation." Lea also said that Sirica "has had wide experience as an attorney and his ability and integrity are attested by the bench and bar of Washington."

Sirica's appointment is expected to end the Cox-Garey influence, which brought such bitter criticism on the committee that both the former chairman and his chief counsel had to step down in the face of public opinion. Cox was replaced by Lea several months ago, and Garey followed his chief out a short time later.

## Ted Husing Goes Visiting Again—But With GI's Now

NEW YORK, April 1.—*Visiting Hour*, with Ted Husing, a Hollywood star and a sports world celebrity as weekly guest stars, will debut on Saturday, April 29 (WABC-CBS, 3:30-4 p.m. EWT).

Program is designed as a link between battle-wounded servicemen and their folks at home, and will consist of interviews with hospitalized soldiers, guest-star appearances and sports questions and answers. CBS will present show in collaboration with the medical department of the army service forces. Scripts will be written by Staff Sgt. Jerry Lewis and directed by Major Ed Bryon.

## Duffy's Signs for Another Year—But Gardner Has Out

NEW YORK, April 1.—Bristol-Myers has renewed *Duffy's Tavern*, starring Ed Gardner, for 52 weeks, effective October, 1944.

Unusual proviso in deal permits Gardner to cancel at any time he is successful in securing a better spot on another network. Show currently heard over Bluet Network on Tuesday at 8:30 p.m.

## Bill Slater Comes Back

NEW YORK, April 1.—Lieut. Col. Bill Slater, one of the pioneer sports and news broadcasters, is returning to the commercial radio field. For the past year Slater, who has been put on the inactive service list, acted as narrator on the Blue's Saturday evening show, *Army Service Forces Presents*.

## Treasury Dep't Checks Impact Of Bond Disks

WASHINGTON, April 1.—Treasury Department this week launched a survey of radio stations to determine whether or not to continue its series of sponsorable recordings, *Treasury Salute* and *Treasury Song for Today*. If sufficient stations want them, the series will continue indefinitely, otherwise the feature will be yanked.

Asking stations to reply to the survey, Maurice H. Kafka, chief of radio section of War Finance Division, said that cost of the series was justifiable only so long as Treasury received dividends in War Bond sales thru extensive use of the disks.

"In spite of the fact that the series was originated only as recently as the opening of the Fourth War Loan Drive," Kafka said, "they received tremendous and speedy acceptance by the radio industry. For example, we received requests from more than 800 stations for *Treasury Salute* records and requests from more than 600 stations for *Treasury Song for Today* platters for use during drive."

First idea of radio section was to fold series after recent War Bond drive ended, Kafka explained, but as result of some requests from radio industry the Treasury has been giving consideration to continuing the shots as constant War Bond promotion. That's the reason for the survey, he said, to see how many stations are still interested in receiving the disks.

Cards this week are going out to stations, asking if they want the features, and whether or not they are run as sustaining or sponsored.

## Vandercook Prexy Of News Analysts

NEW YORK, April 1.—John W. Vandercook, NBC news commentator, skedded to leave shortly as a member of NBC's London invasion team, has been elected president of the Association of Radio News Analysts, succeeding Maj. George Fielding Eliot.

Other officers elected were Major Elliot and Raymond Gram Swing, vice-presidents; Cesar Sheringer secretary, and Quincy Howe, treasurer. H. V. Kallenborn, first president of the organization, was chosen chairman of the executive board, which is made up of H. R. Baukhage, Paul Schubert and William L. Shirer.

## Sullivan Cashes In On Crew-Cut Eds

NEW YORK, April 1.—Ed Lee, one of Tom Flzdale's boys, was apparently the only p.a. in town to take advantage of last week's high school newspaper conference at Columbia University.

He packed the Music Corporation of America waiting room with be-socked and be-pegged scribes. Office traffic wasn't resumed until Ed Sullivan arrived to get some free publicity for his show, *Ed Sullivan Entertains* (Mondays at 7:15, WABC).

## Four Theaters, 2 Nite Spots Co-Op in Detroit Blue Net 'Swingshift Follies' Hypo

DETROIT, April 1.—Background for the *Swingshift Follies*, skedded Fridays over the Blue net from WXYZ for the first pick-up away from New York, will have a tie-up with four neighborhood theaters and two major night spots.

Pre-finals for the talent contest are being held at the Grand Terrace Casino, taken over last week by Frank Barbaro, and the finals from the stage of his famed Bowery Cafe.

Preliminary contests were held in the Carmen, Allen, Krim and Lakewood theaters, suburban houses at four points well scattered around the city.

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# MOVIES' NOT-SO-HOT TELEPIX

## Worthington Minor Presents Figures To Prove His Case That Film Is Not for Video

CBS Teleman Points Video as "Unduckable" in Future

(Continued from page 3)

would have to multiply its plants six-fold to even cater to one net.

The figures on film alone present food for thought. At present projection speeds, it takes 5,400 feet of 35mm. black and white to make up one hour. Should a studio reorganize to double its production so as to fill video entertainment needs and produce 10,800 feet of film, the cost of same at 6 cents per foot, would total \$648. If sample prints were to be made at a ratio of 1/4 to 1 and printed at 3 cents, the cost would be \$202. The final print, 5,400 feet at 1 and 4/10ths cents per foot, would result in a grand total of \$925. The air-time man hours needed to show the film would cost \$18 at a rate of \$2 per hour, raising the final count to \$941. This excludes any production costs, such as talent, lights, scenery, promotion, distribution, etc. Eliminating production costs for television, the top for a video film show requiring the services of 20 men at \$2 per hour would be only \$40, or a saving of approximately \$900 an hour.

### \$3,285,000 Needed Per Year for Film

Discounting any other factors pointed out by Minor, his figures indicate that, on a yearly, 10-hour-day basis, \$3,185,000 would be needed simply for film alone. Even with the use of 16mm. and the one-third slash in cost, the dough would still be around \$1,000,000. Minor thereby opines that it is inconceivable to believe that film, in any realistic way, can

## Star Stuff Skedded For Wed. DuMont

NEW YORK, April 1.—Jane Withers faces tele cameras for the first time Wednesday (5) when she stars in *Interesting People* on W2XWV. Joel Herron, ork leader at the Copacabana, shares the half-hour spot along with Mrs. Diana Christenberry, who went thru the siege of Bataan.

Irwin A. Shane, exec director of Television Workshop, which produces the weekly programs on the DuMont station, says he has Canada Lee, Hazel Scott and Jimmy Savo, Cafe Society Uptown stars, skedded for coming shows.

## Station Promises Listeners Air-Pix

NEW YORK, April 1.—Indicative of the growing interest in television among independent stations is the mailing piece now being distributed by WMBG, Richmond, Va. Pitch promises station's listeners that they will be supplied with video programs as soon as station and transmitter can be built.

WMBG's executives, R. E. Mitchell and Wilbur Havens, point out in the text that their interest in the visual service began in 1939 when they first witnessed a television demonstration at Atlantic City. Station carried a full-page ad in Richmond papers to echo optimistic statements by Niles Trammell during NBC war clinics.

## Hubbell Talking

NEW YORK, April 3.—Richard Hubbell, tele director and writer and editor of *Television Review*, lectured on tele at the Yale Drama Club, New Haven, Conn., Saturday (1). Tomorrow (4) Hubbell will talk to the Radio Writers' Guild at the CBS Annex at 8:30 p.m. on "Television As It Affects the Professional Writer."

ever become the backbone of video.

Minor is certain that "every owner of a radio station or motion picture house, every publisher of a daily paper or weekly pictorial is going to feel the effect of television. It cannot be ignored, nor can it be held back. Consequently," said Minor, "It would appear that the motion picture people looking at video would be more realistic were they to ignore the problem of how to produce the best film version of a tele program and to ponder more deeply on what a television program itself may be. Their future may depend upon it."

## DuMont Proves Pix Program Technique Standing Still

NEW YORK, April 1.—About 60 tele-enthusiasts turned out for the Television Producers' Association's second meeting at the Hotel Roosevelt Thursday (30). Allen B. DuMont, prexy of the Passaic (N. J.) labs of the same name, addressed the group and lauded the association's aim to create better tele programing.

DuMont said that there is no question of tele technical development being ready to face the public. Programs will be far behind after the war unless improvement is made now, he asserted.

Films of tele shows three years ago and those of the last month were run off. WOBW, WNBT and W2XWV's programs were represented to prove DuMont's statement that there had been no program advance since 1941.

R. B. Gamble, of Farnsworth, temporary chairman of TPA will appoint a committee next week to draw up a constitution to be submitted to the org's membership next month.

## Farnsworth Plugs Projector Telesets; Nix Tube Pix; Cheap and Plenty \$\$ Sets Due

NEW YORK, April 1.—Farnsworth will manufacture television transmitters and equipment as well as other types of tele apparatus after the war, placing the company in competition with DuMont, RCA, GE and Philco, according to its spokesman, B. Ray Cummings, v-p. in charge of engineering. The company is also considering making only projection-type sets in the post-war era, as it believes the tube picture video receiver is obsolete.

Cummings, who came from Fort Wayne, Ind., to address the Television Press Club Tuesday (28), told the gathering that all the important technical tele problems are either solved or known, and that programing must now be given profound attention. He stressed the importance that Farnsworth places on wired tele, and revealed that coaxial cable is now being produced in mass quantity for G. I. use, which should materially reduce its price.

The Farnsworth has not mentioned possible prices for home tele sets, Cummings hinted that they would probably range from the simple to the elaborate and, accordingly, cheap to expensive. The inexpensive receivers will be those equipped with picture tubes, while projection tubes will be used exclusively in the higher priced units.

### Theater Tele Forecast

In describing the way in which theaters could utilize tele, the Farnsworth v-p. said that with a channel of its own it could broadcast motion pictures or live

## Television Reviews

### WOR-DuMont Television

Reviewed Tuesday, 8:15-10:15 p.m. Style—Variety and films. Sustaining on W2XWV (New York).

WOR's *Video Varieties* got second billing tonight (28) shunted into the 8:45 slot for the newcomer, Proctor Electric Company's *Proctor Playhouse*. It also took a back seat in entertainment, tho the P. P. dramatic presentation was tough competition for any regular tele show to follow.

Rand Darnell directed the P. P.'s *If Men Played Cards as Women Do*, a condensation of the George S. Kaufman play. He missed an opportunity to fully experiment with a farce into which product plugs were inserted as part of the plot when he permitted the cast to burlesque the lines instead of playing them straight.

The men doing women's work, gurgling over a new iron, playing poker for prizes, ripping their friends in the back and shaking themselves as a gang of pratle-snakes could have been top draw home au pix. They went sissy and out of the tube went the point. What is worth remembering, however, is that a product can become part of a play and by careful scripting can sell itself effectively.

Charles Stark announced and brought the actors, still in character, to the camera for a bow after the show—a nice touch. Kitchen set with running water in sink was realistic. Entire production showed the polish that only repeated rehearsals bring. Excellent lighting and good mike work added considerably to the 30-minute offering. Newell Emmett Agency produced.

*Video Varieties* suffered from emcee Bob Emery's balmy approach. It may have been the heavy lip make-up that threw him, but the *Rainbow House* program director was off the beam thruout the show. He gaggled the program along too fast. He practically shoved entertainers out of camera range after they had served his purpose and was flippant to the point of making his televiewers downright uncomfortable.

In the WOR talent line-up was Bill Kelly, sweet-potato player par excellence; Lorraine Sherwood, with a Red Cross appeal; (See WOR-DuMont on opposite page)

### B&K Television, Chicago

Reviewed Tuesday, March 28. Contents—Commentary, films and variety. Sustaining on WBKB (Chicago).

Who says it will cost a lot of money to put on an interest-holding evening of telecasting? Whoever says that should have been at WBKB, Chicago, Tuesday night (28) to see an unelaborate series of tele shows during an hour and a half period that was so packed with interesting material this reviewer thought about a half hour had passed when the last scene faded away.

The cost of the show was practically nothing, because, of course, the people on the telecast were contributing their time. But even in the post-war period, when tele talent begins to receive professional wages, the cost of such a show will be small.

For example, Dan Cubberly put on an excellent newscast that would have been a good buy for any sponsor if quality of show and not size of audience were considered. Dan merely sat in a hypothetical newsroom and discussed copy hot off a teleprinter. He didn't merely read the news, as is the case so often in radio now, and he didn't give a pedantic analysis. He merely chatted about the stories, just as a visiting friend might do. He back-tracked often, just as is done in an informal discussion, but that helped to impress the more important stories upon the memories of the audience. And when he stopped for a moment to light his pipe the impression of informality was complete. Even if he had put on his house slippers it would have seemed natural. As he lighted his pipe he could have given with a commercial for a tobacco. And he would have sold. For he had the audience's interest; his informality—the informality of the whole scene—had their friendship. With interest and friendship you could sell fur coats on the equator.

After that Wayne Van Dyne and O'Neil Hunter did some singing. This was by far the weakest part of the show. Songs, even when you see the singers, are not enough unless the singer is a Bing Crosby or a Lily Pons. And maybe if you could see Bing's bald head you wouldn't pay any attention to his voice. Things musical should be heard; the opportunity to see musical performers often takes away some of the enjoyment.

Now that B. & K. is able to preview its films, they have not been bad. Tuesday night the Mexican travelog and a comedy cartoon proved this. They were improvements over the films the station televised a few weeks ago, but there's no getting around the fact that films will not be top-notch entertainment until television receivers have a larger screen . . . or pix are shot especially for the air.

On the dramatic portion of the program members of Columbia (Mo.) Stephens College's Radio and Television Workshop put on a piece that again proved good television need not be expensive. Only six girls were in the show; only simple sets were used, and except for a few minor points it was good drama, the life of young women faced with wartime problems. One of the minor points on which someone slipped up was that the girls were not telegenic. Keep 'em good looking and you keep your audience.

Bill Vance finished the show with a gruesome discussion of a couple of history's most famed murder mysteries. Not expensive, again, but its contents and Bill's sardonic relish in his subject kept the eyes focused on the tele receiver.

Cy Wagner.

### "Tele Review" Mid-May

NEW YORK, April 1.—*Television Review*, new mag, will debut in mid-May. Aim of the sheet will be the presentation of a summary and analysis of developments in tele art and sciences. Richard Hubbell is editor. Associate editors are T. R. Kennedy Jr., *New York Times*, and J. Raymond Hutchinson, chairman of the committee on tele of the Department of Secondary Teachers of the National Education Association.



### Tele Slimmer

CHICAGO, April 1.—Television, it seems, will do just about everything. Because of it, if a new program on WBKB here is any criterion, the ladies of America will at some future date all have the oomph figures of Venus, that poor gal who could never scratch an itch.

Once a week now Beatrice Stronstorff, Chicago exponent of the modern dance, is showing the few fortunate women who have television receivers just how to dance to slimmness. Miss Stronstorff claims she has it all figured out to a science and that all the ladies have to do is follow her as she goes thru her televised contortions. Helen Carson, program manager of the station, is a bit skeptical. She'll permit the video audience to do anything once, however.

### It's Still Raining FM and Television Bids Before FCC

WASHINGTON, April 1.—The deluge of applications for FM and television stations continued to pour into FCC this week. Among applications received were the following:

FM—Broadcasters Oregon, Portland, Ore.; Rhea Howard, Wichita Falls, Tex.; Atlantic Coast Broadcasting Company, Charleston, S. C.; Central Broadcasting Company, Des Moines, Ia.; Record-Herald Company, Wausau, Wis.; Saginaw Broadcasting Company, Saginaw, Mich.

Television—Philco Radio & Television Corporation, Washington; Philco Radio & Television Corporation, New York.

### CO-OP EXPERIMENTING

(Continued from page 6)

British tele activity from the fall of 1936 until shut down. He told how the screening of therapy machines so that they did not mar pix reception had been a problem before the war. Doctors had objected to doing anything about shielding the equipment on the ground that their civil rights were in jeopardy. When they were obliged to do so after the outbreak of war because it interfered with radar, it was found that it could be accomplished for \$1 per machine. Accordingly, all therapy machines will be screened. Tele will benefit from wartime regulations.

It was only after home sets were brought down to \$160 and their size reduced considerably that the British public started buying in quantity. They bought in spite of the fact that there was not at that time a selection of programs, nor will there be after the war. BBC intends to screen shows three of four hours a day only for the first few months. Tele is not intended for background listening as radio is, says the BBC rep, who believes that tele's compelling quality will hold listeners and watchers glued to their sets.

### Tele Nine Months After War

Just how soon after the war BBC would go into regular telecasting, it is hard to say, according to Cock. BBC will attempt to secure a priority for equipment and man power, but housing will probably take precedence over tele for a while. In any event, Cock believes that Alexandria Palace will be going full blast nine months after the peace.

Films will not, states Cox, become an important part of tele programing. "On-the-scene" pix to supplement news in some instances are okay, he says. Package shows, filmed expressly for tele, would lose much of the personal quality of a live show, he believes. Cartoons, used judiciously for variety, were found to be very popular. In England regular films were nixed. (See page 3 Worthington Minor story on Film and Air Pix in this issue.)

The press popularized tele in Britain, Cock remembers. "It damned the early bad programs," said Cock, "but when tele began to shape up into a real entertainment medium, writers spread the good word. The enthusiasm of the press did much in breaking down the public's resistance to anything new. They talked people into taking a look at tele, and they sold the English public on the medium."

American tele will probably enjoy a quicker popularity than British, once our programs are up to par, according to Cock, who admitted we take to new things with more pick-up than do his countrymen.

federal license to broadcast, and that WOW, Inc., now possesses a federal permit to broadcast but no physical equipment.

The case arose over a suit filed in District Court by Dr. Homer H. Johnson, of Lincoln, Nebr., a Woodmen policyholder, who claimed the lease was unfavorable to the interests of the Society. Johnson lost his suit in the District Court and he appealed to the Nebraska Supreme Court.

### Five-Way Pick-Up

NEW YORK, April 1.—Lily Pons, Met star, will make her 10th appearance on *Telephone Hour* April 10. . . . Secretary of State Cordell Hull will Blue air April 14 in a special Pan-American Day broadcast. . . . Mickey Gillette takes over Ivan Dittmar's baton on Blue's *Al Pearce in Fun Valley Show*. Dittmar goes to the marine corps. . . . Peggy Halligan resigned last week as secretary to Stu Buchanan, script boss of the Blue. Takes over full-time script writing on staff. . . . Edith Wise is the first woman from the Blue to join the armed forces. She goes from central typing division to Marine Corps' Women's Reserve. . . . Matthew Crowley takes over the new part of Barry Markham in *Life Can Be Beautiful* on CBS. . . . Helen Bennett and Richard Sanders joined the Mary Marlin show on CBS last week.

Robert Larrabure, ex-WBYN staffer, with CBS production and splicing. . . . Another CBS newcomer is Robert Brass (network operations). Was formerly word thrower on Pensacola, Fla., and Wilkes-Barre, Pa., stations. . . . Fred Young, out of WAGE, Syracuse, now of WPAT (Paterson), N. J., announcing staff. . . . Edward L. Merritt, former WHDH, WRUL and WRUW (all in Boston) announcer, newest staffer at WQXR. . . . Earl B. Salmon replaces Larry Hasbrouck at Blue spots sales staff April 3. Latter goes to sales staff of *Chl Sun*.

Clifford Odets slated to write mystery for CBS thriller, "Suspense." . . . Kay Kyser, proxy of "College of Musical Knowledge," made honorary member of Marine Air Corps by G.I.'s at Santa Barbara, Calif. . . . Parker Fenelly, ruralist de-luxe, claims distinction of being only artist to appear on "Grand Central Station" twice since show returned to air-waves.

Bob Markoe, comedy writer for CBS *Stage Door Canteen* Friday nights, penning special material for Jimmy Durante. . . . Annual spring *Parade of Stars*, with such top-flight talent as Cass Daley, Charles Ruggles, Dennis Day, Harlow Wilcox and Carmen Dragon's ork, will be heard on four special programs via the nation's stations on April 30 and May 3, 4, and 6 for Rexall.

Roy Acuff and His Smoky Mountain Boys, headliners on the Saturday night "Grand Old Opry Show," to furnish voices and music for Walt Disney's next pic. . . . Harry Hagan, of "True or False" fame, may return out to be the dark horse in the "Truth or Consequences" emcee contest.

CHICAGO, April 1.—Lulu Belle and Scotty, NBC National Barn Dancers, left yesterday to make a Hollywood pic for Republic. Roy Acuff, of WSM's *Grand Ole Opry*, will be co-starred with them. Show will be titled, *Sing, Neighbor, Sing*. . . . Dan Cumberly, WLS announcer and WBKB television commenator, will be in the merchant marine in about three weeks. . . . Everett Clark now playing the role of Drew Sinclair in CBS's *Romance of Helen Trent*. . . . Marliou Neumayer, WBBM actress, expects to fly solo in three weeks. . . . Jack Baker, Blue's *Breakfast Club* singer, is awaiting the navy.

WLS celebrates its 20th anniversary April 12. . . . Henry Weber, WGN's musical director, is vacationing in Hot Springs. . . . Quiz Kid Sparky Fischman got home after last Sunday's (26) show just in time to break out with chicken pox. . . . Ann Gillis and George McElrath, of NBC's New York staff, will be in town next week to discuss coverage of Republican National Convention with party publicity men.

Betty Turak is new chief of traffic at WIND. . . . Illinois State Republican Party has purchased large

slices of time on WENR and WIND thru the McJunkin Advertising Company. . . . J. V. McConnell, manager of NBC national spot sales, in town for confabs with Oliver Morton, manager of NBC Central Division local and spot sales department. . . . Blue's "Jack Armstrong" program now plugging role of air-force gunner.

PHILADELPHIA, April 1.—Clarence Fuhrman, KYW maestro, joins his pianist, Eddie Vichnin, for a piano duo in new program series, *Keyboard Matinee*, with Jack Gale, new station personality for the vocals. . . . WPEN plugging its program features via gummed stickers added to all outgoing mail. . . . Al Klein, of *The Record* news staff, has peddled a new radio script to the networks, set-up under wraps. . . . Stuart Wayne opens KYW a half-hour earlier, at 6 a.m., for a new 60-minute platter, *Morning Salute*.

Supplee-Wills-Jones Milk Company plug Passover dairy products over WDAS. . . . Hy-Trous Liquid Plant Food, thru Broadcast Advertising, Inc., Boston, takes another spot in Ruth Welles's women's show on KYW. . . . Philadelphia Hotelmen's Association sponsoring the *Meet Me in the Lobby*, transcribed Young & Rubican series, placing thru Hance Agency here. . . . Giles Dress Shop takes a quarter-hour platter show across the board at WPEN in place of the half-hour Sunday live show.

Clifford C. Harris, WIP chief engineer for past 12 years, joins Western Electric Company for immediate overseas assignment, his assistant, James M. Tisdale, moving up during his leave of absence. . . . Wesley M. Ecoff and Earl W. James, who purchased controlling interest two years ago in the Oswald Advertising Agency, have changed firm's name to Ecoff & James, Inc. . . . Edwin Halbert, former announcer of WKEN, Youngstown, O., new WIP production head, succeeding Ronald Dawson, who has gone to CBS.

HOLLYWOOD, April 1.—Bing Crosby back on Kraft show. . . . Lowell Thomas will be switched from the Blue to Don Lee Network of 36 stations May 15. No Standard Oil reason for change. . . . Lurene Tuttle taking the lead in *Blueprint For Heaven* over KFI. . . . Jack Teagarden getting a comedy role in Universal's *Twilight on the Prairie*. . . . Jimmy Durante due here in a week or so for his role in MGM's *Ziegfeld Follies*. . . . Cecil B. DeMille, producer of *Lux*, cuts in from Washington next week for his usual stint on show.

Matty Malnick has batoning assignment on new Joe E. Brown quizzer, "Stop and Go." . . . Walter Duranty winding up his lecture tour at Long Beach this week. . . . Don Belding via San Francisco to New York. . . . Hans Conradi has been signed by Walter Lantz to do narrations for his cartoons at Universal. . . . Jane Powell guesting on "Hollywood Spotlight" over KFI. . . . Ginny Simms heading for Manhattan for a four-week pitch with her show.

MINNEAPOLIS, April 1.—Sam Kaufman, WCCO promotion-publicity chief, takes the part of Mr. J. C. on the Junior Association of Commerce weekly broadcast over KSTP. . . . New WDCY disk jockey, Bob Miller, handling three-hour *Friendly Time* record show formerly spun by John MacKnight, now in the navy. . . . Peter B. Juster, Minneapolis clothier, who has been in radio 20 years, has returned to his original station, KSTP, gabbing his own quiz with ties to question-senders, Bill Stewart, former gabber on WOWO, Fort Wayne, Ind., and Carlton Beaudette, one-time announcer with WLW, Cincinnati, and WNOX, Knoxville, are recent additions to WCCO's announcing staff.

### Radio Execs All Set For Special Tele Pitch at REC Meal

NEW YORK, April 1.—Dr. Alfred N. Goldsmith, consulting engineer and scientist, will discuss "The Future of Television" at the Radio Executives' Club of New York luncheon Thursday (6). Meal-meet, as usual, will be held at the Gothic Lounge of the Shelton Hotel.

The club has invited James L. Fly, chairman of the FCC. Tele leaders who have accepted invites are Jack Poppele, Orrin E. Dunlap Jr., RCA; Allen B. Dumont, prexy of the TBA; Norman D. Waters, American Television Society head; Arthur Levey, president of Sco-phony Corporation of America; Richard Hubbell, editor of *Television Review*; Ralph Austrian, radio and tele consultant of RKO, and Dr. A. H. Rosenthal, director of research and development at Sco-phony.

Trade feels certain stage is being set for some special air-visual announcement. No other explanation would account for the turnout.

### WOR-DuMONT

(Continued from opposite page)

peal; Lenny and Ginger, radio jingle composers; the unfunny gagster, Joe Baitin; Sam Herman, on xylophone, and Bill Wirges, at the piano in first-rate singles and duet; Bessie Beatty, with husband Bill and Dick Willard in an unimpressive appearance, and Paul Killiam with guest, Marine Lieut. Ruth Moss.

Killiam lost out in the verbal competition after one minute of interview. Miss Moss, an extremely capable talker, took over and told of her recruiting activities despite Killiam's unhappy interruptions.

If Emery is to add an iota to tele experimentation he will have to work on the presentation of talent. He is just going to have to learn to focus attention on the entertainer instead of himself. The show needs a traffic manager to facilitate the graceful entrance and exit of acts. Emery was a cop who rode each car he signaled on its way.

Wanda Marvin.

### WOW'S FIGHT DECISION

(Continued from page 6)

tion" of the station, the deal would involve further prolonged litigation, and lastly, if the Society junked the station it would subject itself "again to complaint by an uninformed member."

The Society's brief also contested the Supreme Court's assumption of jurisdiction in litigation involving a federal broadcast license and the constitutionality of the court's March 10 opinion.

The Society's brief pointed out that the court's opinion leaves it holding the station's physical equipment with no

WATCH FOR

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# The Billboard TALENT COST INDEX

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

Vol. 1. No. 5D

(REPORT MARCH, 1944)

WEEKDAY DAYTIME PROGRAM	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	SPONSOR & PRODUCT	TALENT COST	COST PER POINT
MA PERKINS	8.7	98	CBS 65	Locals—NBC Women's Exchange—BLUE Jack Berch—MBS	Dancer-Fitzgerald-Sample	Procter & Gamble (Oxydol)	\$1,300	\$149.42
WHEN A GIRL MARRIES	8.4	146	NBC 74	Fun With Dunn—CBS Hop Harrigan—BLUE Co-Op—MBS	Benton & Bowles	General Foods (Baker Chocolate & Diamond Salt)	\$2,300	\$273.81
BREAKFAST AT SARDI'S (Kellogg's)	7.9	123	BLUE 174	Vic & Sade—NBC 2d Husband—CBS Handy Man—MBS	Kenyon & Eckhardt	Kellogg (Pep)	\$1,500	\$189.88
KATE SMITH SPEAKS	7.8	265	CBS 115	News—NBC Various—BLUE Boake Carter—MBS	Young & Rubicam	General Foods (Grape Nuts, Grape Nut Flakes)	\$5,000	\$641.03
BREAKFAST AT SARDI'S (P. & G.)	7.7	123	BLUE 160	Road of Life—NBC Amanda—CBS Co-Ops—MBS	Compton	Procter & Gamble (Crisco)	\$1,500	\$194.85
STELLA DALLAS	7.6	300	NBC 56	B'way Matinee—CBS Blue Frolics—BLUE Local Shows—MBS	Dancer-Fitzgerald-Sample	C. H. Phillips (Toothpaste, Ironized Yeast)	\$1,750	\$230.26
YOUNG WIDDER BROWN	7.6	284	NBC 56	Raymond Scott—CBS Sea Hound—BLUE Various—MBS	Dancer-Fitzgerald-Sample	C. H. Phillips (Phillips' Toothpaste, Creams and Ironized Yeast)	\$1,600	\$210.53
BIG SISTER	7.4	391	CBS 80	Rhyme & Rhythm—NBC Local Shows—BLUE Hank Lawson—MBS	Ruthrauff & Ryan	Lever Bros. (Rinso)	\$2,500	\$337.85
OUR GAL SUNDAY	7.3	363	CBS 130	Service Bands—NBC Farm & Home—BLUE Service Bands—MBS	Dancer-Fitzgerald-Sample	Anacin	\$1,750	\$239.73
LIFE CAN BE BEAUTIFUL	7.3	283	CBS 60	Local Shows—NBC Baukhage Talking—BLUE News—MBS	Compton	Procter & Gamble (Ivory Soap)	\$2,500	\$343.97
PORTIA FACES LIFE	7.2	146	NBC 85	Fun With Dunn—CBS Dick Tracy—BLUE Archie Andrews—MBS	Benton & Bowles	General Foods (Post's Bran Flakes, Maxwell House Coffee)	\$1,900	\$263.89
BACKSTAGE WIFE	6.9	386	NBC 61	B'way Matinee—CBS Blue Frolics—BLUE Walter Compton—MBS	Dancer-Fitzgerald-Sample	R. L. Watkins (Haley's MO & Dr. Lyon's Toothpaste)	\$1,750	\$253.63
LORENZO JONES	7.0	359	NBC 56	Time Views News—BLUE Various—MBS Something To Talk About—CBS	Dancer-Fitzgerald-Sample	Bayer (Aspirin)	\$1,600	\$228.58
RIGHT TO HAPPINESS	7.0	225	NBC 127	Little Jack Little—BLUE This Life Is Mine—CBS Yankee House Party—MBS	Compton Advertising	Procter & Gamble (Ivory Soap)	\$2,250	\$321.43
HELEN TRENT	6.6	540	CBS 131	Farm & Home—BLUE Service Bands—NBC Service Bands—MBS	Dancer-Fitzgerald-Sample	American Home Products (Bisodol)	\$1,800	\$272.72
Saturday Daytime Programs								
THEATER OF TODAY	6.7	130	CBS 132	Locals—NBC Playhouse—BLUE Boake Carter—MBS	B., B., D. & O.	Armstrong (Cork)	\$2,500	\$370.16
LET'S PRETEND	6.2	564	CBS 121	Hook and Ladder Follies—NBC On Stage Everybody—BLUE Local Shows—MBS	B., B., D. & O.	Cream of Wheat	\$1,250	\$201.61

The average daytime program rating is 4.9 as against 5.3 last report, 5.8 a year ago. Average sets-in-use of 15.9 as against 16.9 last report, 16.0 a year ago; average available audience of 71.6 as against 73.2 last report, 73.4 a year ago. Sponsored network hours reported on number 78¼ as against 78¼ last report, and 57 a year ago.

The "Breakfast at Sardi's" programs, in third and fifth

places on the list of "Top 10," enjoy this position not because of any great increase in listeners to the programs, but rather because of a sharp decrease in listening to the other programs which normally are found among the top programs. This falling off in listeners is reflected both in the listening peak enjoyed by CBS programs from 12 noon to 1:30 p.m., and the NBC high-listening peak which starts at 3:30 p.m. and goes thru 5:30 p.m. This was definitely a loss in listeners, as reflected in the

sets-in-use average of 15.9, and no competing programs gained any appreciable audience.

The only programs which showed gains of better than one Hooperating point are:  
"Luncheon With Lopez," with an increase of 1.6;  
"Breakfast Club" (Kellogg), with an increase of 1.2;  
"News of the World," with an increase of 1.2;  
Julia Sanderson, with an increase of 1.1.

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# SMUT HOLDS BACK NITERY STARS

## Best Buys

MARCH			FEBRUARY		
Program	TCI	Hooperating	Program	TCI	Hooperating
Ma Perkins (CBS)	\$149.42	8.7	Young Widder		
Breakfast at Sar-di's (Kellogg's)	189.88	7.9	Brown	\$153.85	10.4
Breakfast at Sar-di's (Procter & Gamble)	194.85	7.7	Ma Perkins (CBS)	150.63	8.3
Let's Pretend	201.61	6.2	Ma Perkins (NBC)	183.10	7.1
Young Widder			Breakfast at Sar-di's (Kellogg's)	194.81	7.7
Brown	210.53	7.6	Backstage Wife	196.63	8.9
Lorenzo Jones	228.58	7.0	Stella Dallas	201.15	8.7
Stella Dallas	230.26	7.6	Portia Faces Life	202.13	9.4
Our Gal Sunday	239.73	7.3	Lorenzo Jones	213.33	7.5
Backstage Wife	253.63	6.9	Helen Trent	214.28	8.4
Portia Faces Life	263.89	7.2	Our Gal Sunday	221.51	7.9
Helen Trent	272.72	6.6	When a Girl Marries	225.49	10.2
When a Girl Marries	273.81	8.4	Right To Happiness	261.63	8.6
Right To Happiness	321.43	7.0	Big Sister	274.73	9.1
Big Sister	337.85	7.4	Life Can Be Beautiful	324.32	7.4
Life Can Be Beautiful	343.97	7.3	Pepper Young's Family	373.23	7.1
Theater of Today	370.16	6.7	Kate Smith		
Kate Smith			Speaks	555.55	7.1
Speaks	641.03	7.8			

The breakdown of the Saturday a.m. program is included in this "Best Buys" tabulation, as they will appear every report from now on, having started with the report of February.

## Agency, Station Men Still Fear Club Performers Too Dirt-Conditioned for Air

(Continued from page 3)

creep into their programs if they were to go on the air. They think that way—that's the answer—they think that way. Knowing that with any show I put on the air I shall be reaching children as well as adults, I always ask myself when auditioning comedians or emcees, 'Does he think clean?' Most of our present-day night club guys, I'm afraid, have been entertaining with smut so long their thinking along lines of showmanship is not clean.

### Missing the Boat

"And the boys are certainly missing a big chance. They are missing the really big dough. Men like Will Rogers, Fred Stone or George Cohan never had dirty stuff, and they ended up with fortunes. "Another thing. Television is coming along one of these days, and the boys in the night clubs with their sight and sound routines could make themselves top money. But they had better change their styles if they expect to get into this field."

John Stirton, program manager of Blue's Central Division, didn't build his

reasoning around the smut angle. He merely said that nitery entertainers in the main had not developed a style that could be used on radio. He said that night club talent could be used on radio, but that before they are used they would have to be put thru a long process of training; they would have to be given too much attention from radio writers and producers. Radio would have to train the talent, Stirton said, whereas the talent should be training itself for radio. Stirton pointed out that Danny Thomas, former emcee at Chicago's 5100 Club, went over on the air. But he was given a lot of polishing at net studios in Chicago and New York before he clicked. Stirton concluded that the radio couldn't spend much time and effort trying to teach night club talent the tricks of the radio medium. "The smart acts," Stirton said, "will begin training themselves. It's up to them, and any work they put into training themselves will be well worth their efforts, for the opportunities are here. A little work will bring a great reward."

### Names Only

"About the only thing possessed by a night club entertainer that can be used by radio," said Cecil Widdfield, radio director of the Schwimman & Scott Agency, "is his name. That's worth something, of course. But his talent usually has to be entirely revamped before it can be used on the air. The only thing for a night club entertainer—an emcee and comedian, primarily—to do if he is interested in breaking into radio is to revamp his talent. He ought to develop two styles: One that will go over in the night spots, where the audience can see as well as hear him, and one for the benefit of those who can only hear him."

## That Russian Air New Hollywood Keyhole Art

PHILADELPHIA, April 1.—Seems there are two alternatives for announcers caught in the web of war names. One is a pronunciation guide and the other is going back to school. WFIL mike-man Howard Brown, who gives the half-hourly newscasts from the newsroom of *The Evening Bulletin*, seems to be reaching toward the latter. He's spending his evenings at the University of Pennsylvania schooling for a master's degree. You guessed it, he's concentrating on Russian.

HOLLYWOOD, April 1.—New Hollywood chatter artist, Buddy Twiss, is following in the footsteps of Hopper and Fidler by getting his own spot for dishing the dirt. Twiss, former announcer, who recently went into the production field, has signed for a five-minute spot over the Blue Pacific Coast web to give listeners the inside of what's new in Hollywood. Show will be scripted by Noel Corbett, of the Blue press department, with the Wilco Company bank-rolling.

## "Air Vision Will Help Pix, Not Ax 'Em"—Trammell

HOLLYWOOD, April 1.—Olive branch in hand, Niles Trammell, NBC prexy, on his recent trip here attempted to woo film producers into camp by predicting that motion pictures will not suffer from television any more than they have from straight radio. Speaking at a three-day meeting with Western affiliates of the network, Trammell went on to state more emphatically that television would give picture business a boost instead of the ax.

However, Trammell clearly indicated that he expected the film biggies to play ball, stating that it was up to Hollywood to produce films for television. Going a bit further, the NBC prexy indicated that if film row did not see the light, NBC would go ahead and produce their own pix. He stated that there was no attempt being made by the networks to corner video, being interested only in programs which could be shown in the homes.

### Only Co-Op Will Nix Competition

That there would not necessarily be any competition between films and television was stressed by Trammell. But it was made clear that co-operation would be the one and only means of eliminating competition. Trammell said that he fully expected the major studios, such as Paramount, who have already invested in television, to be willing to play ball with the radio webs.

In case Hollywood studios don't care to produce films for release over television circuits, NBC is prepared for the eventuality by forming stock companies and drawing likely video thespians from these ranks. However, Trammell laid emphasis on the fact that he welcomed the co-operation of Hollywood in the new venture.

He went on to state that theater television had no part in NBC's post-war (See *Air Vision to Aid Pix on page 31*)

## Listening Report on WW-Dies Feud

NEW YORK, April 1.—Disregarding the broadcast as a show, the Winchell-Dies feud of Sunday, March 29, indicated what publicity can do to hypo the listening audience of a broadcast program. Whereas the normal rating of the section of the *Basin Street* show which Woodbury presented to Martin Dies has been between a Hooperating of 8 and 10, it hit, for the Dies slot, a solid 22.3, which was only 1.8 below the audience which listened to Winchell give his slant on the Dies question.

However, following the general trend of "shared-billing" ratings as indicated in the regular semi-monthly *Billboard*-Hooper TCI reports, Winchell himself did not increase his audience by the feud. His March 30 Hooper, which will be part of the next *Billboard* TCI, reached the high of 27.1, an increase of 2.6 from the Hooperating used in the TCI featured in *The Billboard* of March 25. Feud broadcast only hit 24.6, down 2.5.

Many interesting facts are disclosed on the special CEH (Hooper) report drawn on the battle. A special Winchell-Dies listening box has been included in this article for the record. It shows many interesting facts, for instance, that all of the Winchell audience did not stay tuned to Dies and that the "sets-in-use" went up 2.3, which would indicate that some listeners tuned in especially for Dies tho did not listen to W. W.—or may have tuned in to listen to some other program, altho the 9:15 EWT slot is not usually one that begets increased listeners.

All that's missing from the report is how many listeners knew who was sponsoring the broadcast. A small sample taken by *The Billboard* gave credit to Jergens Lotion for both periods, altho, of course, the Dies slot was a regular Woodbury Cold Cream location.

What radio needs is a new, but good, Benny-Allen feud.

## Hooperatings on Winchell-Dies

SETS-IN-USE	HOOPERATING	SHARE OF AUDIENCE
March 5		
Winchell	24.5	52.7
Chamber Music	8.0	20.9
(Half Hour Program)		
March 19		
Winchell	27.1	59.1
(Will Be Reported in March 30 Report)		
March 26		
Winchell	24.6	54.7
Martin Dies	22.8	48.3

LATE RADIO NEWS AND REVIEWS ON PAGE 31



## GORDON JENKINS

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## TUNE-DEX

NEW YORK 19

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## WATCH FOR THE SWOON SONG

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# IT'S FDR OR SUPREME COURT

## Public Hearing Before WLB Only a Front

### Petrillo Hopes Out

WASHINGTON, April 3.—Despite the fact that the disk companies and the AFM are girding themselves for a public hearing before the WLB Friday (6), behind-the-scenes workers are doing their darndest to persuade President Roosevelt to order the musicians back to work before the public hearing.

These B-T-S workers, surprisingly enough, do not represent the disk companies. Instead they are said to be from the labor front and really represent Petrillo, who is sick of the entire battle. It's said to be J. P.'s idea that any labor feud that has run as long as the disk ban can only mean aches for the union, which is in the middle of the "refusal-to-work" as he designates what the WLB panel has called as a "strike".

### Union Plans Stand Still

The AFM prexy has plans which are being stymied by the continuing disk ban. He wants the "mess" washed clean and feels that the only way that it can be done is by a FDR directive. He realizes, of course, that the President doesn't want to become involved in a labor conflict before election. He also has said that both FDR and he know that the majority of the members of the union want an out on the ban because only AFM members have lost anything due to their refusal to record. The disk companies last year made dough commensurate with their best pre-war years. With Decca signed with AFM, the public is obtaining its pops not only from Jack Kapp but from the many smallies who, with the aid of radio recording organizations (Station WOR, announced last week that it would release two disks a month) are able to equal the quality of the top three.

### All Releasing Pops

Even the two non-signers of Big Three diskers are managing to get the *Hit Parade* numbers on wax by the choral background device. Swooners like Sinatra have mixed continuing to disk in this manner, but Columbia and Victor have brought out a few numbers lately which are so well transcribed that not one in a thousand will note the missing instrumental background. Sinatra, top swooner, has admitted, for instance, that if the ban isn't settled shortly he'll return to do a few "key numbers." The reason's simple, as one of his advisors put it en route from the West Coast. Jukes still are a vital contributing factor to the popularity of bobby-socks favorites. Frankie has only one disk in the "Most Played Juke Box Records." It's *I Couldn't Sleep a Wink Last Night*. It's No. 6. That's not Sinatra's idea of placement.

So it's FDR, or a continuing ban. Petrillo's legal advisors say they can't afford to let the WLB Panel Decision stand—not alone as far as AFM is concerned, but because it means recognition of many "firsts" which were included in the more-than-60-page decision.

Once again, it's in the lap of FDR... or on the way to the U. S. Supreme Court.

## King-Marks Suit Starts April 10

NEW YORK, April 1.—After a pre-trial examination at which attorneys for Edward B. Marks Music Company were granted permission to examine Charles E. King from 1928 up to date, Federal Judge John C. Knox ruled that King's copyright suit against Marks will be opened April 10.

King alleges that two songs, *King's Serenade* and *Song of the Islands*, were allowed to be recorded for public performance without his consent.

## Ache Dep't

NEW YORK, April 1.—People keep telling us about their troubles. First WHN had a grip—in the roof. Then Marie Kartenhorn didn't have a man—to work in her record shop. Now Lawrence Welk breaks a bass drum, loses a trumpeter and a vocalist, and has to call in a local man to replace another musician who missed his plane. In Minneapolis yet.

More tear-stained letters reached *The Billboard* ache desk than the best lonely-hearts club in the country.

## Ella Fitzgerald, Cootie Williams Do 3-Day 6G Gross

DES MOINES, April 1.—The first stage-show in Des Moines this year, and the first in nearly a year at the Orpheum Theater, resulted in packed houses for three straight days with the Ink Spots, Ella Fitzgerald and Cootie Williams band. The picture was *Nine Girls*.

The show played the Orpheum March 24-26 and turned in a gross of over \$6,000 for Friday, Saturday and Sunday. Capacity crowds attended, with a long waiting line, except for the late evening shows.

The gross was 50 per cent better than the usual film-show week-end take and, as a result, more band shows probably will be booked.

## Maybe It'll Be Ikky Tikky Tambo

NEW YORK, April 1.—The *Mairzy Doats* boys, Milton Drake, Al Hoffman and Jerry Livingston, have written another novelty song, entitled *Ikky Tikky Tambo*, which Miller Music Company has published.

It's introduced over CBS for five days in succession by the Landt Trio next week. The trio was the first to air *Mairzy Doats* after Miller published it.

## Ella's Photo-Finish

NEW YORK, April 1.—Ella Mae Morris finished her stint in *The Ghost Chasers*, the Olsen and Johnson Universal comedy, Wednesday (29). The same day her husband, Richard Showalter, known professionally as Dick Walters, was inducted into the navy.

Walters, who lead the ork for most of Ella Mae's recordings, entered the radio technicians' school and hopes to graduate next February with the rank of chief petty officer.

## Local 809, AFM, Ups Borscht Scale as Catskills Eye Lush Summer Biz Ahead

NEW YORK, April 1.—The Borscht Circuit, feeling the pinch of plenty, has upped its forthcoming season's prices. Accordingly, reps of the local musicians' unions have upped their wage scales. Local 809, AFM, Middletown, N. Y., for instance, has put a blanket \$5-per-week raise into effect.

The union, which has jurisdiction over a large portion of the Catskill Mountains resorts, is looking forward to a period of prosperity. Its spokesman, Henry Joseph, advises that such spots as Flagler, Concord, Laurel Country Club, the Ambassador, President, Nemerson, Stevensville, the Commodore, the Evans, Swan Lake Hotel and Young's Gap will engage musicians earlier and use them later this year than ever before.

Tootlers in these spots, who in the past

## Army Breeding AFM Members For Post-War

### Fans Being Grown Also

New York, April 1.—When the G.I. Joes don civvies again and start looking for jobs, chances are that a number of them will want to break in as pro musicians and a lot of the others will be new jive and longhair fans.

Harry Davis, high-brow pianist just returned from a USO tour of Southern army camps, reported that men in hospitals and in training are starved for music and want to either learn how to play or improve on what they already know. Davis, former pupil of Artur Schnabel, is trying to get army service officers and doctors to obtain cardboard replicas of piano keyboards so that a number of men can learn to play at the same time that one of them actually is at a piano.

From India, Corp. Hal Belfer, one-time night club entertainer, sends word that G.I.'s on the fighting fronts take to music like a jeep takes to a commando course. Bands are springing up all over the Indian landscape so fast that Ghandi is wearing a pegged sheet.

As a morale builder, and a method of curing war neurosis, music, playing or listening, is reported tops. Davis reports cases of hospitalized soldiers who were allowed to bang on the piano with fine results to their nerves. In other camps, he and Canadian violinist, Arthur LeBlanc, who made the tour with him, were told that the music was a tonic to homesick, dispirited men.

### Gershwin in 10 Lessons

In a Tennessee camp, Davis found a hillbilly lad who had had only 10 lessons playing Gershwin's *Rhapsody in Blue*. He gave him a short lesson there and says that the boy is a good example of the tremendous latent musical ability in the army.

Corporal Belfer, who calls G.I. musicians "musical morale medicine men," says that many soldiers are getting a baptism in showbiz, and like it.

"Everyone from former grocery store clerk to bootblack with rhythm in his shoes is getting an opportunity to air his talents and may want to stay in the biz after the war," he says.

"Bands and musical shows take the spotlight in variety entertainment for soldiers," Belfer concludes, "and there is no doubt of their popularity."

NEW YORK, April 1.—Harry Cool, who replaced Dick Haymes on the CBS *Here's To Romance*, inked a 13-week contract with the show this week. Renewal becomes effective April 6.

## Self Help, Inc.

HOLLYWOOD, April 1.—There are more ways to kill a cat than choking him to death, Bob Scherman, of Premier Record Company, has proved.

Up a blind alley as to how to get more records pressed, Scherman went to a local company with a pressing proposition. Company turned thumbs down on the idea because of lack of man power.

Scherman went out and hired four men and put them to work in the firm's plant.

The company is now pressing for Premier.

## East & West Coast MCA Bookers Will Set Band Exchange

NEW YORK, April 1.—Harry Moss, MCA band booking exec, has returned from the Coast where he spent three weeks in the agency's Hollywood office. Plans were discussed for an extensive band expansion.

Blueprints were drawn for the building of new bands, but names and other details will be kept dark till early this fall. The two offices will co-operate on an ork exchange deal whereby outfits from the Coast will be slotted into Eastern spots. Bands with a New York foothold will be sent west so that they can be booked across the country instead of keeping 'em under wraps in regional areas.

## T.D. Gives Krupa Equal Billing Sans Contract

NEW YORK, April 1.—Tho Gene Krupa is getting equal billing with Tommy Dorsey on the ork's tour, it's strictly a matter between the two. Nothing in their MCA contract calls for the drummer's name appearing in the same size type.

In a field where the green-eyed god spoils a lot of nice guys, it's refreshing to hear Dorsey admit that there are usually more Krupa than JD fans hanging around the autograph entrance. He's happy about the whole thing and says he gets a kick out of the Krupa following.

## Three Pubs Sue Club Holland Bosses on Songs

NEW YORK, April 1.—Three music pubs, Harms, Inc.; Santly-Joy, and Shapiro-Bernstein, have filed a joint copyright infringement suit against Anthony D. and Nicholas Spinner, co-owners of Club Holland, New York.

The complaint alleges that Harms' *It Can't Be Wrong*, Santly-Joy's *Honey-suckle Rose* and *It's the Talk of the Town*, and Shapiro-Bernstein's *On the Sunny Side of the Street* were used for public performance without payment. Two hundred and fifty dollars is asked.

## Bacon Leaves Carle

NEW YORK, April 1.—Roger Bacon, bary vocalist and trumpeter with Frankie Carle's ork, left Carle today.

Bacon is talking with Russ Morgan and Bob Chester, but no definite deal set.

## Russ Fracchine to the Navy

CHICAGO, April 1.—Russell Fracchine, vice-president of Music Corporation of America here, was notified last week that he has been granted a commission in the navy. Fracchine, who has been with MCA over seven years, reports for duty next week.

## Big 3 Diskers Album-Dough Conscious Now

NEW YORK, April 1.—Decca has released so many pop and middlebrow albums in the last six months and collected so much real coin on them that Victor and Columbia have entered the album competition with re-issues.

*Winged Victory, One Touch of Venus* and *Oklahoma* have already been released by Decca, with *A Connecticut Yankee, The Merry Widow, The Desert Song* and *Carmen Jones* skedded soon.

Victor's cancellation of the contracts to record *Oklahoma* and *Carmen Jones* was a solid sock, as the *Oklahoma* album has sold almost 300,000 copies, the greatest album sale in the history of the disk biz.

Altho Victor and Columbia have made extensive album plans for the post-war era, new instrumentally backgrounded recordings are at a Petrillo standstill. Victor album re-issues include Friml, Gershwin, Herbert, Kern, Romberg and Gilbert and Sullivan melodies, as well as an *Up Swing* and a *Smoke Rings* collection. *Up Swing* includes former pop swing disks of Tommy Dorsey, Glenn Miller, Benny Goodman and Artie Shaw. *Smoke Rings* is an album of sentimental oldies featuring Tommy Dorsey, Duke Ellington, Benny Goodman, Sammy Kaye, Glenn Miller, Freddie Martin, Artie Shaw and Larry Clinton.

Columbia is in there in the re-issue album filled with *Show Boat, Bittersweet, The Chocolate Soldier, Frankie Carle and His Girl Friends, Duchin Plays Cole Porter, The Music of Irving Berlin, Conga With Cugat*, etc., all waxed prior to August 1, 1942.

Latest reports indicate that the Carle album is on its way to top both the retail record sales report, and that individual records from the album are getting heavy juke play.

## Eldridge Setting Big Band & Nixing 6-Piece Ork Dates

NEW YORK, April 1.—Roy Eldridge will definitely build a big band despite his successful operations with a six-piece outfit. This week he turned down a return engagement at the Tic Toc Club, Boston, and another at the Streets of Paris, Hollywood, calling for the small aggregation.

Ten men will be added by Eldridge, changing his instrumentation to seven brass, five sax and four rhythm. A thrush will probably share vocals.

## Marks Requests All Paper Doll Suits In One Basket

NEW YORK, April 1.—Edward B. Marks Music Corporation last week asked the New York Federal Court to put all the paper dolls together into one waste-basket.

Marks, defendant in a suit brought by Harry Wonnell, administrator of the estate of the late Johnny S. Black, composer of *Paper Doll*, is charged with infringing on the royalties of Sallie Black Waldo, Black's alleged widow. Marks has countered by producing two more fems who, in turn, are suing the Black estate for royalties.

The Marks motion asks that all the widows enter their pleas at one time and let the court decide who gets the dough.

## Davidson Will Manage Wm. Morris Longhairs

NEW YORK, March 25. — James A. Davidson goes to William Morris May 1 to co-ordinate and direct concert activities of artists represented by the agency. He was formerly connected with Spyros Skouras in Fox West Coast theaters and left in 1937 to manage Lilly Pons.

Among his personal-management clients Davidson lists Jeanette McDonald, Jose Iturbe, Lauritz Melchior, Rise Stevens and Eleanor Steber.

## Turnabout Is Hair Play

BRIDGEPORT, Conn., April 1.—Heading the pops of "crew-cut" department for the Columbia wax factory ad department here is Bob Franklin, the barber's delight. Heading the Masterworks department or long-hair division here is Paul Affelder, who, oddly enough, has less than a handful of the stuff topside.

## Condon Gets Nets Overseas But Only WHN Spot in U. S. A.

NEW YORK, April 3.—WHN, local indie, was the only U. S. station that carried Eddie Condon's fourth Town Hall Concert Saturday (1). Condon, who recently finished a series of waxings for the War Department, was aired by BBC, the OWI and beamed on records to Latin America by the Co-Ordinator of Inter-American Affairs. Leading domestic webs, tho, have been by-passing the jam sessions.

The next Condon hot-jazz setto will be April 25 at Town Hall and will, like the others, feature Bobby Hackett, Mugsy Spanier, Bill Coleman, Max Kaminsky, PeeWee Russell, Edmund Hall, Miff Mole, James P. Johnson, Gene Schroeder, George Wettling, Bob Casey, Oscar Pettiford and Benny Morton.

## Stacey With Heidt; Band Plans Nixed

HOLLYWOOD, April 1.—Move to get Jess Stacey under way with his band has been stymied here for the present, with the former Benny Goodman pianist taking over the ivory job with Horace Heidt band at the Trianon Ballroom, South Gate, Calif., Tuesday night (28). Heidt gave the addition of Stacey to his band much radio publicity, and this was set aside as "Jess Stacey Week" at the ballroom.

Stacey moved out of the BG band when it disbanded following the completion of *Sweet and Lowdown* at 20th Century-Fox. Pianist was to leave here March 24 for New York to organize a band to be booked by GAC, with all papers said to have been signed, sealed and delivered. GAC had the Stacey aggregation, which would have included "five or six of BG's men," set to open the Chanticleer, Baltimore, April 25.

## Stone Fronts Franklin's Ork

CHICAGO, March 25.—Eddie Stone, formerly featured singer with Isham Jones and for the past three years with Freddy Martin, will front Buddy Franklin's ork while the leader is serving with the armed forces. Franklin, who was skedded to go into the Schroeder Hotel, Milwaukee, was on the army reserve list, having been released because of age. He received his notice last week to report at Fort Thomas, Ky., for active duty.

Band, under Stone's baton wielding, will continue to play Franklin's dates, which will include a series of one-nighters and an indefinite run at the Aragon Ballroom here, starting April 11.

## Oliver Band Continues With Vandas and Shanahan In the Oliver Spot

CHICAGO, April 1.—Eddie Oliver, band maestro at the Edgewater Beach Hotel here, has been called for service and will report for duty with the marine corps in a few days.

During his absence the band will continue under the leader's name, with Emil Vandas and John Shanahan, members of the band, taking over the maestro's duties. Ann Judson Jr. (Mrs. Oliver) will continue to do her singing act at cafes and theaters while her husband is serving with the armed forces.

FLETCHER HENDERSON has been inked for a four-week run at the Plantation Club, Los Angeles, starting April 20.

# Platter Libraries Started Thru Donations; Disk Fans Pool Collections, Build Biz

## Lenders Start Society

MINNEAPOLIS, April 1.—For-free book lenders and small commercial outfits have dug up a gimmick to outfit record libraries without heavy sugar.

Prime example is the Minneapolis Public Library, which got its disk start in 1933 by asking readers to contrib records. By 1935 there were enough in stock to start circulating them to the public free of charge. From 1935 to 1940, record gifts were heavy enough to keep up a circulating collection of everything from Ellington and Goodman to Mozart and Wagner.

By 1940 the platter borrowing became so popular that 15 of the most interested

patrons got together and founded the Minneapolis Record Society. Initiation fees and dues are used to buy records selected by a vote of the members. Circulation of the Society's platters is limited to members, but outsiders do listen to them in the library. Fines for overdue disks are used to replace the ones that wear out, and broken or nicked waxings must be paid for in proportion to the damage done. At present the group has only 75 members. The post-war increase in leisure time is expected to shoot the rolls 'way up.

Out in Des Moines a smart bunch of music fans put their personal collections together in a common pool, charged a small fee to use them, and have done so well that they now own a large commercial library coining plenty of bucks. The same device, it is understood, has been used to start small commercial platter lenders in other sections of the country.

## Sammy Kaye Minus IA-ers in I-Niters

HOLLYWOOD, April 1.—Prior to leaving on cross-country jaunt, Sammy Kaye's boys drew five cards and they were all 1-A's from their local draft boards. With the quintet slated for early induction, it means that Kaye will have to make his trip with replacements. Ork left this week for series of one-nighters and theater dates. Following dates are set: Rainbow Rendezvous, Salt Lake City, April 3-4; Orpheum Theater, Omaha, week of 7th; Orpheum Theater, Minneapolis, week of the 14th; Riverside Theater, Milwaukee, week of the 21st; Michigan Theater, Detroit, May 4; Chicago Theater, Chicago, week of the 5th; Paramount Theater, Toledo, May 12-14; Albee Theater, Cincinnati, week of the 19th; Palace Theater, Cleveland, June 1; Circus Theater, Indianapolis, week of June 2; Palace Theater, Akron, June 9-12; Palace Theater, Youngstown, June 13-15; Stanley Theater, Pittsburgh, week of June 16; Earle Theater, Philadelphia, week of the 23d.

## Future 'Dennis Days' Plague Jack Benny

HOLLYWOOD, April 1.—Already lines of hopeful warblers are beginning to follow Jack Benny around Vine Street, now that Dennis Day is officially leaving the comic's employ, to draw his future checks as an ensign in Uncle Sam's Navy. Talent agents with budding tenors, are beginning to spring up like mushrooms after a hard rain. And it's to be supposed that Benny's life won't be an easy one for the next few weeks until he names a successor to Day.

Prestige of getting the singing spot on the Benny show is causing tenors to go to any lengths to present their points of merit to the head man. They remember what Benny did for Frank Parker, Kenny Baker and Dennis Day, and are taking no chances on not being able at least to get a crack at the spot. Benny will have to stay off Vine Street, for curbstone recitals and auditions on the Brown Derby Circuit, will be the order of the day.

## Raeburn Opens Eastwood

DETROIT, April 1.—Boyd Raeburn's band will open the Eastwood Gardens season May 19. Spot will continue with a name-band policy, as for the past five years, according to General Manager Henry Wagner. It will be operated in close conjunction with the Eastwood Park policy. Johnny Long ork is slated to follow Raeburn into Eastwood.

## Blue Ties Into Music

NEW YORK, April 1.—Harry Rauch, Blue web flack for mag and music, was in Boston recently to beat the drums for the premiere performance of the latest Roy Harris composition by the Boston Symphony Orchestra. Tome, written on order for the Blue, gets aired April 15.

## Pubs Raid Pluggers; Contact Men Collect

NEW YORK, April 1.—The constant changing of jobs by song pluggers has convinced many firms that a pact should be drawn up among music publishers prohibiting the raiding of employees by rival outfits.

Offered heavy dough, far surpassing their present earnings, pluggers have been known to make two and three changes within short periods of time. Men who usually earned \$50 and \$75 a week are now making as much as \$150 and \$200. The Music Publishers' Contact Employees' Union feels that the law of supply and demand has a great deal to do with the present situation, as almost 25 per cent of their members are in service.

"The union is solely interested in the publishers sticking to the fair-trade agreement existing between the individual publishers and ourselves, and I feel the present conditions have been created by the publishers," said Johnny O'Connor, union prexy.

Since all publishers do not belong to the Music Publishers' Protective Association, the MPPA cannot control the present difficulty.

## Nick Kenny Eases Into Free Intro for Kenny

NEW YORK, April 1.—Lols January and Ted Fio Rito were put on the spot recently when Nick Kenny eased them into introducing his new song, *So Little Time*, while they were doing a guest shot at the Hotel Dixie's Plantation Room.

He gave them copies of the song, published by the Lincoln Publishing Company, and without benefit of rehearsal. Despite having never seen or heard the music before, they gave a terrific rendition which brought down the house.

## Harmonica Is Musical, According to Philly Local

PHILADELPHIA, April 1.—Time was when harmonica players would have jumped at the chance to be billed as musicians. But whether they liked it or not, the Cappy Bara troupe of mouth organists has to accept that appellation as far as the local musicians' union is concerned.

Booked into the Latin Casino here for the stage revue, the boys had to join up with the AFM, or the union would have pulled the nitery's house band off the stand.

## Bannister Joins Ciney GAC

CINCINNATI, April 1.—Paul Bannister, former road manager for ork leader Griff Williams, last week joined the local office of General Amusement Corporation to assist Manager Art Frew on band and act bookings. Jane Fowler also continues to look after the act accounts.

## 1-A Gene Williams Has 1,025 Voices Waiting His Slot

NEW YORK, April 1.—Johnny Long's vocalist, Gene Williams, may leave the band at any time because of his 1-A draft rating. He will be replaced by one of the 1,025 ambitious youngsters who have taken part in the "Sing Your Song With Johnny Long" contest.

During the last four weeks, kids have been auditioned with the ork in Cleveland, Cincinnati, Columbus, O., and Buffalo. The Long thirst for new swoon blood will continue till next fall when a \$1,000 War Bond will be the windfall of one singer.

The potential Sinatras average 17, and the hopeful Helen Forrests are around 15½ years of age. The press agent's dream should result in a bulky card index which may prove to be a valuable backlog for other bands. Long says that 50 of the 1,025 are talented enough for ork appearances.

## McIntyre Pulls in Hollywood

HOLLYWOOD, April 1.—Hal McIntyre, playing his first local engagement, endangered Charlie Spivak's opening-night record at the Hollywood Palladium by drawing 8,000 people, within 500 of Spivak's Tuesday night mark. Local dancers are reported accepting McIntyre into the fraternity of sold senders. Indication of this was the packed dance floor and the crowds around the bandstand.

## Kornheiser To Coast

NEW YORK, April 1.—Sidney Kornheiser, of Famous Music, leaves for the Coast April 5. The pub exec will spend a month checking songs and working out exploitation plans for new numbers.

## Betty Hutton's Pop Album

NEW YORK, April 1.—Bouncing Betty Hutton will do her best to break Capital Records' mikes, recording her second album, this time concentrating on pop favorites. Last collection was of oldies.

## Carmen Cavallaro Draws 4-F

NEW YORK, April 1.—Carmen Cavallaro's draft board handed him a 4-F rating this week which will permit him to fulfill his contract to open at the Palmer House, Chicago, April 6 for an indefinite engagement.

NEW YORK, April 1.—Ed Manning, assistant advertising and publicity manager for Decca Records, adding another chore. He'll do sales promotional work for World's Broadcasting System, Decca subsidiary.

## Biz On the Side

NEW YORK, April 1.—Tho the ASCAP dinner held at the Ritz-Carlton Wednesday (29) was supposed to be a purely social affair, the boys, as per usual, got around to doing a little business on the side. Bob Miller, of Miller Music, and Elliot Shapiro, of Shapiro-Bernstein, huddled about dogs.

It's rumored that Miller offered Shap \$10,000 for Red River Dave's *I'd Like To Give My Dog to Uncle Sam*, but there was no sale since S-B had made all arrangements to publish the song next week. The 10G is probably the biggest maybe bid for a hillbilly tune to date.

Savoy recorded *Itymdtus*, with Dave McEnery doing the vocals. Waxing was reviewed in the March 18 issue of *The Billboard*.

## New Ferde Grofe Opus Set for Detroit Deb

NEW YORK, April 1.—Ferde Grofe has completed his new *Aviation Suite*, which, at his request, will have its premier performance at Wayne University's festival in Detroit April 18. The university ork will be conducted by Graham T. Overgard.

Grofe began composing this suite when he was the guest conductor at last year's festival, and since Detroit is the largest airplane producing city, he feels that it is the proper spot to premier his newest suite. Robbins Music Company will publish it.

## Two Welk Tunes Set

CHICAGO, April 1.—Lawrence Welk's *Bobby Sox Tune* will be published by Shapiro-Bernstein Music Corporation and recorded shortly. Flip-over is to be an adaptation, by Welk and Louis O'Connell, of Braza's *Angel Serenade*, called *I Send You These Roses*.

## Nancy Martin Hits 85 More

HOLLYWOOD, April 1.—Song pitch by Nancy Martin, labeled *Hello, Sweetheart*, is hitting 85 more stations of the Blue, and airing in Hollywood for the first time this week. Stanza, which teed off December 18, has been playing the Middle West and East Coast.

## Selvin Takes a Trip

NEW YORK, April 1.—Ben Selvin, vice-president of Associated Recorded Program Service, leaves soon on a six-week tour of the nation, during which he'll make recordings in Chicago and Hollywood, and visit associated subscribers. First time Associated has recorded out of its own New York studios.



# PART 1—The Billboard

## SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, 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 Journey to a Star (F)	Triangle
A Lovely Way To Spend an Evening (F)	Crawford
Amor	Melody Lane
And So Little Time	Lincoln
And Suddenly It's Spring (F)	Famous
Besame Mucho	Peer International
Do Nothin' Till You Hear From Me	Robbins
Don't Sweetheart Me	Advance
Easter Sunday With You	Feist
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 Get By (F)	Berlin
Is My Baby Blue Tonight?	Broadway
It's Love, Love, Love	Santly-Joy
Long Ago and Far Away (F)	Crawford
Louise	Paramount
Marianne	Remick
My Favorite Song	Southern
No Love, No Nothin' (F)	Triangle
Now I Know (F)	Harms
Poinciana	Marks
San Fernando Valley	Morris
Shoo-Shoo Baby (F)	Leeds
Silver Wings in the Moonlight	Miller
So Goodnight (F)	BMI
Someday I'll Meet You Again (F)	Witmark
Time Alone Will Tell	Peer International
When They Ask About You	Berlin

## Lucky Strike HIT PARADE

CBS, Saturday, April 1, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. It's Love, Love, Love	Santly-Joy
2. I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
3. Besame Mucho	Peer International
4. Poinciana	Marks
5. I Love You (M)	Chappell
6. Mairzy Doats	Miller
7. A Lovely Way To Spend an Evening (F)	Crawford
8. When They Ask About You	Berlin
9. Shoo-Shoo Baby	Leeds

And the Following Extras:

- Carioca
- After You've Gone
- Of Thee I Sing
- Is It True What They Say About Dixie?

## ALL-TIME HIT PARADE

NBC, Friday, March 31, 8:30-9 p.m.

TITLE	PUBLISHER
The Music Goes Round and Round	Santly-Joy
Sleepy Time Gal	Feist
When the Red, Red Robin	Berlin
I Don't Wanna Walk Without You	Paramount
Zing Went the Strings	Harms
Besame Mucho	Peer International
It's Delovely	Chappell
Shine On, Harvest Moon	Remick
Goods News	Crawford
Rosalie	Chappell
Jingle, Jangle, Jingle	Century
Rangers' Song	Feist

### ANOTHER POLLY JENKINS' SONG

Better Songs for Better Hillbillies

# "TAKE CARE OF YOURSELF"

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WATCH FOR

# ★★ THE SWOON SONG ★★

ASSOCIATED COMPOSERS, INC.

265 West 54th St., New York 19, N. Y.

# Music Popularity Chart Week Ending March 30, 1944

## 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.)

POSITION		NATIONAL	
Last Wk.	This Wk.		
1	1	Mairzy Doats	Miller
5	2	It's Love, Love, Love	Santly-Joy
2	3	Besame Mucho	Peer International
3	4	I Couldn't Sleep a Wink Last Night	Harms
6	5	I Love You	Chappell
4	6	When They Ask About You	Berlin
8	7	Poinciana	Marks
7	8	A Lovely Way To Spend an Evening	Crawford
9	9	Don't Sweetheart Me	Advance
14	10	By the River of the Roses	Shapiro-Bernstein
15	11	I Wish That I Could Hide Inside This Letter	Shapiro-Bernstein
—	12	San Fernando Valley	Morris
10	13	No Love, No Nothin'	Triangle
13	14	My Heart Tells Me	Bragman-Vocco-Conn
11	15	Shoo-Shoo Baby	Leeds

POSITION		EAST COAST		SECTIONAL		SOUTH	
Last Wk.	This Wk.			Last Wk.	This Wk.		
2	1	It's Love, Love, Love		1	1	Mairzy Doats	
4	2	I Love You		5	2	I Couldn't Sleep a Wink Last Night	
10	3	Don't Sweetheart Me		3	3	Poinciana	
6	4	When They Ask About You		11	4	It's Love, Love, Love	
3	5	Besame Mucho		2	5	Besame Mucho	
5	6	I Couldn't Sleep a Wink Last Night		7	6	A Lovely Way To Spend an Evening	
1	7	Mairzy Doats		13	7	I Love You	
8	8	By the River of the Roses		6	8	Shoo-Shoo Baby	
11	9	I Wish That I Could Hide Inside This Letter		4	9	When They Ask About You	
9	10	A Lovely Way To Spend an Evening		9	10	Don't Sweetheart Me	
7	11	Poinciana		—	11	I Wish That I Could Hide Inside This Letter	
14	12	San Fernando Valley		10	12	Oh, What a Beautiful Morning	
—	13	I'll Get By		12	13	My Heart Tells Me	
—	14	Holiday for Strings		—	14	San Fernando Valley	
—	15	Goodnight, Wherever You Are		—	15	Have I Stayed Away Too Long?	
1	1	Mairzy Doats		1	1	Besame Mucho	
5	2	It's Love, Love, Love		2	2	Mairzy Doats	
2	3	Besame Mucho		3	3	I Couldn't Sleep a Wink Last Night	
3	4	I Couldn't Sleep a Wink Last Night		8	4	Poinciana	
4	5	When They Ask About You		5	5	It's Love, Love, Love	
6	6	I Love You		4	6	When They Ask About You	
14	7	Poinciana		7	7	A Lovely Way To Spend an Evening	
9	8	Don't Sweetheart Me		6	8	I Love You	
—	9	By the River of the Roses		10	9	No Love, No Nothin'	
11	10	I Wish That I Could Hide Inside This Letter		—	10	San Fernando Valley	
10	11	My Heart Tells Me		—	11	The Music Stopped	
7	12	A Lovely Way To Spend an Evening		11	12	By the River of the Roses	
—	13	Do Nothin' Till You Hear From Me		—	13	My Ideal	
8	14	No Love, No Nothin'		14	14	Do Nothin' Till You Hear From Me	
13	15	I'll Get By		—	15	Have I Stayed Away Too Long?	

## "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.		
1	1	Main Stem	Duke Ellington . . . Victor 20-1556
2	2	When My Man Comes Home	Buddy Johnson . . . Decca 8655
3	3	Do Nothin' Till You Hear From Me	Duke Ellington . . . Victor 20-1547
—	4	Ration Blues	Louis Jordan . . . Decca 8654
7	5	Cow Cow Boogie	Ink Spots and Ella Fitzgerald . . . Decca 18587
9	6	Don't Believe Everything You Dream	Ink Spots . . . Decca 18583
5	7	Sometimes I'm Happy	Lester Young Quartet . . . Keynote 604
4	8	I Learned a Lesson I'll Never Forget	Five Red Caps . . . Beacon 7120
—	9	Sweet Slumber	Lucky Millinder . . . Decca 18569
—	10	Hurry, Hurry!	Benny Carter . . . Capitol 144

## ORCHESTRA NOTES

CARMEN CAVALLARO skedded to take over the bandstand at the Empire Room, Chicago. . . JOSE MANZANARES is rounding out a two-year engagement at the Pan-American Room, Hotel La Salle, Chicago. . . EDDIE KOZAK, marimbist, now wearing navy blues. . . DEL COURTNEY rounding out his 21st week at the Blackhawk, Chicago. . . CARL SANDS continues his run at the Broadmoor Hotel, Colorado Springs, Colo., until Labor Day.

## Reynolds Opens Yohe Palisades; Other Names Set

SANTA MONICA, Calif., April 1.—The Palisades, formerly the LaMonica, opened here Saturday (25) with Tommy Reynolds and orchestra drawing only a fair opening-day crowd. Reynolds was followed on the stand Saturday night by Pinky Tomlin and orchestra for the swing-shift dance.

Spot, recently renovated at a cost of \$20,000, opened before arrangements were completed for the bar and kitchen. Al Yohe, operator and manager, said that he expected to be in full operation in about 15 days. Bar, from the old Club Beauville, San Francisco, said to have cost \$30,000 originally, is being readied for the trade.

Reynolds's draw increased some the second night, indicating that the band, on its first West Coast trip, is catching on. The band, in for six weeks, is to be followed by Anson Weeks, six weeks; Al Donahue, three weeks, and Glen Gray. The last named is set for an indefinite engagement.

## I-A Como to Pix

NEW YORK, April 1.—Altho classified I-A, Perry Como was on the Coast last week to fulfill his film obligations. According to GAC, the male thrush will have sufficient time between now and his army induction to crowd in the movie assignment.

## Parfonny Marks S.A. Mgr.

NEW YORK, April 1.—Victor Parfonny is new manager of the Latin American and Spanish department of the E. B. Marks Munde Company, replacing Francis Luban. Prior to his present post, Parfonny was a free-lance agent for Latin American and Spanish composers and publishers.

## Prima Set for Park Central

NEW YORK, April 1.—Louis Prima follows Bob Chester into the Park Central Hotel April 14 for a four-week engagement with options.

## Petrillo Asks Suit

### Dismissal in Detroit Theater 'Boycott' Case

NEW YORK, April 1.—Jimmy Petrillo, AFM prexy, and Jacob Rosenberg, head of Local 802, countered to charges that they were guilty of conspiracy and of using threat of strike to force use of union musicians in the Lafayette Theater, by asking the New York Supreme Court to dismiss the complaint on the grounds of insufficient evidence and the court's alleged lack of jurisdiction over the defendants or the subject matter.

David T. Merlander, stockholder in Lafayette Productions, of the Motor City, is asking for \$500,000 damages, and alleges that the defendant's jurisdictional counter charge is illegal.

## Decca Switches Jordan To Popular Disk Label

CHICAGO, April 1.—Decca has switched Louis Jordan, who just recorded *G.I. Jive*, from their Decca septa label to the popular hallmark. Latter's tremendous disk sales have stemmed from the group's original arrangement of *Gonna Move to the Other Side of Town* and other hits. *G.I. Jive* is their first big break with a fast-moving pop tune.

## Auld's Sax Backs Herman In Decca Recording Session

NEW YORK, April 1.—Georgie Auld dropped his baton this week to play tenor sax with Woody Herman in a Decca recording session.

It was a pleasure to watch the other fellow have the aches, said Auld.

Have You Heard

MARUSCHKA

(MA-RÖÖSH-KA)

Sensationally Recorded by

DICK GILBERT

RAY GONZALES ORCHESTRA

Write—Wire—Phone!  
MODERN MUSIC SALES CO. 10TH AVE. AT 45TH ST.  
NEW YORK 19, N. Y.

Circle 6-4100

Lend an Ear to

MICKEY ALPERT and His Orchestra

THE GLASS HAT, Belmont Plaza Hotel, N. Y.

On the Air—WOR-Mutual Network

★ —Playing— ★

★ "ADELAIDE" ★

★ The Nation's Newest Hit Tune ★

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THOMAS-BURLEIGH MUSIC CO.

144 W. 46 St.

New York, N. Y.

Take a Tip from Phineas Fitts  
 He gets rich by using his wits  
 His machine keeps on playing  
 And paying and **PAYING**  
 With Victor and.....  
**Bluebird-Hits!**



**ANY OLD TIME**  
 Artie Shaw... 20-1575

**LET'S JUST PRETEND**  
 Tommy Dorsey... 20-1574

**HAUNTED TOWN**  
 Lena Horne with Charlie Barnet... 30-0823

**LONG AGO (AND FAR AWAY)**  
 Perry Como... 20-1569

**FRIENDLY TAVERN POLKA**  
 Sammy Kaye... 20-1568

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

**BEHIND THOSE SWINGING DOORS**  
 Spike Jones... 30-0821

**JUST WAIT AND SEE**  
 Carson Robison... 33-0509

**NOW I KNOW**  
 Dinah Shore... 20-1562

**JOHNNY COME LATELY**  
 Duke Ellington... 20-1556

**MAIRZY DOATS**  
 Four King Sisters... 30-0822

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.	Record	Label
1	1	1	Besame Mucho	Decca 18574
4	2	2	Holiday for Strings	Victor 27853
2	3	3	Mairzy Doats	Decca 18588
3	4	4	Shoo-Shoo Baby	Decca 18572
5	5	5	I Couldn't Sleep a Wink Last Night	Columbia 36687
—	6	6	Poinciana	Decca 18586
—	7	7	I Love You	Hit 7077
—	8	8	Mairzy Doats	Capitol 148
9	9	9	My Heart Tells Me	Decca 18567
—	10	10	Shoo-Shoo Baby	Capitol 143

### SECTIONAL

EAST			SOUTH		
POSITION	Last Wk.	This Wk.	POSITION	Last Wk.	This Wk.
1	1	1	2	1	1
3	2	2	4	2	2
2	3	3	3	3	3
4	4	4	—	4	4
5	5	5	—	5	5
—	6	6	1	6	6
10	7	7	—	7	7
6	8	8	—	8	8
—	9	9	6	9	9
—	10	10	—	10	10

### MIDWEST

1	1	1
2	2	2
3	3	3
10	4	4
—	5	5
6	6	6
—	7	7
—	8	8
—	9	9
4	10	10

### WEST COAST

—	1	1
7	2	2
6	3	3
5	4	4
—	5	5
—	6	6
2	7	7
—	8	8
10	9	9
8	10	10

## 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 thruout the nation. These reports stem from all the country's leading operating centers and are averaged together.

POSITION	Last Wk.	This Wk.	Record	Label
2	1	1	So Long, Pa!	Okeh 6718
1	2	2	Too Late To Worry	Okeh 6718
—	2	2	When My Man Comes Home	Decca 8655
4	3	3	Rosalita	Okeh 6708
—	3	3	Try Me One More Time	Decca 6093
2	4	4	Hurry, Hurry!	Capital 144
—	4	4	Mexico Joe	Exclusive 3113



# Music Popularity Chart Week Ending March 30, 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 throughout 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  
(7th Week)
2. BESAME MUCHO.....Jimmy Dorsey (Bob Eberly and Kitty Kallen)  
(11th Week).....Decca 18574
3. POINCIANA .....Bing Crosby (John Scott Trotter Ork.)Decca 18586  
(6th Week)
4. SHOO-SHOO BABY.... Andrews Sisters (Vic Schoen Ork)..Decca 18572  
(14th Week)
- I COULDN'T SLEEP A  
WINK LAST NIGHT...Frank Sinatra .....Columbia 36687  
(7th Week)
5. SAN FERNANDO VALLEY.Bing Crosby (John Scott Trotter Ork.)Decca 18586  
(3d Week)
6. IT'S LOVE, LOVE, LOVE.Guy Lombardo (Skip Nelson and Lombardo  
(3d Week) Trio) .....Decca 18589
7. MY HEART TELLS ME..Glen Gray (Eugenie Baird).....Decca 18567  
(16th Week)
8. WHEN THEY ASK  
ABOUT YOU.....Jimmy Dorsey (Kitty Kallen).....Decca 18582  
(3d Week)
- HOLIDAY FOR STRINGS.David Rose.....Victor 27853  
(4th Week)
9. SPEAK LOW .....Guy Lombardo (Billy Leach).....Decca 18573  
(5th Week)
10. DON'T SWEETHEART ME.Lawrence Welk (Wayne Marsh)...Decca 4434  
(1st Week)
- THE MUSIC STOPPED..Woody Herman (Frances Wayne)..Decca 18577  
(1st Week)
- COW-COW BOOGIE ...Ink Spots-Ella Fitzgerald .....Decca 18587  
(3d Week)
11. POINCIANA .....David Rose .....Victor 20-1554  
(3d Week)
- DO NOTHIN' TILL YOU  
HEAR FROM ME.....Woody Herman .....Decca 18587  
(8th Week)
- TAKE IT EASY.....Guy Lombardo (Lombardo Trio)...Decca 18573  
(2d Week)
12. NO LOVE, NO NOTHIN'.Ella Mae Morse (Dick Walters Ork).Capitol 143  
(9th 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. HOLIDAY FOR STRINGS.Jimmy Dorsey.....Decca 18593
2. DON'T BELIEVE EVERY-  
THING YOU DREAM...Ink Spots .....Decca 18583
- BY THE RIVER OF ROSES.Woody Herman.....Decca 18578

### Territorial Favorites

- MEXICO JOE.....Ivy Anderson.....Exclusive 3113  
(Hollywood)
- BOOGIE-WOOGIE .....Tommy Dorsey.....Victor 26054  
(Miami)
- WHEN MY MAN COMES  
HOME .....Buddy Johnson.....Decca 8655  
(Tulsa)
- SILVER WINGS IN THE  
MOONLIGHT .....Freddie Slack .....Capitol 146  
(Omaha)

*Hop down to the store, chicks,  
and get that new Goodman platter.  
I hear tell it's out  
of this world!*



*Yes sir, it's out of this world!*

# BENNY GOODMAN AND HIS ORCHESTRA

# AFTER YOU'VE GONE AT THE DARKTOWN STRUTTER'S BALL

Columbia Record 36699

*two of the greatest, best re-  
membered tunes of all times*

# COLUMBIA

Top Tunes Now Available on  
**OUTSTANDING E. T.'s AND  
LEADING RECORD LABELS**

**BESAME MUCHO**

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

**I'M IN LOVE WITH SOMEONE**

PUBLISHER: Campbell-Porgie  
RECORDS: Decca and Savoy to be released  
E. T.'s: To be released

**I'LL BE AROUND**

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

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**B M I**

NEW YORK • CHICAGO • HOLLYWOOD

AL SMITH ONCE SAID . . .

**'The Record Speaks for Itself'**

**ANOTHER SAVOY SMASH HIT!**

READ WHAT M. H. ORODENKER, BILLBOARD REVIEWER, SAYS—

**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 soiling-eye dog take his place with all other fighting men. 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.

Get  
Your  
Order  
in Now!

•  
SAVOY  
#130

**Many More Hits To Come**

**OUT SOON**—"BODY & SOUL"—Tenor Sax Solo featuring "Ben Webster" and Cozy Cole and His Orchestra.

**HALLELUJAH**—8-9-10. By Denny Beckner Orchestra.  
**TIGER RAG**—JOE'S BLUES. By Joe Marsala, Eddie Condon, Bobby Hackett and Orchestra.

**WATCH BILLBOARD FOR OUR NEW RELEASES**  
• OPERATORS AND DEALERS ONLY •

SEND FOR OUR RELEASE CARD. MINIMUM ORDER 25 RECORDS.

**SAVOY RECORD COMPANY** 58 MARKET ST., NEWARK, N. J.



**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.

**MILKMAN, KEEP THOSE BOT-  
TLES QUIET** . . . . .

Ella Mae Morse (with Dick Walters Orchestra) . . . . .Capitol 151

This is in the better EMM shouting manner. The nickel-droppers who like this cow-cow lady will be running out of silver soon after this hit's the boxes, and if anyone recently has found a better party number, it hasn't checked thru "BB."

**TAKE IT EASY** . . . . . Dick Gilbert (Ork directed by Gonzalez) . . . Dix

Disk jockey Dick Gilbert's singing record-spinning has developed a solid following in Metropolitan New York. This platter is an excellent example of just why he pulls the fans to the dials. It's also a good example of straight swooner-less vocalizing. The ork handles itself in the best Cugat manner, and Gilbert steps right up there and delivers the lyrics without a tremolo.

**I LOVE YOU** . . . . . Bing Crosby (John Scott Trotter and Ork) . . . . . Decca 18595A

The groaner gives a little on several runs in this, but it's typical Crosby and that's enough to put it high up in the selling tab. With a "Mexican Hayride" album being skedded with the original singing cast (this is from that Main Stem musical) there'll be plenty of push on this song. It's a safe bet for coin and retail honors.

**POPULAR RECORD RELEASES**

(From March 30 thru April 6)

- After You've Gone . . . . . Benny Goodman . . Columbia 36699
- Amor Amor (Beguine) . . . . . Enric Madriguera  
(Bob Lido) . . . . . Hit 8083
- At the Darktown Strutters' Ball . . . . Benny Goodman . . Columbia 36699
- Cherry Red Blues . . . . . Cootie Williams (Eddie  
Vinson) . . . . . Hit 7084
- Good for Nothin' Joe . . . . . Lena Horne-Charlie  
Barnet . . . . . Bluebird 30-0823
- Have I Stayed Away Too Long? . . . . "Tex" Grande and His  
Range Riders . . . . De Luxe 5004
- Haunted Town . . . . . Lena Horne-Charlie  
Barnet . . . . . Bluebird 30-0823
- I Can't See for Lookin' . . . . . The King Cole Trio . . Capitol 154
- I Love You . . . . . Joe Stafford (Paul  
Weston Ork) . . . . . Capitol 153
- I'll Be Seeing You . . . . . Tommy Dorsey (Frank  
Sinatra) . . . . . Victor 20-1574
- I'm Crazy for You . . . . . Dick Gilbert . . . . . Dix
- Irresistible You . . . . . Johnnie Johnston (Paul  
Weston Ork) . . . . . Capitol 152
- Is My Baby Blue Tonight? . . . . . Lawrence Welk (Jayne  
Walton) . . . . . Decca 4438
- Let's Just Pretend . . . . . Tommy Dorsey  
(Jo Stafford) . . . . Victor 20-1574
- Long Ago (And Far Away) . . . . . Helen Forrest-Dick  
Haymes . . . . . Decca 23317
- Long Ago (And Far Away) . . . . . Jo Stafford (Paul  
Weston Ork) . . . . . Capitol 153
- Look for the Silver Lining . . . . . Helen Forrest-Dick  
Haymes . . . . . Decca 23317
- Maruschka . . . . . Dick Gilbert . . . . . Dix
- Milkman, Keep Those Bottles Quiet . . Ella Mae Morse (Dick  
Walters Ork) . . . . . Capitol 151

(See Pop. Record Release on page 66)

**NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:**  
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's. Birmingham: Norten'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.: Dreibelbis 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: Acollan Co. St. Paul, Minn.: Mayflower Novelty Co. Washington, D. C.: E. F. Droop & Sons Co.; George's Radio Co. Westwood, Calif.: Music Shop.

# Music Popularity Chart Week Ending March 30, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

### JAN GARBER (Hit)

"I'll Get By"—FT; VC. "San Fernando Valley"—FT; VC.  
 "Leave Us Face It"—FT; VC. "It's Love, Love, Love"—FT; VC.

These four sides show that Jan Garber has gone a long way musically since he eschewed the saccharine-stepped syncos in favor of the righteous rhythmic patterns. The arrangements are all in the modern manner with plenty of youthful enthusiasm manifest in the tootling. Moreover, the lyrical appeal, also in the rhythmic manner, is heightened as a result of the lilting song projection of Liz Tilton, who takes over three of the sides. "I'll Get By," the ballad favorite of an earlier year enjoying a revival of interest this year because of the "Three Cheers for the Boys" movie, has its wordage expertly fashioned in the romantic mood by Bob Davis, with the mixed voices of the Quintet show-casing his singing with background supports. Taken at a moderately slow tempo, band maintains a thorough rhythmic beat thruout and giving an excellent account for itself in the opening stanza. The jump tempo is taken for the mated side, Gordon Jenkins' "San Fernando Valley," with Miss Tilton carrying the side with added lift in the background figures cut by the solo guitar picker and the ensemble. Miss Tilton also makes the most of "It's Love-Love-Love," the Calypso-styled ditty that promises to strike a wide popular fancy. Band also cuts it sharp and keen, with the tenor sax getting in a session of his licks. Mated side is the "Duffy's Tavern" air show anthem, "Leave Us Face It." Miss Tilton delves into the serious mood to start the side, taking the verse with piano ad lib. And with the band vamp setting the stage, hits into a bright moderate tempo for the chorus. Garber has set a high standard with each of these four sides and his new brand of rhythms will undoubtedly enjoy a deepening wave of enthusiasm on the strength of these sides.

For immediate spots in the selector slots, the music ops can hardly miss out with "San Fernando Valley" and "It's Love-Love-Love." And on the strength of its former glory and the attention it is getting now all over again, Jan Garber's up-to-date dress for "I'll Get By" should count for a maximum of music box plays.

### FRED WARING (Decca)

"Holiday for Strings"—FT. "Jalousie"—FT.

Removed from the Tin Pan Alley fare and tackling tunes with greater substance, the Fred Waring radio technique for dressing up a song serves in excellent stead for both of these sides. In fact, following the pattern set here, there is no reason why the record marts should not be able to cash in properly on the maestro's wide popularity. With such dinking, he should mean as much to Decca as does Kostelanetz to Columbia. The "Pennsylvanians" tag is erased for this coupling, and with the use of voices to blend with the large band, Waring calls it his "Concert Vochestra." Scoring makes effective use of the voices as a regular section of the ensemble, and the combination makes for one of the most fanciful and ear-pleasing settings ever provided for David Rose's "Holiday for Strings." Never is the grandiose setting at the expense of the composition's inherent melodic qualities. As a matter of fact, Waring's vochestration makes it all the more appealing. The same treatment is accorded "Jalousie," the familiar tango favorite which lives all over again with the application of this Waring twist.

Fred Waring's entry of "Holiday for Strings" commands a listen. By far the best interpretation yet to spin out of a shellac base, the side should go great guns in the music boxes.

(See Pop. Record Reviews on page 67)

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

### SULA'S MUSETTE ORCHESTRA (Continental)

"Vic'ry Polka"—FT. "Twinkle Toe Polka"—FT.

Having hit a high mark in popular song circles, the Continental label scores a scoop in dinking out the first real polka-flavored musette arrangement of "Vic'ry Polka." Paced by the musette accordion, and with the victory strains of Beethoven's Fifth Symphony providing the appropriate introduction to the spinning, Sula's Musette Orchestra gives out in the desired Continental manner for this familiar tune. Side stacks up particularly strong for the music boxes at locations with the marked international leanings. Plattermate is also plenty potent in Mart Fryberg's "Twinkle Toe Polka." A gay and lively polka with a heavy international flavor to the melody, Sula's men offer it up in an inviting toe-tapping manner.

(See Folk Record Reviews on page 64)

**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.


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## ON THE STAND

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

### Leonard Kellar

(Reviewed at the Band Box, Chicago)

LEONARD KELLAR, who formerly led his own ork at the Walnut Room of the Bismarck Hotel here, is now fronting this group organized only a few months ago by Stan Philipps, pianist. A master of the violin, which he doesn't play, and always identified on the sweet music side, Kellar within a short space of time (he has only

been with the band a week) has immediately gotten into the swing groove. The ork is rapidly gaining attention with a hot rhythmic style. Playing strictly to the five trade, they give out with plenty of hot music, but are equally talented in dishing out subdued swing.

Arrangements are sharp, with Philipps, who has been billed as the "Ivory King of the Piano," leading off with some fancy key-noting. Lad is an accomplished pianist. Added to the piano are the drums, bass, a heavy six-piece brass section that gives with plenty of volume. Sidemen are star instrumentalists, with Lonny Le Vett, formerly with Buddy Franklin, doing some terrific skin-beating. Wayne Barclay, sax player formerly with Wayne King, and Joe Sivola, sax, do special solos.

Vocalists are well selected, featuring Margie Little and Bud Prentiss. Little has a dynamic range from the coon-shouting style to the soft melodic strains of ballads and pop tunes. Gal is an orb-filler and makes a smart appearance on the stand. She has lots of verve, and clicks well with jivesters. Bud Prentiss holds the spotlight with his rich baritone voice. He has personality and sells well. His numbers lean to the pops and ballads. They're fem-trade stuff.

Band is well organized and fits into any ballroom, nitery or hotel spot.

Jack Baker.

### Eric Correa

(Reviewed at McAlpin Hotel, New York)

IF OPENING night, Tuesday, March 14, is any yardstick, then Eric Correa's ork is set for a long stay at this spot. His eight-man, well-rounded outfit, consisting of a three-piece sax section, a trumpet, fiddle, bass and drums, with the maestro on the piano, gives out with nicely arranged stuff, which makes for dancing pleasure.

Eric's pianistics don't hog the show to the detriment of the other lads in the outfit. They all get plenty of solo work that garners plenty of customer response. On *Paper Doll*, Tony Knapp was pulled out to front on a clarinet solo that had the mob whistling. Dan Russo, trumpet, came in every now and then on some clear stuff which gave both listening and dancing pleasure.

Band leans on the sweet, the occasionally it jumps the last few bars. On the Latin type, practically the entire ork takes a wham at the maracas with better-than-expected results. Sax section, all alto, switching to clarinet, with one man hopping on with a flute, is solid on almost every tune.

Marjorie Maxwell, band vocalist, has a good set of pipes but needs more mike assurance. On ballads, canary tends to become sticky. She does a better job with blues and fast tunes.

Is *My Baby Blue Tonight?*, *Put Your Arms Around Me* and *Paper Doll*, with the band's interjection of dixieland style had the customers splitting their palms.

Bill Smith.

### Vaughn Monroe

(Reviewed at Hotel Commodore, New York, Thursday, March 16)

CELEBRATING his sixth return to this spot, Vaughn Monroe mixed it up with his sweet and swing stuff, garnering nice applause for practically every number.

Band now consists of four trumpets, plus the maestro's tooting; three trombones, five saxes and four rhythm. Twelve of the original crew are still with the ork, having been pulled back when Vaughn, turned down for induction, reformed his ork.

Main asset is still Vaughn Monroe, who combines powerful pipes with a front that coincides with Hollywood's opinion of how a bandmaster should look. Biggest hands of the evening came

### Woody Herman

(Reviewed at Frank Dalley's Terrace Room, Newark, N. J.)

THIS current one-week date is the first dance session Woody has played in New Jersey since his last appearance at Dalley's Meadowbrook nearly three years ago. The general impression gathered was that he has been away too long. Band, while a far cry from the truly great outfit it was before Mr. Whiskers made inroads into personnel, is still a top-notch organization fronted as only Woody, with his own individuality, can front it. He has made the best of what he has, and it's plenty good, a typical Herman band giving with blues, jazz and swing, with the arrangements plenty all right in all departments.

Of the old band, only dependable Hy White on gitbox remains of what was once one of the best dance band rhythm sections. However, replacements, particularly the skin-beating chores, ably handled by "Red" Saunders, currently subbing for the ailing Cliff Leemans, still give the band the drive needed to make it move. When caught, Saunders gave an outstanding exhibition of hide-pounding on an old Herman jump favorite, *Los Chimpanacas*. Herbie Fields, late of the army, was sitting in one tenor and really came in with color. Neal Hefti, on trumpet, is outstanding in the seven-man brass department, with the individual sections blending well while Chubby Jackson, on bass, hits it. He's featured in a couple of show tunes. However, Herman, who was suffering on opening night from an impacted tooth and resultant swollen jaw, stood out with his clary work which, even though hampered, still was something, especially on an original called *Basie's Basement*, as well as on the usual Herman stomperoo deals.

In the vocal department, Woody again scored along with canary Frances Wayne. Herman's blue oldies, *Frenesi*, *Amen* and *Mamma Done Tole Me* wowed good opening crowd, as did renditions of current *Do Nothin'* and *River of Roses*. An outstanding bit of vocal and clary work by the maestro was forthcoming on *Who Dat?*, backed by chorus and fine tenor job by Fields. Miss Wayne makes a hit with *Speak Low*, which fits her deep, sultry pipes, and contributed *Couldn't Sleep a Wink* effectively, among others, beside selling well on all. Only fault seemed to be overdoing the theatrics while chirping.

All in all the band, if Herman can hold it together, as he is 1-A himself, should continue to improve. As long as he has some men to back him up, Herman will always have a good band, as he himself, with his personality and ability, vocally and instrumentally, would supply enough momentum to carry others along with him in keeping his style of music always in the forefront. James C. Whitfield.

### Owen Elkins

(Reviewed at Officers' Club, Memphis)

OWEN ELKINS has taken over the territorial band formerly headed by Johnny Long. Plays sax well but does almost no leading. Everybody in the band and the room alike watches his wife, Jamae, who holds down the piano, plays the vibraharp and really leads the band. Her piano is the best thing about the ork.

Boy vocalist, Bob Foster, has a pleasant voice and shows signs of developing personality. Would-be school-girl thrush, Frances Griffin, definitely should concentrate on her school work.

Instrumentation is three tenor saxes (including Elkins's own, which he plays except when he doubles on the clarinet), trumpet, bass and piano, from which Jamae Elkins doubles to the vibraharp with good results.

Library appears well supplied with stock arrangements. Ted Johnson.

whenever the maestro joined in on the trumpet blowing.

Present outfit works in showmanly fashion but absence of acts leaves a hole in the program. Vaughn's new thrush, Del Parker, who shares the vocals with him, pipes okay but she isn't strong enough to hold attention.

As far as dance music is concerned, the sweet and swing stuff mixed with a couple of jumpers was right down the Monroe groove. A little tightening on the beat and a smoothening of the rough spots in the rhythm section, particularly on the slow stuff, should put the new outfit ahead of where it was a year ago. Bill Smith.

### Ted Straeter

(Reviewed at Hotel Statler, Boston)

TED STRAETER'S band opened cold in Boston at the new, plushy Hotel Statler Terrace Room last October. But he quickly gained a warm following, and the engagement has been extended several times. The reasons for his success here are many, but they are all embraced in pop music of high quality.

Straeter leads the band from the piano, where he fingers the ivories in neat fashion. His playing is clean, lyrical and musical and charged with interest. Many of the arrangements are Straeter's own. Among them, *Speak Low* is a fine example of his distinctive and fresh use of instrumental combinations. His repertoire covers nearly everything, but he generally selects the best tunes and plays them well in sophisticated style. He steers clear of corn. Obviously the policy pays. Thruout, Straeter maintains a live rhythm that keeps the customers dancing.

The combo is also an excellent show band. And in showmanship Straeter is way ahead, with the performance of such novelties as *Irish Concerto*, a medley of Irish tunes assembled for St. Pat's Day, a big time in Beantown.

In a modest voice Straeter occasionally takes a vocal. His singer, Kitty Crawford, suits the band to a T, being a comely lass who lends style and freshness to a song. Band employs 11, including piano, bass, drums, trumpet, three fiddles and four sax. Doublings allow groupings of flutes, clarinet and bass clarinet and oboe. Thus a wide variety of unusual and colorful instrumental combinations are obtained.

Bill Riley

NEW YORK, April 1.—Nick D'Amico, currently at the Casino on the Park at the Essex House, added Carol Horton to the ork as vocalist this week. Miss Horton formerly thrashed for both Horace Heldt and Eddy Duchin.

### Terrace Room a 4-Nighter

NEW YORK, April 1.—Blue Barron ork, with Tommy Ryan fronting, goes into Frank Dalley's Terrace Room, Newark, N. J., for four days starting April 6, before going on to an engagement at the Del Rio Restaurant, Washington, beginning April 12.

NEW YORK, April 1.—Chappell Music Company has published the title song from David O. Selznick's new all-star movie *Since You Went Away*. The lyrics are by Kermit Goell to the music of Lon Forbes and Ted Granya.

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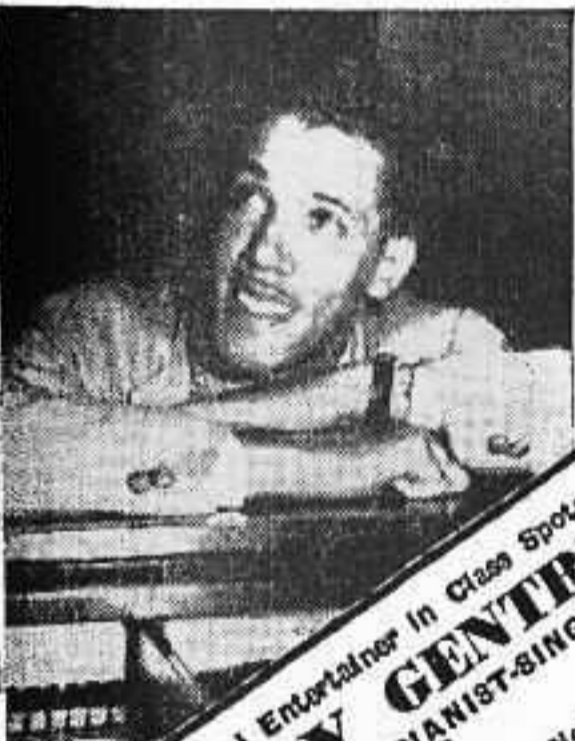
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## Tax Bite Hits Few Cocktail Ork Bookings

NEW YORK, April 8.—Now that the 30 per cent bite is three days old the panic is on. But, contrary to popular fears and belief, few of the cocktail combos have been thrown out of jobs. Where one spot has canceled, another cropped up with paper.

Julie Wintz, of MCA, says of the present crop of units 70 per cent will continue working. In the South, including Baltimore and Washington, spots, rather than dropping all entertainment, are asking for new units. The remaining 30 per cent who are strictly vocalists may find things tough for a while, but according to a round robin consensus, they too will be in demand shortly.

CRA's Charlie Busch agrees with the MCA figures and says they apply as well to his office. His only difficulty is getting units to work out of town.

Jean Rose, of Special Attractions, doesn't agree with the 70-30 figure. She thinks it should be 50-50. Her opinion is that the smarter rooms will continue to book entertainment units as against strict instrumentalists. In one case she cites, the Graymore in Portland, Me., the house has never used more than two acts. Beginning April 3 it will use three.

Mort Davis, GAC, doesn't see where the new tax bite has hit the cocktail unit biz. Sure, he says, some of them will lose out, but most of them will find enough work to keep busy. In the last two weeks, Davis said, he has done more biz than ever before. So far as he's concerned the figure is not 50-50 or even 70-30, it's a straight 100 per cent all up and down the East Coast.

Most of the 10 per cent boys agreed, however, that the combo that was good on instruments had the edge on the strictly-for-voice boys. A lot of the boys, they agreed, will have to go back to learn what the instruments they've been toting around are for. In the past so many of the cocktail combos have been leaning on their pipes so much they've used their instruments strictly for props.

## Chi Lounges Buying Smart \$\$ Pulling Name Ork Leaders

CHICAGO, April 1.—The Windy City's smart cocktail lounges are hitting a new entertainment mark with the bookings of popular ork leaders and star sidemen who have entered the cocktail field with their own units.

Within the past few months more musical stellarites have hit the cocktail bandstands here than ever before and they are proving the real money getters, attracting nightly crowds. Among those who are appearing in this town now are Red Norvo, who was last seen here with his own ork at the Blackhawk; Jack Crawford, who fronted his own 17-piece ork at the Atlantic City Steel Pier; Bob Sylvester; Billy Blair, rotund bass comedian who recently left Griff Williams's org, and Eddie South. Others include Billie Rogers, gal trumpet player with Woody Herman's ork, and Red Allen, who was connected with Louis Armstrong.

With the band leaders and sidemen entering cocktail field, the ops now have the opportunity of presenting top entertainment which heretofore has only been seen in Class A spots. Name small orks, because of their drawing power, are putting the spots on an even more sound financial footing than they have enjoyed during the past year of lush money. It is also said by the boys in the know that such a move is further proof that cocktaileries are developing into future night spots with \$\$ futures.

## Martin Joins Marshall Agency

HOLLYWOOD, April 1.—Hershey Martin, drummer and leader of the orchestra now playing at the Village in Los Angeles, has joined the Reg D. Marshall Agency as an act and cocktail entertainer booker. Martin will continue with his ork for the time being, later devoting full time to the agency biz. Ork plays afternoons sessions only at the Village.

## McConkey Sets Flack Dep't Different Job

KANSAS CITY, Mo., April 1.—McConkey Orchestra Company has a new department headed by George Bowles, ad exec, here. Individual service is given to any of its accounts or acts that are in need of special assistance. Main work, however, will be with operators of hotels, niteries and lounges selecting right type of talent for spots and advising them on any important trade issues. First service rendered by the org was detailed report on the question of when the cabaret tax can be collected in spots that are revising their dining room entertainment policy. Letter sent out was an official statement, issued by D. S. Bliss, deputy commissioner of Internal Revenue, Washington.

## Atlantic City Set For Summer; Clubs And Lounges See \$\$

ATLANTIC CITY, April 1.—Approach of the summer season, which promises to be of boom proportions, finds the resort niterie and musical bar operators unconcerned for the most part over the new 30 per cent cabaret tax. Taking their cue from the Florida season, ops are agreed that "money is no object to people out for an evening of fun, particularly at a summer seashore resort." Early indications are seen in the fact that two of the musical bars scheduling early openings are insisting on entertaining and singing units.

Chez Paree has Jack Cohen, of the Eddie Suez Agency in Philadelphia, spotting two entertaining units. Lenny Peyton Trio already set. Fort Pitt Cafe, which gets into swing next Thursday (23), also insisting on an entertaining unit from Cohen, only stipulation that the unit be able to play dance music as well. Fort Pitt is adding a dance floor to the room in order to attract patronage in spite of the 30 per cent impost.

Irwin Wolf, who operates the 500 Cafe Musical Bar, is going even further than a dance floor. Will utilize the adjoining room in setting up a regular niterie, figuring on bringing in names. The 500 Cafe (nee club) was once the leading supper club at the resort, playing nothing but names.

Altho gambling is out, niterie ops figure they will be able to do well without such inducement this year, and talent budgets call for the best acts available. Virtually all available apartments and rooming houses are booked solid for the summer season. And with about 45 formerly army occupied hotels ready to receive civilian guests, there is no concern over getting crowds here this summer. As a matter of fact, the resort is already pre-sold for the season.

## Soble Opens Booking Office

HOLLYWOOD, April 1.—Lee Soble, formerly an agent in Philadelphia, has opened booking offices here. Signed with him are the Juan Panalle Trio and Winnie Scott under long-term managerial contracts.

Soble retired from the booking field when he entered the army more than a year ago. Since his discharge, he has been at Warner Bros. casting department, and more recently was with Ben Pollack. Soble will book attractions for cocktail lounges, radio and screen engagements.

## Off the Cuff

EAST:

JOHNNY PAPAYA and His National Boys replace Don Baker at Dempsey's, New York. . . . MARCELLA MARKHAM current at Jimmy Dwyer's Sawdust Trail, (See OFF THE CUFF on page 22)

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# REVIEWS

## Billy Chandler and His Benedicts

(Reviewed at Graemere Hotel, Chi)

Billy Chandler and His Benedicts is a well-balanced group of musicians, composed of trumpet, guitar, accordion, bass and vocals, who play soft, in good taste and with restraint.

In an atmosphere where hotel patrons want to converse without shouting and still dance quietly between drinks, this band is well placed. They fit in the atmosphere, like the interior decorating, contributing to the comfort and pleasure of the individual without calling attention to themselves.

However, most people looking for surprise entertainment, novelties and interesting musical arrangements in a cocktail unit will not find them with the Benedicts.

They are lacking in personality, color, contrasts and showmanship.

If Billy Chandler will add spice and variety to his muted trumpet and straight dance rhythms, his unit can become the center of attention instead of the backdrop.

Scenery is necessary, but it's not box office. Unit is recommended but needs a shot in the arm. *Carl Gons.*

## Bob Sylvester

(Reviewed at the Stage Lounge, Chicago)

Bob Sylvester, who was recently released from the armed service, is back on the bandstand again with a finely organized unit that is hitting the musical tops with the patrons of this smart cocktail lounge.

This personable chap, who gained a wide recognition for his fine arrangements with the late Hal Kemp, organized this unit only four weeks ago. His experience and background have enabled him to assemble a group of accomplished musicians, including Gil Davis, piano, who was formerly with the Milt Herth Trio; Claude "Hey-Hey" Humphreys, drummer and formerly with Boyd Raeburn, and Bill Jaycox, University of Illinois halfback, who handles the bass. Their instrumentation is sweet and soft, with the bass, drums and piano furnishing the backing for the clear tonal qualities of Sylvester's clarinet and sax. They're not exhibitionists and they play with the ease of a seasoned group who have been together for years.

*Jack Baker.*

ANN VILLEUX at Abraham Lincoln Hotel, Reading, Pa., for 10 weeks with options.

## OFF THE CUFF

(Continued from page 21)

New York, is slated for a Shubert operetta. . . . HENRI JOYCE and Her Kewpie Dolls at Gray Wold Tavern, Masury, O.

BETTY KING drops her piano-vocals from Orsatti's Cafe, Philadelphia, to recover from an attack of arthritis, expecting to return in time to share billing with the Donne Trio, to make their local bow at that spot. . . . CATS AND A FIDDLE into the Lyric Club, Hanover, Pa. . . . FOUR MUSIC MASTERS at Rainbow Grill, York, Pa. . . . TED OLIVER takes his trio to the Shangri-La, Philadelphia. . . . JOE ROSE, pianist at the Melody Inn, Philadelphia, left for the army. . . . FIVE KINGS, inked for the new Comet record label, into the Alpine Musical Bar, Philadelphia. . . . JON ARTHURS prems his new unit at Philadelphia's New 20th Century. . . . MARS TRIO takes over at the Copacabana, Philadelphia. . . . JEAN ELDRIDGE returns to Lou's Chancellor Bar, Philadelphia. . . . DON RENALDO QUARTET introduces new show policy at Philadelphia's College Inn. . . . JACK CORLIES takes his piano style to Philadelphia's Tahiti Bar.

## MIDWEST:

EBONITES (3) now at Elmer's Lounge, Chicago. . . . CLEO BROWN, sepi pianist, currently at the Plantation Club, Nashville. . . . FREDDIE REED back to the Lawrence Bowl at increase in salary. . . . CAL SMITH in for 12 weeks at the Bar of Music, Chicago. . . . BOB REEMS (3) at the Crown Propeller, Chicago. . . . TOMMY RIGSBY at Frenchy's, Milwaukee. . . . GEORGE DE CARL and his band have changed to the Brass Rail, Chicago. . . . WILSON JOHN FISHER, Solovox artist, at the Beverly Lounge, Chicago.

NOV-ELITES (3) held over at the Beachcomber, Omaha. . . . ANTON SISTERS, singing trio, and Ralph Howard and band are currently at the Hi-Lo Club, Battle Creek, Mich. . . . LIL ALLEN at the 1111 Club, Chicago. . . . LIBBY BISCO at the Hollywood Lounge, Chicago. . . . SINCLAIR MILLS at the Vogue,

## Four Spaces Still Four Despite S. S.

LONG BEACH, Calif., April 1.—Any four-piece unit that has been playing together for approximately seven years is a thing out of this world today with the Selective Service getting around the way it does.

The Four Spaces, returning to the Riviera Room of the Villa Riviera Hotel after putting in six months in 1943, is the same as the quartet that started out some years ago with Taftt Baker. Bill Hardman joined the group here last year to replace Art Happel on sax and clarinet, when he went to work in a defense plant.

The S.S. came along and took Hardman, who thought he was a 4-F, and now Happel is back. He is definitely 4-F fodder, having recently undergone an operation for a stomach disorder.

P. S.—The other three are out of reach of Uncle Sam (they believe).

Detroit, had his six-week option renewed for another four weeks.

ART VAN DAMM (3) now in 12th week at Music Box, Minneapolis. . . . CHUCK CHANDLER now at the Beritz, Chicago. . . . JANE WILLARD has been inked at the 5100 Club, Chicago. . . . HENRI KUBLICK and his symphonichord at the Bismarck Inn, Chicago.

THE BALTIMORE GIRLS are at the Crystal Bar, Chicago. . . . FULTON ALEXANDER and his band get four weeks with options at the White City Lounge, Springfield, Ill. . . . JEAN LOACH and her ork signed for an indefinite run at the Fort Armstrong, Rockford, Ill. . . . NINO RINALDO is current at the Whitecomb Hotel, St. Joe, Mich. . . . "IKEY" ROBINSON at the Theater Bar, Terre Haute, Ind. . . . CHUCK LIPHARDT and his unit, featuring Mary Jane Howard, set for a six-month run at the Graemere Hotel, Chicago, starting April 8. . . . FOUR BARONS held over at the Town House, Reno.

## IN SHORT

### New York:

BARNEY JOSEPHSON in Hollywood to handle Phyllis Stewart. . . . CELESTE HOLMES set for the Persian Room until May 1 when Hildegard comes in.

CHU-CHO MARTINEZ at Mount Royal Hotel, Montreal, for two weeks starting March 29. . . . slated for return at Versailles for six more weeks after Carl Brisson finishes. . . . IRENE BORDONI heads for the Troika, Washington, for two weeks starting April 13. . . . KING SISTERS canceled their Eastern vaude tour. . . . will work on Coast instead. . . . CAROL KING put into the Latin Quarter and *Slap Happy* by Bill Riley. . . . A. J. BALABAN back from the Coast.

BILL MOSS, of Harding and Moss, current at the Dixie Terrace, is doing pin-up sketches for the spot's programs. . . . BEN LERNER, of Lou Walter's office, is army-bound. . . . PINKY TOMLIN inked by Frederic Bros. . . . EDDIE SLEIGH, of GAC, Chicago, now in Big Town. . . . EDDIE SMITH in Florida. . . . AL WILSON back from there showing off his tan.

MARVA LOUIS (Mrs. Joe) current at Greenwich Village Inn. . . . CONNEE BOSWELL due at the Roxy May 24. . . . ERIC BLORE in from Florida. . . . PAMELA BRITTON signed by MGM. . . . TOMMY DOWD gets his third holdover at La Vie Parisienne. . . . BILLY DANIELS joined merchant marine and is now in Russia.

BRUCE NORMAN produced and works in new show at Amen Corner, Fifth Avenue Hotel. . . . EDDIE DAVIS returns to his 52d Street spot April 7. . . . BARBARA DUANE with the 51 Club. . . . DAVE APOLLON replaces Billy Vine at Latin Quarter. Latter off for Coast pic deal. . . . HARRY DAY and DELLA added to Village Barn.

GRACE MAY now Mrs. Campbell Norsgaard. He's a sergeant in the Norwegian Air Force. . . . PAT O'DAY takes over Grace May's chores as captain of Hotel New Yorker ice ballet until May comes back from honeymoon.

HATTIE ALTHOFF re-signed for three more years by CRA. . . . BONITA GRANVILLE goes to the Coast May 1. . . . JANE KEAN of *Early to Bed* starts vaude and nitery tour May 30. . . . JACK DURANT leaves the Newark to join Earl

Carroll's Vanities. . . . RUDYA and LHYNN new at the Bul Tabarin. . . . BELLE BAKER replaces Willie Howard at Florentine Gardens, Hollywood, April 16. . . . JACK TAYLOR starts 16-week tour at Pacific Coast clubs and theaters.

### Chicago:

ANDREWS SISTERS open at Oriental, May 5. . . . HARRY GREBEN, of Halperin and Greben, now in business for himself. . . . HARRIET NORRIS, song stylist, now appearing at the Club Alabam, Chicago. . . . SEN WONGS, Chinese dance team, currently at the Blackhawk, Chicago. . . . VIVEAN NEWELL, dancer, now at the Brown Derby, Chicago. . . . CALLAHAN SISTERS are skedded for the Algerian Club, Denver, starting April 15. . . . JACQUELINE JOYCE now in her 19th week at the El Patio, Mexico City, and doubling for her 11th week at the Folies Bergere in the same city.

HOFFMAN SISTERS, formerly with the A. B. Marcus show in Monterrey, Mexico, have left to join a USO-Camp Show. . . . BOB EVANS, goes into his own overseas unit. . . . MARTINET AND HIS CROW has been inked in for the Trocadero, Henderson, Ky. . . . WILFRED DU BOIS, juggler, held over for four weeks at the Nicollet Hotel, Minneapolis. . . . FRANK PAYNE, mimic, now at the Riverside Theater, Milwaukee. . . . JACK SHEA skedded for Andy's, Minneapolis, April 24. . . . HEALY AND MACK go into the Tower Theater, Kansas City, Mo., April 14. . . . BILLY SAMUEL, comedian, and Helen Lane are at Helsing's Vodvil Lounge, Chicago. . . . FOUR BLAZES now at the Grand Terrace Casino, Detroit. . . . FREDDIE REED, piano-single, in floor-show at the Plantation Club, Nashville.

CY LANDRY joins Tiny Hill ork, John Laddle and the Bruedell Sisters on the Butterfield Theater circuit, Michigan.

TOY SISTERS, Chinese dancers, held over at the Blackhawk, Chicago. . . .

### Here and There:

WOODS AND BRAY set thru April 9 at Club Continentale, Chesapeake, O., and follow with Club Madrid, Louisville, April 10-23. . . . ROBERT DRAKE and Little Jeane held indefinitely at the Bowery, Detroit.

**WILLIAM MORRIS AGENCY**

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<p>They're All Aces!</p> <p><b>THE FOUR SPACES</b></p> <p>Danceable • Vocals Entertainment</p> <p>Hotel Riviera, Long Beach, Calif.</p>	<p><b>ART TATUM TRIO</b></p> <p>Piano—Bass—Guitar</p> <p>currently Franchie's Cafe, Milwaukee, Wis.</p>

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# TAXES CATCH UP ON BORSCHT

## Niteries Hypo Talent Dough In Motor City

DETROIT, April 1.—Coming of the 30 per cent tax has meant little loss of employment for talent at spots playing regular floorshows, a survey of local booking offices indicates. Figures available indicate more spots are stepping up talent budget—evidently a direct result of the belief that the tax will mean the doom of entertainment in the cocktail lounges which have been the bane of the big spot operator for some time past.

Only one spot in town has so far reported actual cutting out of shows—Hengy's, a small West Side place—alho many earlier threatened to do so. Typical night club operators told *The Billboard* they planned to keep on with their shows and await developments. Club Haymarket in the suburb of Dearborn plans the status quo. William Levin, whose hillbilly policy, catering to Detroit's large influx from the South, was the subject of a recent article in these columns, is planning to continue with same policy, passing on the tax to customers, as are practically all local operators, and await results.

One up-State spot, the Silver Slipper at Bay City, is dropping shows, but to offset this, the Broadway Bar, same town, is upping its talent bills. The Gloria at Columbus, O.; Hi-Lo Club at Battle Creek, and Ka See's at Toledo, O., are also building up their talent costs, as are the Saks Show Bar, Palm Beach, Bowery and Grand Terrace Casino in Detroit.

Ka See's at Toledo is, in fact, embarking on an ambitious program, building up the talent bill currently to \$4,500 per week, with the Mills Brothers and Frankie Connors on the bill. Spot seats only 375 people and operates on a popular price policy, selling food, drinks and entertainment.

## Buddy Lester Hits N.Y. Hot Water; No 3d Degree Burn

### Opens Martinique April 12

NEW YORK, April 1.—Buddy Lester, back in New York, is also back in hot water. Comic was on the receiving end of a threatened "unfair" charge by the AGVA when he refused to fulfill a contract to work Club Charles, Baltimore, and the Morocco, Montreal. Lester claimed he was willing to fill dates but that old meany, the draft board, had his number up and wouldn't allow him to leave its jurisdiction. So meanwhile comic worked in the Chicago Latin Quarter, while the other spots were getting apoplexy waiting for him to make up his mind.

Finally came the great day and Lester discovered he was headed for the navy. But before he could even be fitted for a set of blues the medico told him to go back and make like a civilian. So lickety-split he headed for New York to open at the La Martinique, where he was set for March 29. Pleading exhaustion he sold Dario (owner of spot) on setting the date to April 12 instead.

Matt Shelvey, AGVA head, hearing of this, promptly phoned Dario to tell him that AGVA expected Lester to fill other contracts before he took the La Martinique job. What Dario told Shelvey is not known, but Dario took the stand that Lester's manager, Dave Vine, sold him to the La Martinique and he, Dario, doesn't know about any other contracts.

It is understood that comic will go to the Morocco after he finishes at La Martinique. About the Club Charles date there is nothing but deep silence.

JACK DAVIS, Frank and Lee, and Jane Kaye at the 5100 Club, Chicago.

### The Silent Partner

DES MOINES, Ia., April 1.—Dave Fidler, operator of the Club 100 night club in Des Moines, now thinks anything is possible after his latest eye-opener.

He discovered he had a waiter who had printed a batch of meal and drink checks identical with the ones used at the club. He'd collect the amount of the legitimate check from the customer then make out a duplicate with a smaller total. He'd turn that one into the cashier with the money and pocket the difference. P.S.—Silent partner was fired.

## Fla. Files Suits Against Swank Miami Resorts

MIAMI, April 1.—State Attorney Stanley Milledge Thursday filed injunction suits against fashionable Brook and Sunny Isles clubs in an effort to padlock the two niteries. The suits are a result of an investigation which followed the Dade County grand jury refusal to investigate gambling at the State attorney's request.

Suits name Harry McLeod and William Maher as managers and operators of the Brook Club. R. B. Gautier Jr., an attorney and member of the 1943 Florida Legislature, was listed as resident agent of Brook Club, Inc. Gautier is now in the navy.

In both petitions Milledge alleged that while there are facilities for serving food, entertainment and dancing at both spots, those activities are "only incidental to the primary purpose of maintaining and operating unlawful gambling houses."

He stated that "whatever semblance the operators use to make it appear that admission is limited to members of private clubs are mere subterfuge" and charged that both are well-known gambling houses, "the nature of which is common knowledge."

Judge George E. Holt issued the temporary injunction against the Brook Club, and Judge Marshall E. Wiseheart heard the Sunny Isles petition.

## Shelvey Warns New Taxes May Slug Actor's War Work; No Pay Work--No GI Work

### Says Closed Spots Can't Send Camp Show Groups

WASHINGTON, April 1.—The first shot in the fight to protect actors directly affected by the 30 per cent tax was fired by Matt Shelvey, National Administrative head of the AGVA, who headed a delegation to Washington, Thursday (30).

Shelvey pointed out that spot after spot all over the country was eliminating entertainment in fear of the tax and that hundreds of AGVA members were already being thrown out of work. He further pointed out that actors have always given freely of their time and talent to appear in service camps and otherwise help the war effort. For this work actors never have been paid. But if place after place closes, shows previously trundled out to near-by camps to entertain the armed services can no longer be available.

Willa G. Reed, Chief of the Admissions Sales Tax Division, who met the delegation, replied she was aware of the situation and added that the department had received hundreds of letters from small cabaret owners all over the country who warned they would be forced out of busi-

## 30 Per Cent Tap Raises Ogre Of Mr. Whiskers' Claiming Uncollected Past Levies

### Sour-Creamers Finding Out

NEW YORK, April 1.—The Borscht Circuit, which has been blithely sailing along knowing nothing about taxes, and caring less, is now up against everybody's bogey man—the 30 per cent federal bite—that is giving city slicker niteries ops sleepless nights. What makes this awakening rude is the fact that few of bagel and lox owners have bothered to clap the old 5 per cent figure on their casino tabs. Now along comes Uncle Sam who, thru the Bureau of Internal Revenue, tells them that the law putting a tax on places where entertainment plus food and drink is sold for profit doesn't mean just the main stems. It applies just as strongly to the "Having a Wonderful Time" trade as well.

If the owners of the spots don't want to charge any tax, the BIR says, its okay with them. But if they don't and still sell refreshments in the same room where entertainment is going on then the owner will have to dig down and put up 30 per cent of his gross from his own pocket.



### No Admish, No Tax

There is still another exception for the blintzes and sour-cream boys. If a show is put on for which there is no admission charge obviously no tax can be collected. In other words, if a Sullivan County prop charges \$75 a week for three meals and board and puts on shows in the casino or social hall where no refreshments are sold then everything is jake with the BIR.

The same ruling applies to dance music. Patrons can still cut rugs to (See TAXES HIT BORSCHT on page 27)

## Det. Op Won't Let Firemen OO His Premises

DETROIT, April 1.—Enforcement of the rules against over-crowding in cabarets became a live issue here when Louis G. Palmer, manager of the Olde Wayne Club, refused to permit inspection of the spot by City Fire Marshal Edward W. Hall.

Hall reported that an inspector started to make a routine check-up of the spot one Saturday and was forcibly ejected, and that Palmer maintained his stand to refuse inspections by uniformed firemen to be made while the place was in operation.

Hall stated that the management had repeatedly declined to post the seating capacity, as required by law, and that accordingly it was operating in violation of the law. The cabaret license of the place issued by the city expired March 1 and has not been re-issued, pending approval by the fire department.

Meanwhile to add another weapon to the several already in hand, Hall has requested the State Liquor Commission to (See DET. OP NIXES O. O. on page 27)

## Franchise Bids Deluge AGVA; Agents Want In

NEW YORK, April 1.—Applications for AGVA franchises are coming in from all over the country, Matt Shelvey disclosed Friday (31). They are even coming in from areas where there are no AGVA offices.

Most of the applications are from agent associations, but no franchise is granted until full investigation is made and approval of the association membership is given. In order to get such approval, Shelvey said, the applying body must be able to show it can control its membership. Rule "B," the heart of the contract, must be lived up to.

Agents associations coming in put up \$50 which is held in escrow. If a franchise is granted the fee is returned. Individuals applying must also put up \$50. But, unlike the associations, their fee is not returnable.

## Rogers-Singer Contract Sticks

NEW YORK, April 1.—Roy Rogers had an exclusive agent agreement with Johnny Singer he obviously didn't want. Singer, according to Rogers, didn't book him in the right spots and furthermore couldn't get him the dough he wanted. So without further ado the actor went to the AGVA and threw the deal into its lap.

A board of arbitration was called. In turn called in Singer to tell his side. After listening to both and huddling the boys ruled that Johnny must return certain commissions (about \$100) to Roy. But so far as nixing the exclusive pact was concerned it was no dice. Rogers didn't prove his case, said the board, so the contract remains in force. Paper was signed last April.

## La Martinique, New York

Talent policy: Dance bands continuous, floorshows 8, 12 and 2. Owners and operators, Dario and Jimmy Vernon; publicity, Ed Dukoff. Prices: \$2.50-\$3.50 minimums.

New spring show stars one ex-Stem-legit and features another. Betty Garrett, chanting comedienne of *Something for the Boys* and more recently of *Jackpot*, is no newcomer to a club floor and sells as readily from behind a mike as from back of the foots. Her new material assembly doesn't ring any special bells for novelty, but the Garrett personality plus puts it across. It listens better than it is. She opens with a swingaroo version of *Jeanie With the Light Brown Hair* for a moderate audience warm-up. A risky double-entendre follows, which would likely lay an egg except for Garrett salesmanship. However, *Four Rivers* from *Meet the People* gets the customers to palming it lustily, and satires of cafe chanting types sets her completely in the groove. Wind-up razz of Rinso soap operas registers solid click.

Mark Plant, ex-Ziegfeld *Follies*, *Yokel Boy*, *Jubilee*, etc., makes first appearance since discharge from Uncle Sam's service. Military lay-off has done bary crooner's pipes no harm. *I Love You* from *Hayride*, *I'll Be Seem' You* and *Long Ago and Far Away* all went over for a good reception. Plant bids for a preferred spot on club calendars.

Single terping by Fanchon opens the show. Gal is personable and routines are smooth. However, she puts over-emphasis on showy spins and gives impression of working too hard.

First night table squatters were strong for comedy tapping of Jimmy Byrnes. Latter has been heel-and-toeing it for G. I. audiences via USO-Camp Shows. His brand of clown tapping evidently just as well with the Stem customers.

The line is the same and Maximilian Bergere's ork (8) remains for another excellent chore of melody backing. It's a well-balanced, fast show, with just enough of everything. Should be a stayer.  
Bob Francis.

## NIGHT CLUB REVIEWS

## La Conga, New York

Talent policy: Dancing and floorshows at 7:45, 12 and 2. Owner-operator-host: Jack Harris. Publicity: Sid Asher. Prices: \$2.50-3.50 minimum.

Out of a five-act bill that preemed here Tuesday (28) night, two are stand-outs. The first is the dance trio of Harris, Claire and Shannon. Team opens in a pretty three-way ballroom bit which segues rapidly into Latin steps, novelty terps, body spins and twirls. The trio is on all the time, with Julie Claire and Joan Shannon contributing their grace and finesse to Harris's outstanding leading. The two gals dressed in contrasting dance gowns and Harris in gray tails make an attractive picture with their in-step rhythms and smooth work. Harris detracts a little from the picture when he steps out of character to emcee for act, but team earns and wins big hand.

The other crowd pleaser here is Victoria Cordova, a slick thrush with a form that makes the boys whistle, and a smooth voice that quiets 'em down. Wearing a dead white gown, with her jet black hair worn low on the neck, Miss Cordova, who has played in some of the class spots around town, can sell those South American tunes with eclat.

Teddy Walters, ex-Tommy Dorsey, another from the Sinatra school, went in exclusively for ballads. Result was the good-looking lad slowed things down to a halt. Walters can warble but his choice of material gives him a slow start and nothing he follows with gives his act any speed. His encore with a guitar was another creeper.

Servandos Diaz Trio open with two of the team on guitars and one on maracas in a standard set of Latin tunes. Team works well to a nice hand but should lean more on the faster rhythms for speed.

The June Taylor line (6) come on in three numbers, first with golf clubs, second tango tap and in final number kids do a fast acro turn with so-so skill.

Machito with Mario and Graciella makes with the rumbas and does a capable job on the show.  
Bill Smith.

## Latin Casino, Philadelphia

Talent policy: Dance band and floorshows at 7:30, 11 and 1. Management: Jack Price, owner-manager; Pal Brandeaux, producer; Murray Vernik, publicity. Prices \$1-\$2 minimums.

This midtown boite gets a new lease on night life as the Latin Casino, bonifaced by Jack Price, newcomer in after-dark circles.

Price has whipped together a bright and engaging revue, tagged *Broadway Serenade*, which promises to bring the Casino into its rightful sphere among the town's better niteries.

Of particular note is Pal Brandeaux's line of Samba Sirens (six on the hoof and four for show). Gals not only tall on looks but can kick out with the tootsies and provide plenty of production aura with their three routines.

In the top spot are the Radio Ramblers, three familiar lads with a flair for imparting a proper comedy kick to their impressions of radio personalities. For a finale clicker their standard *Sonny Boy* bit is still a dandy.

Calling for close honors is the dynamic Sister Rosetta Tharpe, sepia spiritual singer, who literally makes the roof rock as she shouts out characteristic chants to the strums of her guitar.

Eadie Lang, swing canary, is first on for a session of rhythm pop ditties to which she adds an attractive brand of vocal heat.

Acorn and Shirley, boy-belle team displaying beaucoup youthful enthusiasm, go a long way in attracting with their jitterbug and acro dance doings.

Jack Curtiss, youthful and engaging lad at the emcee controls, not only keeps the show moving at fact pace but also adds story and body in song to the girlie sequences scoring handsomely with his baritone when sliding into his own solo slot.

Charlie Kerr (7) kicks in with the show music, adding pleasantries for customer hoofing on the raised floor.  
Maurie Orodener.

## Biltmore Bowl, Los Angeles

Talent policy: Dance band and floorshows at 9:15 and 12. Management: Joseph Faber, manager; Hans Stoiber, headwaiter; Maury Foladare, publicity. Prices: \$2.50 up; cover \$1-\$1.50.

Held over here on a long run is Joe Reichman and his ork (13). Maestro's piano, with the dancers gathering around the bandstand to watch his nimble fingers run the octaves, is an asset to the place. For the show, Reichman both emsees suavely and clowns.

Opener is Evelyn Farney, poured into a blue-pleated gown that shows plenty. First turn is on the speedy side. Second, by popular demand, a dance version of *Donkey Serenade*, with Miss Farney spinning rapidly but smoothly, continuing to cleat it clean on every step.

Senor Frakson is a smooth manipulator with his magic and sells his tricks well. Opens by picking lighted cigarettes out of the air. Disappearance of a 10-tube radio before eyes of the patrons brings down the house. Pulling Mexican dollars out of patrons' ears and hats produces laughs and gives the turn a nice finale.

St. Clair and Day offer smooth ballroom terps that please no end. Start with a Viennese waltz routine. Working to *A Pretty Girl Is Like a Melody*, team winds up with Miss Day across St. Clair's shoulders while he turns, using his hands to produce and light a cigarette. Spotted here, team proves sock entertainment.

The Radio Rogues, reduced to two, run the gamut of radio and picture stars. Material is clever, but never subtle. Finish with impersonation of President Roosevelt in Panama hat and pince-nez. Impersonations, both speaking and singing, packed with laughs.

Mel Tinsley at the Hammond organ for intermission music.  
Sam Abbott.

## Shayon Build-Up

NEW YORK, April 1.—Sam Shayon, of the William Morris office and head of the ARA, is being groomed to take over the general management duties of the Coast office of William Morris.

**SOME OF THESE DAYS** I'll find the words  
that truly can express the gratitude I feel to so many folks:  
To that wonderful, ever loyal **TED SHAPIRO** . . . to the grand  
gang of the **WILLIAM MORRIS AGENCY** . . . and to all the  
lovely people who have welcomed me back for my return  
engagement at

## MONTE PROSER'S COPACABANA

It's a grand and glorious feeling to be

**THE LAST OF THE RED HOT MAMAS**  
in so many hearts

## SOPHIE TUCKER

In appreciation: **JACK YELLEN** for writing all my exclusive songs  
**HARRY HARRIS** for special material on popular songs



# Grand Terrace Changes Its Ownership; Will Be Detroit's Latin Quarter

DETROIT, April 1.—Most spectacular night club change-over in years took place here Monday when Frank Barbaro, owner of the Bowery Cafe, bought the Grand Terrace Casino, operated as a swank theater-cafe, the only spot of its type in town.

Spot made show business history as the Oriole Terrace two decades ago, and has even better prospects today, with a location right in up-town center of Detroit. It has had a checkered career since re-pair, however, and has repeatedly been tried out under different managements and different policies, with no more than temporary success.

Barbaro is planning to change the name to the Latin Quarter, and produce lavish revues, using star names, such as Ethel Shutta, who recently played the spot. Current show features Collette Lyons and George Tapps.

Shows will be set by Peter J. Iodice, of Amusement Booking Service, who has booked the Bowery practically from the beginning. Atmosphere and style will be totally different from the familiar Bowery background that has made spectacular attendance figures possible for several years at the latter spot under Barbaro's management.

Further project under consideration is the installation of a special section in the balcony, separated from the main floor entirely, for minors, where they can be served soft drinks and can catch the show, but without mingling among patrons on the main floor where liquor is served.

Publicity will be continued to be handled by Harold Berg, who has had the Grand Terrace account in the past. Publicity for the Bowery will continue in the hands of the Sid Biefield Agency.

## Walters Hasn't Heard

NEW YORK, April 1.—Ben Lerner, general assistant to Lou Walters, owner of the New York Latin Quarter, today declared that the Walters' office had not been informed of the plans of Frank Barbaro to re-name the Grand Terrace Casino, in Detroit, "Latin Quarter."

Lerner said that Walters controls the handle and restricts the rights to its use. The name may be bought, however.

# CSI Hospital Wheel Now Official

NEW YORK, April 1.—The new hospital circuit of USO-Camp Shows, first reported in this publication February 19, was officially launched last week.

The hosp wheel will have two types of shows—"personality units," made up of all-star groups of two or more performers, and straight CSI units drawn from the regular roster of available talent. The units will offer all-variety, concert or variety-concert stanzas.

Performances will take place either in wards or in the dining rooms of hospitals equipped with p.-a. systems.

Two hospital units got under way early in March prior to the official start of the circuit. The units are headed by Ed Wynn and Gene Kelly.

In announcing the beginning of circuit, CSI also announced two "personality units" comprising Trudy Marshall and Lynne Carver, and Leslie Brooks and Frank Sully. All are film players.

CSI declared that with the inauguration of the wheel hospitalized men will enjoy more "live talent" than any other class of servicemen.

# Redstone Now Off Unfair List; Okays A 21-21 Clause

NEW YORK, April 1.—In taking the Boston Latin Quarter and the Mayfair off the unfair list, Mickey Redstone, operator of both spots, had to agree to eliminate his 60-60 clause from his contracts and agree to 21-21 feature instead.

All previous Redstone pacts limited performers working either his spots to lay off appearing in any other spot within 60 miles for a period of 60 days. Frank Ross, who worked for Redstone under such a contract, accepted an engagement at the Bradford Roof before the expiration of the 60-day period. Redstone brought civil action against Ross to prevent his appearance.

At this point Matt Shelvey, AGVA head, stepped in and told Redstone that performers could not sign limitative agreements without AGVA permission and if Redstone went thru with the restraining order AGVA would take action.

After meeting with Shelvey operator agreed to stop legal action and promised all future contracts would carry the 21-21 clause instead of the 60-60 agreement previously inserted. The new pact forbids acts to work in any place within 21 miles for 21 days after finishing at either the Latin Quarter or the Mayfair.

## LaNoce Back at Capitol

NEW YORK, April 1.—Howard "Lala" LaNoce returned to the Capitol Theater this week as stage manager replacing E. K. Nadel, who resigned. LaNoce, for many years stage manager at the Cap, left when live shows were taken out several years ago and became theater manager and later night manager at radio station WHN.

# Off-Criticized Miami Opens Purge of Dice and Dens

MIAMI, April 1.—Down comes the lid on gambling in Miami, according to Lieut. C. O. Huttee, commander of the police morals squad. The officer says Miami has never seen anything like what is about to happen.

Huttee has requested additional officers to aid, and promises a strict enforcement of the law against horse bookies and bolita and dice games.

This new anti-gambling campaign is not the usual end of the season outburst, but results from positive orders by Safety Director Dan D. Rosenfelder, who has the full backing of City Manager A. B. Curry.

Big and little places will get the same treatment, and no quarter will be shown any one found violating the law, say officials.

So far, no announcement has come from the Miami Beach authorities, where the situation was said to be "wide open." Gambling for high stakes is reported in full swing at the exclusive Brook Club and Sunny Isles Casino across the causeways, and if there should be no action by Miami Beach, local boys can be expected to pull out of Miami and move across the bay.

Meanwhile John Law swung into action on another front. In one of the most

spectacular vice raids in the history of Miami, members of the morals squad and military police cracked down on the Tobacco Road, a local night spot, early Sunday (19) and arrested 17 men and a woman.

Charge of indecent conduct was preferred against all performers. Complaints against the spots from servicemen have been numerous, special objection being to alleged advances made by female impersonators.

## Press Joins In

Prior to this at least part of the local press opened a war against alleged lewd and indecent shows at several night spots in this area. *The Miami Daily News* last week canceled the advertising space of two clubs in Miami Beach and one in Miami.

On the day of cancellation the paper carried articles of staff writers and high school girls, denouncing the admittance of minors to local clubs, despite the statutes which make it a penalty to do so, and the sale of liquor to them.

Besides the three clubs barred from *The News* column, several other places were named where the shows were allegedly indecent.

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Providence	R. I. Auditorium	April 24 thru April 30
Pittsburgh	Duquesne Gardens	May 3 thru May 13
Grand Rapids	Auditorium	May 15 thru May 20

# SKATING VANITIES

Ask for BOBBY JOHNSON

## Loew's State, New York

(Reviewed Friday Night, March 31)

Jesse Kaye bought himself a well-rounded stage bill this week. Show has plenty of zip and packs a juicy entertainment wallop.

Top slot goes to Earl Hines' ork with its slick arrangements and all around good work. Hines' keyboarding is spotlighted all the way thru except when trombonist Clifton Small takes over the piano for a fast boogie beat. At one point two of the ork go into a pointless screaming meemies bit that stands weeding. Ork consisting of 15 men, four gals on violin, one on bass, one on cello and one on harp, do the standard pops with special arrangements to attractive hands. Maestro's flash closing was on the noisy side but still good showmanship. Too little ork work and too much piano is about the only fault found with the band.

Standout is Phil Hanna, on second, who is introed by offstage voice as "MGM's new singing sensation." A tall, dark handsome lad, he can sing with the best of 'em. Boy is no mugger or arm waver. He stands up straight and delivers with considerable polish. Did *Besame Mucho*, *Time On My Hands* and *Lovely Way To Spend an Evening* to good applause. For encore he sold an Easter song medley. Lad 's a potential bobby sock fav and should make good in musical comedy or a slick niter.

Leo Carillo in white cowpuncher duds clicked with his down Mehecco way dialect. Gags corny but selling ability is out of top drawer. His sotto voce remarks got plenty of chuckles.

Betty Roche, band canary with a shouting singing style, went over well with her torcheros and double entendre lyrics. Blue Bonnets, four gals, are just fair. One member of quartet makes like a comic too hard.

Chuck and Chuckles' comedy hoofing and bits of business win the crowd. Lads look funny, dance better than average and handle themselves well. Dragging in vibraharp can be eliminated without hurting the act. Team's zoot suit she- (See LOEW'S STATE, N. Y., on opp. page)

## VAUDEVILLE REVIEWS

### Chicago, Chicago

(Reviewed Friday Afternoon, March 31)

Comedy, rhythm, novelties and songs light up the stage this week in a sparkling bill that is loaded with star-studded talent.

Curtain opens with Lou Breese swinging out with sweet pops, backed by the singing of George Carroll, a flesh newcomer to Chicago. The lad, who made a hit on the radio here, sings in a style that is ear pleasing. His voice has a rich quality and he sells well with every number. Does a fine job of ballading *Lovely Way To Spend an Evening*, *Couldn't Sleep a Wink Last Night* and *No Love, No Nothing*. Had to beg off.

De Mar and Denise, ballroom dancers, featured in a smart production number, featuring the Chicago Theater Ballet, a bevy of 16 lovelies attired in pink and white costumes. Ballet bowed off while De Mar and Denise went into a graceful, rhythmic waltz. Team has plenty of control and do some fast whirls and fancy stepping. Highlight of the act is the difficult whirling the male partner performs while holding the gal on his shoulders. Duo make a fine appearance and went over big.

Ray English, tapster and comic, does a lot of knockabout tumbling and fast falls combined with burly imitations. Delivers fast and has plenty on the ball. Gets a terrific laugh with his imitation of how the rumba was originated, which was a take-off on a girl removing her two-way girdle. House band followed with a fine arrangement of *Dark Eyes*, with Rudy Wagner, pianist, hitting the keyboard.

Grace Barrie won the audience immediately. Pert songstress has plenty of sparkle and knows how to sell a song. Started off with a clever arrangement of *Pack Up Your Troubles*, combined with a comedy war number to the tune of *Tit Willow*, *Tit Willow* from the *Mikado*. Followed with *Besame Mucho* and the hillbilly song, *Can't Say No*, from (See Chicago, Chicago, on opp. page)

### Music Hall, New York

(Reviewed Thursday Afternoon, March 30)

Easter stageshow unveils the Hall's regular lavish seasonal opener. Big stage is set again in the mood of a cathedral interior with side runways leading to the balcony niched with candle-light saltn's statues. Leon Leonidoff's conception, typifying the *Glory of Easter*, remains a stand-out as a magnificently colorful bit of religious pageantry. Combining as it does the entire Music Hall ensemble, even if a trifle overlong, it is because Leonidoff has so much at his disposal. At all events, it has great charm for the eye and ear and he builds it for a brilliant climax.

The ballet in this edition is strictly "white" with Janice Cloffi soloing. Bruno Maine's drapes-and-chandelier setting is severely in the classic groove and the Corps de Ballet's careful grooming to fit the surroundings scores strongly with the audience. The Cloffi solo toe-spins also merited a good hand, but it is the set-up as a whole that scores the click.

Comedy interludes are furnished by the Three Mimics, mike comedy trio with a sackful of screen and radio lampoons, and the satiric terping of Harrison and Fisher. The former could cull considerable stale material from their act. They have plenty of talent, and it is a shame to allow the bright spots to be dejected by a few egg-laying gags. Harrison and Fisher are a grand pair. Their approach is a bit subtle to carry in a spot as big as the Hall, but it is still good for plenty belly-laughs. In a small house or a club their sophisticated terp-downing ought to ring a sure bull's-eye.

The third production number is a spring picnic in old Vienna, featuring the M. H. choristers and giving Grace Parvini an opportunity for coloratura pyrotechnics. It is well directed and effective in the standard M. H. manner.

The finale, titled *Caribbean*, presents the Rockettes in a whirlwind rumba-samba Rockettes. Russell Markert has devised some new routines for the gals which are a sock with the customers.

All in all it is one of the Hall's top-bracket spring efforts. Combed with *Cover Girl* colorfilm, it should do good biz. Bob Francis.

### Olympia, Miami

(Reviewed Wednesday Afternoon, March 29)

This week's show is another big-timer all the way thru and good entertainment.

Ted and Rita Duanos open in ballroom and adagio dancing that is far better than the usual run.

Max and His Gang features Max, a grand hooper and acrobat, with four dogs to fill in. Rewarded with a big hand.

Wesson Brothers, doubling from a local club, are a riot. They rank high as impersonators and satirists, doing numerous notables, the best being of Bergen and McCarthy and Frank Sinatra. Nicely received.

Rigoletto Brothers, assisted by the Aimey Sisters, are old-timers who know what the customers want. A little magic and some juggling is followed by a burlesque boxing match. The men are equipped with bells and play pop melodies as they slug each other. Had to beg off.

Radio Aces, also from a local night spot, closed the show with a lot of nonsense and songs that had the audience begging for more. A hit.

Pic, *Casanova in Burlesque*. Biz good. L. T. Berliner.

### Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, March 28)

This week Sherrill Corwin offers a band show, with Ada Leonard and her all-girl orchestra (five brass, four reed, three rhythm and three strings) featured, with the Merry Macs getting good-sized billing, too. Augmenting acts are the Marvelettes and Danny Drayson. Pic, *Chip Off the Old Block*.

Miss Leonard's orchestra, while not terrific, turns in a highly entertaining show. With Miss Leonard emceeing, band gets show off to a good start with *Fan It*, followed by *Pale Hands* and a solid arrangement of *Cashmere Love Song*, the last named featuring the three strings ably handled by Irene, Helen and Rosalie.

The Marvelettes, six husky fems, pyramid to a warm-up start, speeding up the act with a series of spot somersaults (See Orpheum, Los Angeles, on opp. page)

### Oriental, Chicago

(Reviewed Friday Afternoon, March 31)

Louis Prima holds the stage this week with his hot five that clicks well with the bobby-sockers. Starts off with his theme song, *Way Down Yonder in New Orleans*, and swings out with a sharp arrangement of *Chinatown*, *My Chinatown*, featuring a trumpet solo by the leader and a hot skin beating. Band then follows with an entirely different style to the tune of *It Had To Be You*, backed by some sweet playing of the trombone and sax section.

Dollie Miller clicks immediately with her fast tapping and intricate steps. Gal is a clever dancer and keeps her feet moving. Gets plenty of hand-slapping with her difficult back somersaults and intricate triple-tap whirls. Is an orb-filler and makes a smart appearance. For an instrumental number, Prima dishes out a bad arrangement of *White Cliffs of Dover*. Number is spoiled and overdone with too much slapstick.

The Reddingtons relieve the situation by their comedy and clever antics on the trampoline. Gal partner is terrific and does some remarkable feats. Act gets a terrific hand for its audience participation bit. It is highly amusing and gets plenty of laughs. Foil, who acts as a stooge, does some clever tumbling. Act finishes with a flash number by the gal who performs an unusual feat of backward and forward somersaulting.

Lily Ann Carol, singer with the band, does a neat bit of warbling of *Besame Mucho*, *I Can't Give You Anything But Love* and *I Had the Craziest Dream*. Has good pipes and a pleasing personality and hits with the male crowd. Mitting called forth encore of *I'll Walk Alone*.

Wally Ward enters with a knockabout comedy routine. Lad works fast and delivers in good style. Chatter is clever and funny. Gal partner furnishes the sophisticated atmosphere with her vocalizing of Russian melodies. When caught the lad took too many unnecessary bows.

Bill closes with a smart arrangement of *Sing, Sing, Sing*, with Jimmy Vincent doing terrific skin-beating job. Audience reaction to the show was fair. House half full. Pic, *Men on Her Mind*.

Jack Baker.

### National, Richmond

(Reviewed Wednesday Afternoon, March 29)

For his 25th consecutive bill as producer here, Hal Sands has provided a bang-up show. Stock line of girls has improved, with choreographer Dottie Canover still getting the most out of the gals. Fresh costumes weekly, something new in these parts, and new sets for each bill have helped keep the plane of the shows on a high level.

Boyd Heathen serves as emcee and clicks with his smooth patter and slightly Southern-accented songs. He also works in one of the three production numbers with the girls.

James Evans rates his biggest hand while foot-juggling a full-sized bed. He opens with three metallic beach balls (See National, Richmond, on opp. page)

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## Pre-Easter Slump For Chi Houses

CHICAGO, April 1.—Pre-Easter buying helped slow down the grosses here, with both vaude-pic houses hitting only a fair take.

Last week's bill at the Chicago Theater (4,000), which headlined Tommy Tucker, with the Colstons, and Billy Rayes as the added attractions, slipped back to a box-office tick of \$48,000, below average. Current bill, however, starring Gracie Barrie and a good build-up program, should hit about \$53,000.

Frankie Masters, an old Chicago favorite, plus Virginia Weidler, movie star, kept the Oriental Theater's (3,200) take last week to a fair \$28,000. House should have had a better week, as both stage-show and pic were better than average. Louis Prima and ork started off slowly this week, and the house will probably fall below its average.

## Long's Ork Healthy \$29,300 in Buffalo

BUFFALO, April 1.—Another excellent gross of \$29,300 was hung up at Shea's Buffalo (seating capacity, 3,500; house average for straight pic, \$14,500) by Johnny Long and his ork for week ended March 30. Gross was one of the best of the last few years.

Vaude contingent included the Three Welles, Ray English and Mary McGuire, while band gave honors to Patti Dugan and Gene Williams. *The Uninvited*, spook thriller on screen.

## Play Suspended, Corio Goes to Vaude and Pic

HOLLYWOOD, April 1.—Ann Corio arrived here to start work in *Call of the Jungle* at Monogram Pictures and will also headline a stagemore to open at the Orpheum Theater in San Diego. *Sleep It Off*, the play in which she was being starred in San Francisco, was suspended to allow her to fulfill these engagements. It will be resumed when she returns to the Bay City at the completion of these commitments.

Also to appear in the Orpheum show will be Johnny (Scat) Davis, Hershey Martin, the Briants, Britt Wood and June Carr.

## TAXES HIT BORSCHT

(Continued from page 23)

their heart's content to the Trumbull Five's sending. But the concessionaire with his counter loaded with pastrami on rye, or the barkeep with bottles of giggle water can't do business in the same room at the same old prices. He has to put a little dingus on the tab which says in effect, "Brother, ante up 30 per cent more for the man with the whiskers."

### Tax-Less Partitions

Some of the gehakte leber gentry are figuring on putting in partitions between their dance and show places and the bar. The BIR says that's legal. If a thirsty guy and his dame want a drink and can't see the show or don't dance there's no tax. Some of the mosquito havens have their casinos fixed up where such partitions are unnecessary (rooms are already set aside) or

## "Vanities" \$18,500 At Orph, Omaha

OMAHA, April 1.—Earl Carroll's *Vanities* clicked off \$18,500 for a week's stay at the Orpheum Theater here (3,000 seats, 20-65 cents) despite a sudden departure from spring weather.

Included in cast were the Three Sailors, Seiler and Seibold, Moffett Sisters, Costello Twins. Screen had *Top Man*. Theater dark this week, but Sammy Kaye ork and show take over Orpheum stage April 7 for a week.

## LA Orph \$15,700

LOS ANGELES, April 1.—Bill featuring Benny Rubin, Nora Martin and Johnny Johnston pulled a smart \$15,700 at the Orpheum Theater (2,200 seats) here week ended Monday (27). Other acts included the Kings and Bob Williams with Red Dust. Pkx. *Crime Doctor's Strangest Case* and *The Return of the Vampire*. Spot charges 75 cents tops.

## Ritzes 30G in SF

SAN FRANCISCO, April 1.—With the Ritz Brothers as top attraction, Golden Gate (2,850 seats) grossed a neat \$30,000 week ended Tuesday (28). Bill also had Judy Starr, the Maxellos, Carol Adams, and Johnny Faust. Pic, *Action Is Araba*. Charlie Barnet's ork heads the current show.

layout is such that putting up a wall is a simple matter. But there are many others that can't arrange their rooms without major renovations running into big money.

### Jukes Exempt, But—

Juke boxes are exempt. But if the room has space cleared for dancing then refreshments sold in this room also come in for the tax. This means that the concessionaire either has to collect, pay 30 per cent of his gross from his own jeans or move his stand outside the room.

Many of the bagel and lox places set aside one evening a week for what is called a "cabaret night." On such occasions tables and chairs are set up in the social hall around the dance floor on which a show is put on. Waiters hustle drinks and the hoolya boys make like the big city. These "cabaret nights" are arranged for a dual purpose: to give the guests something to relieve mid-week ennui and to help the concessionaire rake in extra moola. Now along come the BIR and says in effect "... that's entertainment plus food you're selling and is taxable." How the customer will take to this added 30 per cent is something nobody knows. Of course, the owner can take over from the concessionaire, serve the food and claim it as just another meal, an extra one. But if he does he can't charge for it directly.

The whole tax problem isn't expected to hurt mountaineering. For with reservations already pouring in owners think that an additional tax won't stop them. But if the owners aren't worried the concessionaires are. For not only are they now a collecting agency for the new tax but they're worrying about the 5 per cent. Come July or August the BIR boys may drop around and start asking questions.

## SHELVEY WARNS ON TAX

(Continued from page 23)

possibility but by midsummer the BIR would have a better idea of the amounts coming in and if it found the collections were short of expectations it would recommend another interpretation. She emphasized, however, that the law was made by Congress and BIR could only advise that body or its committees when directly called upon.

Shelvey said he was not disappointed with these exploratory soundings since they were preliminary to a general conclave of all the crafts affected by the tax. On Wednesday (29) at a meeting in Shelvey's office, where Thursday's delegation was planned, reps of the larger agencies, attorneys for the various cabaret owners associations and culinary workers discussed methods of making Congress see the light. It was decided that within a month a mass meeting would be held in New York, from which

## Stem Slips; Capitol, 63G; Music Hall, 91G; Roxy, 60G

NEW YORK, April 1.—With the exception of the Capitol biz all up and down the street took another slide last week. Rain was partially responsible but long runners didn't help either.

Capitol (4,627 seats; house average, \$59,000) for first week hiked its take to \$63,000, with Jimmy Durante, Bonita Granville, Sonny Dunham's ork, Raye and Naldi and *Heavenly Body*.

Radio City Music Hall (6,200 seats; house average, \$101,000) for the fourth and final week of Patricia Bowman, Ben Dova, Robert Merrill and *Up in Arms* got \$91,000. First week registered \$117,000;

second week, \$92,000; third week, \$93,000. Total for run was \$393,000.

Roxy (5,835 seats; house average, \$62,000), with Count Basie ork, Carol Bruce, Zero Mostel, Berry Brothers and *Purple Heart*, for third week counted \$60,000, compared with previous week's \$80,000 and opener of \$90,000.

Paramount (3,664 seats; house average, \$63,000) for fifth week with Cugat's ork, Dean Murphy and *Lady in the Dark*, got \$75,000. First week was \$130,000; second week, \$110,000; third week, \$89,000; fourth week, \$95,000.

Strand (2,758 seats; house average, \$42,000) for third week of Russ Morgan's ork, Borrah Minevitch Rascals, Barbara Blaine and *Shine On, Harvest Moon*, collected \$39,000 as compared with \$54,000 for opener and \$48,000 for second week.

Loew's State (3,237 seats; house average, \$28,000) upped its take to \$26,000 with Will Osborne ork, Joan Carroll and *Whistling in Brooklyn*. Last week figure was \$22,000. Current bill has Earl Hines' ork, Leo Carrillo and *Her Primitive Man*.

## Balto Dandy 13G

BALTIMORE, April 1.—An excellent \$13,200 was hung up at Hippodrome Theater week ended March 29, with bill including Lenny Gale, Pearl Williams, Lewis and Van, Charles O'Donnell, Bob Easton and His Stars. Pic, *None Shall Escape*, a holdover.

## Heatherton, Withers Fat 22G in Philly

PHILADELPHIA, April 1.—In spite of a heavy marquee, with Ray Heatherton as the band draw representing a new name for the local fans, neat business was chalked up for week ended Thursday (30) at the Earle Theater (seating capacity, 3,000; house average, \$20,000).

Hollywood's Jane Withers sharing the billing helped loads to bring the week over the top with \$22,000.

Steve Evans the added act, with Hal Chase and Ann Warren out of the band, to round out the bill. *Nine Girls* on screen.

another larger delegation would be chosen and sent to Washington. This time it would carry actual figures to show how the tax had affected income in general and showbiz in particular.

## DET. OP NIXES OO

(Continued from page 23)

suspend the spot's liquor license until compliance is established.

DETROIT, April 1.—License of the Olde Wayne Club, downtown night spot, was suspended Thursday by the Liquor Control Commission of Michigan as a result of the manager's refusal to permit inspection by a uniformed fireman while the spot was in operation. Action was taken on request of the Detroit fire marshal. Suspension is believed to be the first on record disciplinary control with regard to safety regulations.

## CHICAGO, CHICAGO

(Continued from opp. page)

Oklahoma. Audience begged for more and the gal gave out with the lyric arrangement of *Holiday for Strings* and *Take It Easy*. Had to beg off.

Bob Williams is surprise of bill. Has a terrific routine and can be complimented on the way he handles the canines. His chatter is clever and the dogs show remarkable training.

Show closes with an elaborate *Easter Impressions* production number featuring the 16 cuties dressed in white robes parading to an altar with lighted candles. Number is backed by the singing of *The Rosary*, with the ork singing ensemble vocalizing with the soft harmony of George Carroll.

Bill is fast paced and produced with real showmanship. Good three-quarter house when caught. Pic, *The Uninvited*. Jack Baker.

## ORPHEUM, LOS ANGELES

(Continued from opp. page)

and flip-flops. While not unusual, the act has flash and gets things rolling in a hurry.

Mary Carson, band thrush, takes over for *Shoo-Shoo Baby*, doing only a passable job. *Do Nothing Till You Hear From Me*, with an interlude of *Ain't Misbehavin'*, is better, but the two turns fail to bring down more than mediocre applause. Rita Kelly, brunette pianist, takes over for an entertaining bit of piano work on a Gershwin medley from *Porgy and Bess*. *Persian Market* features the clarinets and saxes to blend with the muted brasses. Miss Leonard's warbling of a blues number makes way for a symphonic arrangement of *Poinciana*, with Dez Thompson doing an admirable job on the kettles. Next-to-closing, Miss Thompson into her own to skin-beat *St. Louis Blues*. She is an able musician

and adds plenty of showmanship. Miss Leonard does a good job of fronting her aggregation, and featuring sections rather than soloists flashes up the turn.

Danny Drayson is spotted about halfway, but his start with a song about his hands is droll stuff. Getting into his dance routine none too soon, Drayson saves the turn to some extent. But he makes the sad mistake of coming back with some more week palaver rather than terpsing.

Closing the show, the Merry Macs do it up brown. *California Here I Come* is the starter, followed by *Wait for Me, Mary and Mr. Beebe*. There is not as much pep to the songsters as when Mary Lou Cook held down a berth, but vocally they are head and shoulders above the old line-up. Using better tunes thruout would have put them in the solid class from start to finish. Sam Abbott.

## LOEW'S STATE, N. Y.

(Continued from opp. page)

nanigans draw the hand.

Al Guster, part of the Hines' crew, does nice heel-and-toe work plus some eccentric whirls and leaps to a good mitt. The Antaleks (5) open with eye-catching routines which involve bar stunts while male member holds bar on either shoulder or on feet. Their efforts were well received.

Pic, *Her Primitive Man*. House three-quarters full when caught. Bill Smith.

## NATIONAL, RICHMOND

(Continued from opp. page)

going helter-skelter from his feet, and closes with a huge pseudo-iron cross twirling like a windmill.

Gene Clayton's magic is top notch, but act is slowed somewhat by the weakness of his gag work. Does everything from paper-tearing up thru productions and vanishes.

Barr and Estes, comedy dancers, have good routines that rated well with the audience.

As usual, Jack Kaminsky's house band kept up the pace of the show. House half full when caught. Pic, *The Young in Heart*. Ban Eddington.

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A

Aida (Cinderella) NYC, nc.  
Ails, Roscoe, & Co. (Trocaadero) Henderson, Ky., nc.  
Akin's, Bill, Continental Four (Indiana) Port Wayne, Ind., h.  
Alexander, Fulton (White City) Springfield, Ill., cl.  
Allen & Kent (Earle) Phila, t.  
Amazing Mr. Ballantine (Earle) Washington, t; (State) Hartford, Conn., 7-9, t.  
Amsterdam, Morey (La Martinique) NYC, nc.  
Andre, Rod (Bahamas) Detroit, cl.  
Andrews, Avis (Palace) Cleveland, t.  
Antaleks, The (State) NYC, t.

B

Bailey, Bill (RKO-Boston) Boston, t.  
Baker, Jerry (Embassy) NYC, nc.  
Barbary Coast Boys (Tony Pastor's Uptown) NYC, nc.  
Barclay, Irene (Casablanca) NYC, nc.  
Barnett, Chester Bobo (Polack Circus) Sacramento, Calif., 13-23.  
Barrett, Maxine (Glenn Rendezvous) Newport, Ky., nc.  
Barrie, Gracie (Chicago) Chi, t.  
Barthel, Adele (Sawdust Trail) NYC, c.  
Barton & Brady (Primrose) Newport, Ky., cc.  
Bates, Peg Leg (Circle) Indianapolis, t.  
Betty Jane (Amato's Supper Club) Astoria, Ore., 3-9; (Elks' Club) Eugene 11-13.  
Belmont Bros. (Riviera) St. Louis, nc.  
Belmore, Barbara (Clover Club) Miami, nc.  
Bennett, Dave (Dixie) NYC, h.  
Bergen, Jerry (Rio Cabana) Chi, nc.  
Berry Bros. (Roxy) NYC, t.  
Blaine, Barbara (Strand) NYC, t.  
Blake, Arthur (Earle) Phila, t.  
Blanche, Jeanne (Tony Pastor's Uptown) NYC, nc.  
Blue, Betty (400 Club) NYC, nc.

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Current Booking Aquarium, New York City.

Bond, Angie, Trio (Aquarium) NYC, nc.  
Borge, Victor (Center) Norfolk, Va., t.  
Brandow, Jerry & Jane (Hurricane) NYC, nc.  
Brissou, Carl (Versailles) NYC, nc.  
Brooks, David (Camelia House) Chi, h.  
Brown, Alberta (51 Club) NYC, nc.  
Brown, Evans (Clendening's) Upper Darby, Pa., cl.  
Bruce, Carol (Roxy) NYC, t.  
Burton's Birds (Hurricane) NYC, nc.  
Byron, Alan (Glass Hat) NYC, h.

C

Cabin Boys (Cardinal) West Allis, Wis., nc.  
Cadmus, Bill, Trio (Aquarium) NYC, re.  
Carlisle, Charlie (Bowery) Detroit, nc.  
Carrillo, Leo (State) NYC, t.  
Carroll, Lily Ann (Oriental) Chi, t.  
Carroll, George (Chicago) Chi, t.  
Caston, Bobbe (Three Sixes) Detroit, nc.  
Calron, Stan & Art (Garman) Phila, t.  
Chadwick's (Rio Cabana) Chi, nc.  
Chester, Eddie (Ernie's) NYC, nc.  
Chocolaters, Three (Palace) Cleveland, t.  
Chords, The (Slapsie Maxie's) Hollywood, Calif., nc.

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Clark's Hawaiians (Rogers' Corner) NYC, cl.  
Clayton, Ruth (Coq Rouge) NYC, nc.  
Coley, Worth & Marcia (Circle) Indianapolis, t.  
Condos Bros. (Albee) Cincinnati, t.  
Corey, Irwin (Ruban Bleu) NYC, nc.  
Cortez, Florez (Te Pec) Miami, nc.  
Courtney, Diane (Ruban Bleu) NYC, nc.  
Cross, Chris (Hipp) Baltimore, t.  
Crum, Robert (Blue Angel) NYC, nc.  
Cugat Choir (Paramount) NYC, t.

D

Jay, Dawn & Dusk (Latin Quarter) Chi, nc.  
De Croff, Ann (Astor) Montreal, nc.  
Delahanty, Irene (Zamboanga) Los Angeles, nc.  
DeMar and Denise (Chicago) Chi, t.  
Denny, Dorothy (New Yorker) NYC, h.  
DeQuincey & Givens (Dixie) NYC, h.  
Derby & Frenchie (Ubangi) NYC, nc.  
DeSimone, Cheena, Dancers (Glenn Rendezvous) Newport, Ky., nc.  
Dolphin, Chester (RKO-Boston) Boston, t.  
Dombey, Ken (Puritas Springs Park Rink) Cleveland, p.  
Dorsey, Don (National) Richmond, Va., t.  
Drake, Robert, & Little Jeanne (Bowery) Detroit, nc.  
Draper, Paul (Waldorf-Astoria) NYC, h.  
Drew, Dorothy (Leon & Eddie's) NYC, nc.  
D'Ray, Phil (Bismarck) Chi, h.  
Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., cc.  
Dunbar, Dixie (Hipp) Baltimore, t.  
Durant, Jack (Adams) Newark, N. J., t.  
Durante, Jimmy (Capitol) NYC, t.

E

Easton, Bob (Capitol) Washington, t.  
Edwards & Diane (Club 5100) Chi, nc.

**TRADE SERVICE FEATURE**  
**ACTS-UNITS-ATTRACTIONS ROUTES**

Explanation of Symbols: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; cl—cocktail lounge; h—hotel; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; t—theater; NYC—New York City; Phila—Philadelphia; Chi—Chicago.

El Cota, William (Hotel Flint Tavern) Flint, Mich., 3-8.  
English, Ray (Chicago) Chi, t.

F

Fellows, Edith (Center) Norfolk, Va., t.  
Fields, Sally (Ernie's) NYC, nc.  
Flake, Dwight (Blackstone) Chi, h.  
Forrest, Helen (Adams) Newark, N. J., t.  
Fostaire (Esquire) Norfolk, Va., nc.

G

Galante & Leonarda (Statler) Boston, h.  
Gallus, John (Trocaadero) Reno, Nev., nc.  
Garrett, Betty (La Martinique) NYC, nc.  
Garretson, Marjorie (Romany Room) Washington, nc.  
Gentry, Leroy (Metropole) NYC, re.  
Gifford, Moya (Jimmy Kelly's) NYC, nc.  
Gillespie, Dizzy (Yacht Club) NYC, nc.  
Giovanni, Dr. (Pierre) NYC, nc.  
Glover & LaMae (Hollenden) Cleveland, h.  
Granville, Bonita (Capitol) NYC, t.  
Gray, Gilda (Club 26) Milwaukee, nc.  
Green, Al (Club Zebra) NYC, nc.  
Green, Harold (Rogers' Corner) NYC, cl.  
Guysie, Sheila (Rhumboogie) St. Louis, c.

H

Hanna, Phil (State) NYC, t.  
Harrison & Fisher (Music Hall) NYC, t.  
Haukane & Lonya (Iceland) NYC, re.  
Hawkins, June (Paris Qui Chante) NYC, nc.  
Healy, Mary (Earle) Washington, t.  
Henning, Pat (Center) Norfolk, Va., t.  
Herbert, Jack (Cotton) Houston, nc.  
Hibbler, Ray (Hurricane) NYC, nc.  
Hildegard (Palmer House) Chi, h.  
Howard, Eddie (Empire) Newark, N. J., 7-13, t.

I

Irving, Val (Latin Quarter) Chi, nc.  
Jagger, Kenny (Sportsman Club) Indianapolis.  
Jaxon, Great (Grand) St. Louis, t.  
Jean, Jack & Judy (Earle) Washington, t.  
Johnson, Bud (Yacht Club) NYC, nc.  
Johnston, Grace (Garman) Phila, t.

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Johnson, Isabelle (Leon & Eddie's) NYC, nc.  
Johnson, Myra (Ubangi) NYC, nc.  
Johnson, Wini (Hurricane) NYC, nc.  
Joyce, Jacqueline (Follies Bergere) Mexico City, t.  
Jules & Webb (Mayflower) Akron, O., h.

K

Karson's, Maria, Musicales (Plains) Cheyenne, Wyo., h.  
Kaye, Georgie (Palace) Columbus, O., t.  
Kaye, Joe (Club 5100) Chi, nc.  
Kaye, Stubby (Glass Hat) NYC, h.

**DUDE KIMBALL**  
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Kent, Marcia (Club 18) NYC, nc.  
King, Bill (Kentucky) Louisville 3-6, h; (Keith) Indianapolis 13-16, t.  
Knight, Evelyn (Blue Angel) NYC, nc.  
Kramer's, Henry, Midgets (402 Club) Port Huron, Mich., t.

L

LaBato, Paddy (Casanova) Detroit, nc.  
Lane, Frances (Club 18) NYC, nc.  
LaPearl, Harry, Revue (Amato's Supper Club) Astoria, Ore., 3-9; (Elks' Club) Eugene 11-13.  
Lathrop & Lee (Latin Quarter) Chi, nc.  
LaVola, Don, & Carlotta (Utah Canteen) Salt Lake City.  
Law, Mildred (Copacabana) NYC, nc.  
LaZellas, Aerial (Supper Club) Fort Worth, Tex., 27-April 9.  
Lee, Mabel (Ubangi) NYC, nc.  
Leopoldo, Herman (Blackhawk) Chi, re.  
Leary, Ted (Glenn Rendezvous) Newport, Ky., nc.  
Lewis, Ralph (Primrose) Newport, Ky., cc.  
Little Tough Guys (Hipp) Baltimore, t.  
Lowe, Hite & Stanley (National) Louisville 3-8, t.

M

McGuire, Marcy (Earle) Phila, t.

Mack, Marilyn (Tropic Isle) NYC, nc.  
Magnin, Michele (Club 18) NYC, nc.  
Majors, Three (400 Club) NYC, nc.  
March, June (Brown Derby) Chi, nc.  
Markham, Marcella (Sawdust Trail) NYC, c.  
Marshall, Gloria (Jimmy Dwyer's) NYC, nc.  
Marx, Chico (Palace) Columbus, O., t.  
Mata & Hari (Versailles) NYC, nc.  
Merrill, Joan (Rio Cabana) Chi, nc.  
Midnight Zombie Jamboree (Webster) Webster City, Ia., 5; (Paramount) Cedar Rapids 6; (Engert) Iowa City 7; (Capitol) Davenport 8, t.

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Miller, Folie (Oriental) Chi, t.  
Minevitch Rascals (Adams) Newark, N. J., t.  
Montes, Nena (Leon & Eddie's) NYC, nc.  
Mora & Dene (Ubangi) NYC, nc.  
Morris, Doug (Kansas City 3-6; Dallas 8-14.  
Mostel, Zero (Roxy) NYC, t.  
Mura, Corinne (Waldorf-Astoria) NYC, h.  
Murphy, Dean (Paramount) NYC, t.  
Murray, Steve (Tony Pastor's Uptown) NYC, nc.

N

Nagle, Bert (Columbia) Erie, Pa., 3-5, t; (Capitol) Washington 6-12; t.  
Nance, Ray (Hurricane) NYC, nc.  
Newell, Vivian (Brown Derby) Chi, nc.  
Nichols, Les (Saurel) Sorrel, Que., Can., 3-16, h.  
Nicholson, Bob (Capitol) Washington, t.  
Novellos, The (Colosimo's) Chi, t, re.

O

O'Donnell, Terry (Rio Cabana) Chi, nc.  
Ohio Trio (Metropole) NYC, re.  
Oliver, Ted, Trio (The Cove) Phila, nc.  
Overman, Wally (Circle Bar) St. Louis 15-21, nc.  
Oxford Boys (Beverly Hills) Newport, Ky., cc.

P

Page, Joe & Nona (Tivoli) Melbourne, Australia, until May 21, t.  
Panvini, Grace (Music Hall) NYC, t.  
Paris, Frank (Roxy) NYC, t.  
Pavells, The (Wivel's) NYC, re.  
Paxton, Frank (Tower) Kansas City, t.  
Perry, Fraen (Club 78) NYC, nc.  
Peterson, Don (Tower) Kansas City, t.  
Plant, Mark (La Martinique) NYC, nc.  
Powers, Marian (Primrose) Newport, Ky., cc.  
Princess & Willie Hawaiians (Alicia Gardens) Detroit, nc.

R

Rae, Virginia (Victory Room) Cleveland, nc.  
Raft, Tommy (Brown Derby) Chi, nc.  
Raye, Mary, & Naldo (Capitol) NYC, t.  
Raye, Martha, & Co. (Albee) Cincinnati, t.  
Reddington (Oriental) Chi, t.  
Reed, Gwen (Ubangi) NYC, nc.  
Remos, Paul (Center) Norfolk, Va., t.  
Rester, Harry, Quartet (Rogers' Corner) NYC, cl.  
Reynolds & White (Garman) Phila, t.  
Richey, Jean (Earl Carroll Theater) Hollywood, re.

Richardson, Walter (Ubangi) NYC, nc.  
Ring, Ruby (Alpine Village) Cleveland, nc.  
Rio, Terry & Ralph (RKO-Boston) Boston, t.  
Robbins, Pearl (Capitol) Washington, t.  
Roberts, Whitley (Walton Roof) Phila, nc.  
Roche, Betty (Hurricane) NYC, nc.  
Rock & Dean (Bohemian Garden) Newport, R. I., nc.  
Rollini, Adrian (Rogers' Corner) NYC, cl.  
Rooney, Ed & Jenny (Hamid-Morton Circus) Buffalo 10-15.  
Ross & La Pierre (Diamond Horseshoe) NYC, nc.  
Rossini, Paul (Versailles) NYC, nc.  
Rowlands, Bobby (Tower) Kansas City, t.  
Roy, Don (Curly's) Minneapolis, nc.  
Russell, Strawberry, & Julia Davis (Lyric) Salt Lake City 5-11; (Post St.) Spokane 14-16, t.

S

Saulters, Dotty (Palace) Cleveland, t.  
Semon, Primrose (Esquire) Montreal, nc.  
Serrora Twins (Tower) Kansas City, t.  
Sharon, Nita (Esquire) Norfolk, Va., nc.  
Sheridan, Nora (Blue Angel) NYC, nc.  
Sherman, Hal (Capitol) Washington.  
Shirley, Lyn (Paramount) NYC, t.  
Skinner, Edna (La Vie Parisienne) NYC, nc.

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Smart, Doris (Rhumboogie) St. Louis, c.  
Smeck, Roy (Albee) Cincinnati, t.  
Stoner, Percy (Ernie's) NYC, nc.  
Stuart, Helen (St. Regis) NYC, h.  
Sue Lyda (Rio Cabana) Chi, nc.  
Sumner, Helen (Ivanhoe) Chi, re.  
Suns, Three (Piccadilly) NYC, h.  
Swifts, Three (Albee) Cincinnati, t.  
Sylvia & Christian (Beverly Hills) Newport, Ky., cc.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

T

Talley, Mona (Louise's Monte Carlo) NYC, nc.  
Taylor, Hilda (51 Club) NYC, nc.  
Therrien, Henri (Latin Quarter) NYC, nc.  
Torres, Albert (Havana-Madrid) NYC, nc.  
Toy, Noel (Club 18) NYC, nc.  
Toy Sisters (Blackhawk) Chi, re.  
Tudell, Julio & Jean (Bismarck) Chi, h.

V

Vallett, Ted & Flo (Palace) Columbus, O., t.

W

Walker, Hobby (Gamecock) NYC, c.  
Walker, Cy (Trouville) NYC, c.  
Walters, Charlie, Four Moods (Center) Clinton, N. J., c.  
Walters, Teddy (La Conga) NYC, nc.  
Ward, Wally, & Co. (Oriental) Chi, t.  
Warren, Annette (Carter) Cleveland, nc.  
Wayne, George (George Washington) NYC, h.  
Wayne, Shirley (Swing Club) NYC, cl.  
Whitney, Wandy (400 Club) NYC, nc.  
Williams, Bob (Chicago) Chi, t.  
Williams, Mae (Colosimos) Chi, nc.  
Williams, Rosetta (Metropole) NYC, re.  
Winter Sisters, Three (Albee) Cincinnati, t.  
Woods & Bray (Continental) Chesapeake, O., nc; (Madrid) Louisville 10-23, nc.  
Wynn, Ruth (Tony Pastor's Uptown) NYC, nc.

Y

Yeo, Mary Jane (New Yorker) NYC, h.  
Young, George (Music Hall) NYC, t.

**Halifax Bluenose Annoys Niteries**

HALIFAX, N. S., April 1.—E. B. Batson, a local alderman and defeated mayoralty candidate, is waging a single-handed campaign against night life here. Not only has he been accompanying raiding and investigating police, but he has been working also on his own, visiting all nocturnal spots in this over-crowded area and then reporting his version of what he finds and his recommendations to the city council and the police and demanding action.

Batson has been devoting special attention to the Silver Slipper, a North End nitery. Following the Boston Coconut Grove and Newfoundland hostel panic fires, this spot was closed and given an overhauling with an eye to improving safety conditions. The reopening came amid the 15-square-foot-of-space-for-each-dancer edict of the Provincial Board of Censors Chairman C. H. Bennett.

Batson went to the provincial fire marshal, S. S. Wright, and complained against alleged congested conditions at the Silver Slipper and also against a turnstile at the entrance. Then he went before the safety committee of the city council and reported that he was informed by Wright that it is wrong for public-dancing sponsors not to limit attendance to eight square feet for each person.

**Canada Hits Acts, Tapping Gross for 15% Withholding**

NEW YORK, April 1.—Showbiz in Canada is up in the air wondering and worrying about the Dominion's new 15 per cent withholding tax that went into effect Tuesday (28). For unlike the native product, which deducts 20 per cent after expenses up to 50 per cent have been subtracted first, Canadian authorities allow no such take-offs. In Canada the 15 per cent comes off the top, no deductions for expenses or dependents, no nothing.

With talent hesitating to leave New York, agents foresee still greater difficulty when performers learn what they're up against when they cross the Canadian border. Bookers know that buying talent for the Northern trek will now be harder than ever.

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# Dram Workshop Proves 2 Things With "Macbeth"

NEW YORK, April 3.—The March of Drama series presented by the Dramatic Workshop of the New School for Social Research proved two things last night: first, that *Macbeth* can be successfully streamlined and telescoped into a two-character-plus-narrator play running less than an hour and still lose nothing in impact and significance; second, that if the Theater Guild wants to put on another edition of *Othello*, Canada Lee is its man for the title role.

The *Macbeth* adaptation is the brain child of Philip Huston and was conceived primarily to meet the demand for troop entertainment here and overseas with a minimum of scenery, props and actors. Huston has succeeded admirably. With the aid of an off-stage narrator who likewise doubles for half a dozen unseen characters, he has built the whole tale around Macbeth and his wife. Something of color and pageantry naturally has had to be sacrificed, but all the essentials of the play's meaning are clearly accented. It is a good *Reader's Digest* job on *Macbeth*.

Huston, who is currently playing in the Guild's production of *Othello*, gave a well thought-out performance of the title role. His cutting of the part emphasizes the moral degradation of a superstitious, half-wild chief who is goaded to destruction by the will of an ambitious woman. Helen Waren's Lady Macbeth except for an over-acted sleep-walking scene, showed equal restraint and thoughtfulness. William Woodson, also of the *Othello* troupe, was the narrator. John Haggott's staging of a difficult two-character piece was smooth and fluent.

Second half of the program was devoted to the jealousy scene from *Othello*, with a cast comprised of guest players John Ireland, William Woodson, Irene Vargo, Elena Karom and, of course, Canada Lee.

Lee has proved himself a fine actor, and while last night he occasionally had a minor vocal battle with blank verse, the latter was entirely lost sight of in the drive and power of his performance. As a simple, honorable blackamoor driven to a frenzy of despair by Ireland's deviltries, he built to a splendid climax and deserved every bit of the ovation he received at curtain fall. John Ireland's Iago was sound and traditionally evil, although not a subtle as could be wished. Woodson made a pleasantly honest Cassio, and Elena Karom and Irene Vargo were competent in the Desdemona and Emelia roles respectively.

However, it was Canada Lee's evening. On the basis of what he showed last night, if the Guild or anybody else is looking for another *Othello*, there he is.

Bob Francis.

## DRAMATIC AND MUSICAL

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

- Able's Irish Rose (Studebaker) Chi.
- Able's Irish Rose (Metropolitan) Seattle.
- Allah Be Praised (Shubert) Boston.
- Althe Spirit (Lyric) Vancouver, B. C., Can.
- Blossom Time (Curran) San Francisco.
- Blossom Time (Blackstone) Chi.
- Connecticut Yankee (National) Washington.
- Dante (Shubert Lafayette) Detroit.
- Decision (Shubert) New Haven, Conn., 6-8.
- Daughters (Virginia) Wheeling, W. Va., 6.
- Good Night Ladies (Cox) Cincinnati.
- Janie (Karlton) Williamsport, Pa., 5; (Playhouse) Wilmington, Del., 7-8.
- Junior Miss (Loeust St.) Phila.
- Kiss and Tell (Harris) Chi.
- Kiss and Tell (Biltmore) Los Angeles.
- Kiss and Tell (American) St. Louis.
- Life With Father (Auditorium) Shreveport, La., 5; (Music Hall) Houston, Tex., 7-8.
- Oklahoma (Erlanger) Chi.
- Pretty Little Parlor (Wilbur) Boston.
- Rosalinda (Forrest) Phila.
- San Carlo Opera Co. (State Fair Aud.) Dallas 4-8; (City Aud.) Fort Worth 9; (Municipal Aud.) Shreveport, La., 10; (Robinson Aud.) Little Rock, Ark., 11.
- Searching Wind (Ford) Baltimore.
- Sheppy (Colonial) Boston.
- Sons of Fun (Civic Aud.) Fresno, Calif., 6; (Curran) San Francisco 8.
- Student Prince (Geary) San Francisco.
- Tobacco Road (Nixon) Pittsburg.
- Tomorrow the World (Selwyn) Chi.
- Three's a Family (Cass) Detroit.

# BROADWAY OPENINGS

## MRS. JANUARY and MR. EX

(Opened Friday, March 31, 1944)

### BELASCO THEATER

A comedy by Zoe Akins. Staged by Elliott Nugent and Arthur Sircom. Setting by Paul Morrison. Costumes by Adrian, of Hollywood. John Holden, stage manager. Assistant stage manager, Robert F. Simon. Press representatives, Phyllis Perlman and Marian Byram. Presented by Richard Myers.

Miss Belle ..... Helen Carey  
 Charley Blaine ..... Edward Nannary  
 Stevens ..... Phil Sheridan  
 Mrs. January, nee January ..... Billie Burke  
 Martin Luther Cooper ..... Frank Craven  
 First Expressman ..... Roderich Winchell  
 Second Expressman ..... Robert F. Simon  
 Germaine ..... Therese Quadri  
 Wilhelmina ..... Barbara Bel Geddes  
 Rolando ..... Bobby Perez  
 Carey ..... Henry Barnard  
 Burdette ..... Henry Vincent  
 Clancy ..... Dorothy Lambert  
 John Deacon January ..... Nicholas Joy  
 Miss Peck ..... Susana Garnett

An honest answer in evaluating *Mrs. January and Mr. Ex* could be put into baseball terminology—"The batteries for today are—for the Belasco—Billie Burke and Frank Craven." This is no slur on the other players in *Mrs. January's* outfield, but as far as the game is concerned, Miss Burke is doing the pitching and Frank Craven is behind the plate. If the score doesn't add up to no-hits, no-runs, no-errors, it is Zoe Akins's fault and not the team's. Coach Elliott Nugent and assistant, Arthur Sircom, have done their canny best to carry over a lot of tough spots, but the underlying strategy is weak. The Belasco has a nice team—but they are attacking under wraps.

Author Akins has conceived what could be a rollicking farce about a wealthy much-divorced lady who suddenly achieves social consciousness and rents the other half of an ex-U. S. prexy's two-family house, falls in love with the inarticulate word-parer and, in spite of her complete vapidness, comes out on the right side of the ledger. Author Akins has done just that—except that the qualifying "rollicking" must be omitted. She has focused her attention on two characters, the lady and the gent, with the result that when Billie Burke is not going to town with absurd, gabby malapropisms (a technique at which no one is currently more adept), the while Craven plays a middle-aged New Englander with perfect understatement, the show goes rapidly to pot. Author Akins hasn't bothered to sketch in her supporting characters, and there are a lot of them, with anything stronger than pale chalk. Children, servants and a brother who is a rugged individualist are merely vague figures which pose an actor's problem. The script tosses them an occasional amusing bone on which to gnaw, but the wit is brittle and audience reaction chuckles rather than laughs.

However, it must be admitted that *Mrs. January* is tailored to Billie Burke like a Valentina model. It gives her an opportunity for all the fast-talking nonsense that makes her unique in that kind of part. Make no mistake, Billie Burke turns in another bang-up job. So, too, does Frank Craven. They are a vastly amusing pair. But there is always listless-consciousness that it is Burke-Craven give-and-take and not Akins's. The other characters could just as well creep back into the script. They annoy when they interrupt.

It is too bad to see an actor of Nich-

olas Joys's stature relegated to a stock type. And young Barbara Bel Geddes is obviously miscast as the snotty daughter. The character-build just doesn't make sense. Helen Carey and Edward Nannary do what they can with little.

To sum up, "*Mrs. January*" doesn't knock any home runs. It is doubtful that there is any air value in it for a radio sponsor, although a variety short might be made from bits of Burke-Craven repartee. This, however, would sell on personalities rather than material.

It is not a good play, but with all its obvious faults it will likely have a fair run. It sticks to the simplest escapist formula, and the Burke-Craven combo will doubtless draw a sufficient number of customers to the b.-o. window to light the marquee for some time.

Bob Francis.

## TIME AND THE CONWAYS

A play by J. B. Priestley. Staged by Robert Henderson. Presented for one performance at the Hudson Theater by the Feagin School of Drama and Radio.

The cast: Jane Moultrie, Wells Richardson, Marie Kientzy, Victor Chapin, Mary Jean Holmes, Vivienne McGaughy, Flora May Stanton, Ann Mooney, Fred Carmichael and Terry Little.

J. B. Priestley, England's gift to the spirit world, once wrote several amusing mystery novels. It's too bad he didn't stick to mysteries. Instead, he decided to write plays, and the worst of a crop of dull, turgid, abortive attempts to explain life in metaphysical terms is *Time and the Conways*, revived as an informal graduation vehicle, Tuesday (21), for the Feagin School's senior students. The play would have been an unfortunate choice for a high school, much less for a competent outfit like the Feagin group.

Despite the handicap of a poor play, it appears that Lucy Feagin and John Cathey, the school's directors, have made one substantial contribution to the stage in the person of Wells Richardson, a young but none the less effective character actor who combines poise and restraint. Richardson knows how to handle his voice, his hands, and his body, avoiding the pitfalls that usually beset newcomers.

Ann Mooney, an easy-to-look-at blonde, turned in a good performance as Joan, the gal who marries into the hapless Conway family. A very neat ingenue job showed Marie Kientzy's talent and training.

Victor Chapin, a rather personable youngster, destroyed what might have been an engaging stage presence with a great deal of affected posturings and superfluous gestures. Many times, his vigorous prancings called for something like Von Suppe's *Light Cavalry Overture*.

The rest of the cast, veteran Jane Moultrie, Mary Jean Holmes, Vivienne McGaughy, Flora May Stanton, Fred Carmichael and Terry Little, were adequate.

Robert Henderson's direction was generally effective, even if it did bog down in spots.

Marty Schraeder.

# Out-of-Town Openings

## PRETTY LITTLE PARLOR

(Opened Tuesday, March 28, 1944)

### WILBUR THEATER, BOSTON

A play by Claiborne Foster. Staged by Ralph Bellamy. Setting by Stewart Chaney. Costumes by Paul Du Pont. General manager, Saul Abraham. Company manager, George Ashby. Press representatives, Leo Freedman, June Greenwall. Stage manager, William Alee. Presented by John Moses and Ralph Bellamy.

- Anastasia ..... Marilyn Erskine
- Jefferson Hilyard ..... Sidney Blackmer
- Dora ..... Augusta Dabney
- Willie ..... Walter Kelly
- Clotilde ..... Stella Adler
- Sarah ..... Hildred Price
- Mr. Kennedy ..... Paul Parks
- Dennis Baldwin ..... Kip Good

- Henry ..... Mel Roberts
- Mr. Jonas ..... Edward Begley

Claiborne Foster has revealed in *Pretty Little Parlor* a frighteningly accurate talent for the dissection of character. The word or phrase which betrays the hidden sordidness of a diseased mind comes easily to her pen. And Stella Adler's faculty for the delineation of an unbalanced character is adroitly as precise.

Had Miss Foster the wit to see even a vestige of redeeming qualities in her people, and a sense of dramatic balance and proportion, she might have written a great play. She has found her theme in the perversity of woman, and magnified it to immense and ugly dimensions. And if her intentions are read aright she created the most hateful, venomous character within memory. Many of her lesser characters are clearly and strongly drawn.

# Reg AEA Ticket Being Set by New G.N. Comm.

NEW YORK, April 3.—Fourteen names were placed in nomination at a special Equity meeting at Hotel Astor Tuesday (28) to select six members to represent org's membership on general nominating committee. Ballots tallied by tellers Philip Coolidge and John McGovern at Equity headquarters Wednesday (29) gave majorities to Whitford Kane, Margaret Wycherly, Leo Carroll, Victor Jory, Alfred Drake and Howard Da Silva. Elected to serve as alternates were Ann Dere, Jane Seymour, Donald Cameron, Norman Lloyd, Coby Ruskin and Grace Coppin.

The six, plus Augustin Duncan, chairman; Calvin Thomas and Ruth Hammond, previously elected by Equity Council, will meet today at org's headquarters to begin prepping the regular ticket of officers to be presented to the annual meeting. There are no official chairs or unfulfilled terms to be voted on this year. The slate, however, calls for the nomination of 10 new members for the council for the full term of five years.

Tuesday's special session was immediately followed by the regular quarterly meeting of the membership. Exec Secretary Paul Duizell made the quarterly business report. Prexy Bert Lytell reported on membership activities in USO-Camp Shows, and Sam Jaffee similarly in regard to library theaters. Walter N. Greaza and Ruth Hammond reported for the servicemen's committee, which keeps an eye on the needs of Equity members in the armed forces. A hat collection of \$108.60 resulted from their report. The 300 members present passed a resolution approving the handling of the recent Albany fight on the Condon-Ostertag bills by org's officers, councilors and execs.

But personalities do not alone make a play, and this play is a very bad one, indeed.

While this clinical study of a festering mind is illuminated with a subtle understanding, had Miss Foster given Clotilde Hilyard a stronger purpose her psychological usery and utter meanness might have been dramatically justifiable. But this lovely woman, married to a drunken, aged failure, saddled by a 16-year-old daughter who betrayed the encroaching years and thwarted by a good and honest stepdaughter who could not be understood, aspires only to comfort, softness, flattery and false beauty. She lacks the stature and purpose to make her machinations worthwhile and therefore dramatically convincing.

Clotilde distorts and turns against family and friends every word or gesture. Out of pure avariciousness she degrades her husband by selling herself to his superior, a crude, practical businessman who desires her shabby elegance. She plays both ends to the middle, to become the indirect cause of the deaths of her husband and recently married daughter—and then puts out feelers toward her son-in-law. But she is left to fight a losing battle with the industrialist, who bought her, and the stepdaughter who finally learns the answers.

Superficial dullness and enervating spirit trap the playgoer. Certain scenes of rising anger and vituperation are intensely written, brilliantly staged and acted. There are moments when Miss Foster cuts deep into her characters, but they are few and far between and the dramatic fabric which supports them is weak, indecisive and shot thru with holes.

Sidney Blackmer, lately returned from the films, offers a fine piece of unpretentious acting as the pathetic, aging husband. The quiet manner in which he sketches the deterioration of a man thru drink and emotional frustration is masterful. Stella Adler is mannered, erratic, uncertain but lovely and often brilliant as the wife. Augusta Dabney is marvelously poised as the stepdaughter, while Marilyn Erskine's acting of the young daughter is nicely done. Kip Good, as her young husband, and Edward Begley as the businessman, are excellent. Undoubtedly Ralph Bellamy's careful direction is partly responsible for these well rounded, integrated, lesser portraits.

Stewart Chaney's set is homely, but right; Paul Du Pont's costumes fine. There isn't much hope for Parlor. It's too unpleasant without being big enough to stand on its few merits. *Bill Riley.*

**THE LADY AND THE CLOWN**

(Opened March 27, 1944)

**CIVIC THEATER, CHICAGO**

A drama by Byron Taylor. Directed and produced by John McKee. Settings by Monte Fassnacht. Company manager, Ed W. Rowland. Stage manager, Esther Snowden. Press representative, Howard Herrick. Presented by Kettering Enterprises, Inc.

*The Old Man* ..... John Francis Kirk

Agatha ..... Estelle Winwood  
 The Judge ..... Ben Laughlin  
 Mary ..... Adrienne Moore  
 Rico ..... John Effrat  
 Mme. Botemowski .....  
 ..... Mrs. William Faversham  
 Dottie ..... Dorothy Littlejohn  
 David, the Boy ..... Kevin Moore  
 David, Grown Up ..... Archie Smith  
 Stella ..... Georgia Harvey  
 The Doctor ..... Donald Mackenzie  
 Elizabeth ..... Vega Keane  
 Victoria ..... Barbara Rehm  
*Clowns, Side-Show Folks and Others.*

The glitter and glamor of the circus would seem to offer abundant material for the playwright, but few tales of the big tops have ever been developed into acceptable stage fare. The latest, Byron

Taylor's *The Lady and the Clown*, is not one of the few. Why so excellent an actress as Estelle Winwood consented to appear in such a shoddy, preposterous and poorly told story is a mystery. A trite plot, weak direction and, with a few exceptions, poor acting, alone were enough to doom the play, but most atrocious of all was the ostentatious Victorian dialog which smacked of the fusty "mellers" of the ten-twenty-third.

Plot revolves around a haughty old dowager who detests circuses. A daughter who has surreptitiously married a circus acrobat returns home to give birth to twin daughters; is deceived by her mother into believing her husband has been killed, and dies of a broken heart. The husband comes to the dowager's home, kidnaps the twins and "blows," to use circus vernacular.

In the second act, 20 years later, the grandmother has retrieved the twins; the acrobat shows up unexpectedly and springs a surprise. He informs the grandmother that he had switched babies and one of the twins is now a great acrobat with the circus. Knowing her life span is short, the old dame becomes contrite, consents to visit the circus, and ends up by buying the circus for the aerialist and her fiancé. Curtain.

Doubtless Miss Winwood, if left to her own devices, could have done a much better job than she was allowed to do. She makes the most of the sorry material Adrienne Moore in the roles of daughter and granddaughter showed refreshing talent. John Effrat was inflicted with lines that would suffocate whatever talent he possesses. Georgia Harvey was good as the faithful domestic. Brightest spot in the show was the brief appearance of John Francis Kirk who, as the Old Man, owner of the circus, put some crafty showmanship into his lines. *Nat Green.*

**BROADWAY SHOWLOG**



Performance Thru April 1

**Dramas**

	Opened	Perfs.
Angel Street (Golden) ..	12- 5, '41	981
Arsenic and Old Lace... (Hudson)	1-10, '41	1,357
Decision (Ambassador) ..	2- 2, '44	71
<i>(Moved from Belasco to Ambassador March 28, 1944.)</i>		
Raymond Greenleaf out for two performances, Saturday (25) and Sunday (26). G. Albert Smith subbed for him. Final choice for father and son roles in road company are Ross Matthews and Peter Harris.		
Doughgirls, The..... (Lyceum)	12-30, '42	532
Arleen Wholan out ill Tuesday (28). Sydna Scott subbed. James McDonald on "Light of the World" program (NBC) Monday (27) and Tuesday (28).		
Harriet (Miller's).....	3- 3, '43	377
Closes April 1.		
House in Paris, The.... (Fulton)	3-20, '44	15
Closed Saturday (1) to reported loss of 500s. Road tryout cost the backers \$32,000 and another 180s went into new costumes and refurbishings when show hit St. Louis. Biz for preem week \$4,600. Wind-up week ran about \$4,000.		
Jacobowsky and the Colonel (Martin Beck),	3-14, '44	23
Annabella on television program at DuMont studio Wednesday (5). Program scans Click mag's latest issue. Oscar Karlweiss, Louis Calhern, Annabella, J. Edward Bromberg and Harold Vermilyea will do the duel scene from the second act on the "Hall of Fame" hour, Sunday (2), over CBS net.		
Kiss and Tell (Biltmore),	3-17, '43	443
Nancy Marquand returned to cast Thursday (30). Robert Keith will produce Owen Davis new psycho-Melo, currently titled "Dr. Hilliard's Patient." Skeds for an August Boston opening and a St. Louis preem for early September. Keith will play Hilliard role, if he can find a suitable director. If not, he will direct himself and turn over acting chore to someone else. Theater of Engineers of Fort Leonard Wood, Mo., put on three performances of "Kiss" with own G.I. troupe, March 21, 22 and 23. Patricia Kirkland, current "Corliss Archer" of Chi company will have fem lead in F. Hugh Herbert's newie to be produced by Gilbert Miller.		
Life With Father.....	11- 8, '39	1,851
<i>(Empire)</i>		
Lovers and Friends.....	11-29, '43	142
<i>(Plymouth)</i>		
Stage manager Eddie Dimond on Ethel Colby's air seg over WMCA Friday (31) to explain "What Makes a Stage Manager Tick?" John C. Wilson has bought "Bloomer Girl," period musical by Harold Arlen and E. Y. Harburg. Rehearsals skedded for July with August tryout in Boston. Wilson returns from Coast, Monday (10).		
Mrs. January and Mr. Ex,	3-31, '44	3
<i>(Belasco)</i>		
O'hallo (Shubert).....	10-19, '43	191
Cast gives performance for benefit of Actors' Fund, Monday (10) mat. William Woodson has been signed for role of Edwin Lorrimer, "an actor, Barrymore type," in "This Life of Mine," five-a-week strip over CBS.		
Over 21 (Music Box)....	1- 3, '44	105
Erin O'Brien Moore and Curtis Cooksey have joined troupe, headed by Phillip Ober and Vivian Vance, which USO-Camp Shows will send on overseas trek. Netta Harrigan heads a second similarly streamlined company which CSI will sked on another off shore route. Both companies are rehearsing under direction of stage manager George Greenberg. Jane Sterling replaces Kay Aldrich, Thursday (6).		
Ramshackle Inn (Royale)	1- 5, '44	102
Richard Baseheart replaced William Blee Sunday (26).		
Three's a Family.....	5- 5, '43	384
<i>(Longacre)</i>		

	Opened	Perfs.
Tomorrow the World... (Barrymore)	4-14, '43	407
Dorothy Sands, chairman of cast's Red Cross Committee, reports over \$500 already turned in by members of New York troupe. Paul Porter, production supervisor, left Thursday (30) for Chi to check road company prior to latter's departure from Windy City April 15. Touring troupe has had an eight-week stand in Chi.		
Two Mrs. Carrolls, The.	8- 3, '43	280
<i>(Booth)</i>		
Victor Jory will emcee "Silver Theater of the Air" over CBS Sunday (9), and Sunday (16).		
Voice of the Turtle, The.	12- 8, '43	134
<i>(Morosco)</i>		
Sold out to closing date of June 24. Benefit performance for Stage Relief Sunday (16).		
Wallflower (Cort).....	1-26, '44	78
Reginald Denham to Florida Saturday (1) for three-week vacation.		
Winged Victory.....	11-20, '43	156
<i>(44th Street)</i>		
Moss Hart back in town Sunday (2). Has been hiding out a week in Bucks County. "Victory" pic-script ready. The single performance of "Yellow Jack" to be given exclusively for G.I.'s by members of the "Victory" cast has been put back to Thursday (6) mat. Barry Nelson is back in show after two-month illness. Pvt. John Andes subbed for him. Pvt. Grant Richards out a week from injuries due to auto accident. Back in Monday (27). Pvt. Ray McDonald, Pvt. Red Buttons and Sgt. Jerry Adler entertain at Lambs' Club party for wounded G.I.'s Monday (3).		

**Musicals**

Carmen Jones.....	12- 2, '43	141
<i>(Broadway)</i>		
Everett Lee, Negro concert master took over baton, Monday (27), for conductor Joseph Littau, when latter was out with cold. Inez Matthews, of the chorus, stepped into the title role, Wednesday (29), for Muriel Smith. Latter out with bad throat. Richard James left Tuesday (28) for West Virginia. Death in family will keep him out a week. Rhoda Johnson reported sick Monday (27). Still on sick list.		
Early to Bed.....	6-17, '43	333
<i>(Broadhurst)</i>		
Lead Leonard Ceelcy leaves company Saturday (8). Joseph McCauley replaces him. Mary Small out with gripe Saturday (25), mat and eve. Ann Parker subbed. Ruth Webb out ill Monday (27). Will be out at least a week. Ann Parker again filling in. Jane Deering has signed with Ed Lester, of the Civic Light Opera Association, for Marilyn Miller role in "Sally" to be summered in Los Angeles and San Francisco. She leaves for Coast May 28 for a June 19 preem. Bob Lilling took over "Early" stage managing slot Monday (27), succeeding Archie Thompson now production manager for "Dream With Music." Assistant stage manager George Hunter has moved over to stage management of "Dream," and Jack Wilkins is Lilling's new assistant on "Early."		
Gilbert & Sullivan Rep... (Ambassador)	2-11, '44	54
Closed Sunday, March 26, 1944.		
Mexican Hayride.....	1-28, '44	85
<i>(Winter Garden)</i>		
Wilbur Evans on "Hall of Fame" hour, over Blue Net, Sunday (9). Evans, June Havoc and Corinna Mura begin "Hayride" plattering for Decca Friday (7). Havoc will record "Abracadabra" and "There Must Be Someone for Me." Evans will contrib "I Love You" and "Girls, Girls, Girls." "Sing To Me, Guitar" and "Carlotta" are skedded Mura recordings.		
Oklahoma! (St. James),	3-31, '43	431
Betty Garde home from Flower Hospital. Will have to rest for at least two weeks according to Frank (husband) Lennon's bulletins. Several		

	Opened	Perfs.
company changes due as of June 1. Alfred Drake and Joan Roberts depart for pic commitments. Harry Stockwell comes in from Chi company for Curly role and current report has Betty Jane Watson carrying on for Joan Roberts for a month and then swapping with Evelyn Wyckoff, who is holding down fem lead assignments in Chi. John Raitt has been auditioned and signed for a "Curly" role spot. He will head the Chi troupe, when all the shifts are made. Addie Williams, Guild's subscription secretary, is in Ossining (N. Y.) Hospital with broken hip. She will be there about two months.		
One Touch of Venus ...	10- 7, '43	207
<i>(46th St.)</i>		
Murvyn Vye replaced Harry Clarke Thursday (30). Clarke left for Camp Upton on Friday (31). Welland Lathrop, dancer, has joined troupe. Peter Birch's dance routines have been split between Ray Harrison and Duncan Noble, since Birch joined "Dream With Music" ranks. Lathrop now takes over Noble's old spot. John Stearns will carry on as emcee for all "Venus" G.I. benefits, now that Uncle Sam has taken over Harry Clarke full time. Troupe, headed by Teddy Hart, Sono Osato and Jane Hoffman and including the "road" barbershop quartet are prepping a show for the boys at Halloran General Hospital. Cheryl Crawford and John Wildberd have decided not to reopen their Maplewood (N. J.) stock company this summer due to transportation trouble.		
Stars on Ice, 2d edition..	6-24, '43	378
<i>(Center)</i>		
All new edition skeds for June 15 preem. May be delayed to June 22. Freddie Trenkler and Caley Sisters are definite holdovers to newie, with some of the other featured skaters also getting new contracts. Ensemble personnel will be substantially the same. Biggest problem is with the lads—Uncle Sam has nipped off 102 since spec started. Drumbeater Charlie Washburn reports that Public Genius No. 1, new comedy-melo prepped by him and Barney Gerard, is wanted for pix by George Raft. Caesar Romero wants it for Broadway. Charlie's chief want is 106 clackers for script-typing bill to date.		
Ziegfeld Follies, The... (Imperial)	4- 1, '43	425
Ray Long, featured dancer, is modeling for the new head on the Camel ad sign at 44th and Broadway—the one blowing smoke rings. Dixie Roberts, show gal, who left for a Coast pic assignment, has got as far as Washington, D. C. She's doing a turn at The Troika. Tommy Wonder plays his 200th benefit Thursday (6). This one is for the Women's Officers Club.		
<i>(Revsivals)</i>		
Cherry Orchard, The... (National)	1-25, '44	90
Merry Widow, The.... (Majestic)	8- 4, '43	280
Ralph Dumke is rehearsing for "Helen Goes to Troy." Leaves "Widow" cast Monday (3). Kenneth Tobey took over "Kahdja" role, vacated by David Morris, Monday (27). Morris is rehearsing for "Dream With Music." Jan Klepura out Thursday (30) mat. Donald Gage filled in.		
Porgy and Bess..... (City Center)	2-28, '44	40
William Franklin will have a role in the May tryout of "The Gate," Met Opera's newie. "Porgy" closes New York run, Saturday (8). Reopens Philly, Monday (10), for five-week booking. May suspend thereafter or continue to tour until mid-August West Coast commitment under Hurok auspices. Hurok has already lined up nine cities for two-month Coast visit. Alexander Smallens will go along to conduct unless it interferes with summer Stadium dates. Cheryl Crawford has left for two-week vacation in Charleston, S. C.		

**ALLAH BE PRAISED**

(Opened March 29, 1944)

**SHUBERT THEATER, BOSTON**

A musical comedy with book and lyrics by George Marion Jr., music by Don Walker and Baldwin Bergersen. Staged by Robert H. Gordon; supervised by Alfred Bloomingdale. Dances by Jack Cole. Costumes by Miles White. Settings by George Jenkins. Orchestration by Don Walker. Orchestra conducted by Ving Merlin. General manager, Phil Adler. Press representatives, Karl Bernstein, Martha Dreibratt. Presented by Alfred Bloomingdale.

Caswell ..... Jack Albertson  
 Receptionist ..... Helen Bennett  
 Tex O'Carroll ..... Edward Roeder  
 Clerk ..... Sheila Bond  
 Citizen ..... Joey Faye  
 Abdul ..... Sid Stone  
 Bulbul ..... Jack Albertson  
 Carol O'Carroll ..... Mary Jane Walsh  
 Roberta ..... Marge Ellis  
 Paula ..... Lee Joyce  
 Doris ..... Mary McDonnell  
 Tubaga ..... Anita Alvarez  
 Emir ..... John Haysrad  
 Zarah ..... Milada Miladova  
 Yousouf ..... Joey Faye  
 Nij O'Carroll ..... Pittman Corry  
 Sludge ..... Jimmy Gardner  
 Marcia Mason Moore ... Patricia Morison  
 Mimi McSlump ..... Jane Manners  
 Matron ..... Helen Bennett  
 Merchant ..... Tom Powers  
 McGrab ..... Natalie Wynn  
 Girl About Teheran ..... Eleanor Hall  
 Soft Drink Vender ..... Louise Jarvis  
**GIRLS:** Lee Joyce, Susan Scott, Marge Ellis, Mari Lynn, Natalie Wynn, Barbara Neal, Betty Deane, Alice Anthony, Olga Suarez, Margie Jackson, Mary McDonnell, Dorothy Bird, Ila Marie Wilson, Grace Crystal, Gloria Crystal, Hazel Roy, Muriel Breunig.  
**BOYS:** Mischa Pompiarov, Ray Arnett Jr., Remi Martel, Jack Baker, Jacy McGord, Johnny Oberon, Tom Powers, Jack L. Nagle, William Lundy.

During a stopover in Gotham, between a Philly closing and a Beantown opening, Al Bloomingdale has protected his investment in *Allah Be Praised* by a herculean job of cutting, revision and re-vamping. The results are worth while, for he has produced a second rate show that will be a diverting evening's entertainment for the tired business man.

The work done is obvious. The book has been slashed to pieces. And just as well, for it's not worth much beyond setting an Oriental atmosphere that dates back to the musical carnivals of the late '20s. Emphasis has been thrown on the specialties, some of them very good. George Marion's book has something to do with American girls who populate a Persian harem. A few leers about sex and what can be done with it cover most of the jokes. Primarily *Allah* is now a revue with a completely negligible book. There is not a memorable tune in the score, but all are serviceable.

Either a dirth of talent or a out-rate outlook dictated the selection of material and players. Some are mighty good, but none are top drawer. Three performers stand out in a crowd of featured players. Mary Jane Walsh, the younger Ethel Mer-man, is in there pitching all the time, turning out songs with a brassy voice that really can be heard and taking part in the charades which make up the book. Dance star of the show obviously is Anita Alvarez, whose several specialties come as near as anything to stopping the show. In Edward Roeder, Bloomingdale (See Out-of-Town Opening on page 32)

# DC 'Post' Takes Pot-Shots at Miller, Comm.

WASHINGTON, April 1.—The Washington Post took an editorial crack at the political atmosphere surrounding the Lea Committee investigation of FCC this week, and charged that Representative Miller was carrying on where E. E. Cox and Eugene Garey left off. To most people those would be fighting words.

"Congressman Miller appears to have taken over the work of smearing the Commission where Congressman Cox and Eugene Garey, former counsel, left off," the editorial declared. "His recent charge that FCC bungling was responsible for an accident to a task force in Alaskan waters must be considered irresponsible and unwarranted until he brings forth more evidence than he has supplied to date."

Pointing to the political significance of the hearing in an election year, the paper asserted, "Were it not for the fact that several months have been spent producing biased evidence against the Commission, the public interest would doubtless be served by postponing the investigation until next year."

## Spring Switcheroo

NEW YORK, April 1.—The First Nighter show, moving from Sunday (6 p.m.) until Wednesday (9 p.m.), is the first of the WOR features to change time, effective this week. Others to be shifted include *Guess Who*, quiz show which moves from Wednesday (9:30 p.m.) to Saturday (7-7:30 p.m.), and *The Return of Nick Carter*, switching hours on Saturday from 7 p.m. to 10:15-10:45 p.m. Last mentioned shows begin new time April 8.

## Woodward Joins Flanley To Set Up Fem Flackery

MINNEAPOLIS, April 1.—Sally Woodward, director of consumer and educational relations for General Mills, Inc., has left to join Mabel Flanley, of New York, in newly organized New York public relations firm geared to women's angle.

Miss Woodward, when she was in Detroit, is credited with inaugurating commercial radio's soap operas. She is vice-president and chairman of the Council of Women's Advertising Clubs of the Advertising Federation of America.

## All-Year Met Auditions

NEW YORK, April 1.—Serwin-Williams has renewed *Metropolitan Auditions of the Air* for an additional 32 weeks. Program is heard Sundays, 4:30-5 p.m., on the Blue Network. This is the first time in the nine years of sponsorship that the program has been renewed for time beyond operatic season. Renewal makes steady 52-week run.

## Husing and Dolan at Derby

NEW YORK, April 1.—Ted Husing and Jimmy Dolan will air the Kentucky Derby over CBS May 6, 6-6:30 p.m., for Gillette razor blades.

Clem McCarthy, who formerly worked with Ted on the show, has signed an exclusive contract with NBC. He will get a television build-up.

# Seven Pianos In 30 Minutes

MINNEAPOLIS, April 1.—On his recent noontime newscast, Cedric Adams, WCCO newscast, asked his audience for six pianos. The army, he said, needed them—and fast. They were to be flown by airplane to a base in North Carolina where many Minnesota men are stationed.

Thirty minutes after he went off the air, Cedric had his pianos—seven of them—called in by WCCO listeners.

# Radio Reviews

## Spotlight Bands

Reviewed Saturday (25), 8:30-8:55 p.m. (CWT). Sponsored by Coca-Cola on the Blue Network.

The Blue Network certainly did a job on this one. It did a programing stunt that has never been done in radio before, and it did a promotional job that has seldom been equaled.

The Blue Net execs whipped up a novel idea as the skeleton around which this program and the one immediately preceding it the same night were built. By radio the Blue used the reactions of two groups of spectators watching broadcasts in cities about a thousand miles apart. Without a break it broadcast the cheers of 35,000 hepcats gathered in the Milwaukee Auditorium at the beginning of Louis Armstrong's hot *Spotlight Bands'* airings, while the applause of those present at the end of the Boston Symphony's program in the Hub were dying down.

The dollar saint of the evening was the Allis-Chalmers Company of Wisconsin. It is Allis-Chalmers which sponsors the Boston Symphony programs on the Blue, and it was Allis-Chalmers workers who were the audience at the *Spotlight Bands'* broadcast.

By putting on the stunt of fusing the end of one program with the beginning of another the Blue was able to satisfy two sponsors' promotional requirements at one crack—which is not an easy trick in radio at any time. It got 35,000 Allis-Chalmers people packed into an auditorium splattered with Coca-Cola banners, and it got the Allis-Chalmers Company more than one free mention on Coca-Cola's salute to the A-C war workers.

So it boils itself down to the fact that the most important thing worth reviewing on the *Spotlight Bands* show was about 30 seconds of applause and cheers. The rest of the show was good, sure, for Louis Armstrong was up to standard. But after it is said that Armstrong was up to standard, what else is there to say? Everyone knows that Armstrong is hot, and that he's about top hot.

But when a radio net can fuse classical and hot music programs and still make sense (in this case darn good promotional sense), it ought to take a bow. There will now be a short pause for a Blue Network bow identification. *Cy Wagner*.

## More High School Stuff

CLEVELAND, April 1.—WGAR, CBS outlet, and WBOE, Board of Education station, are collaborating on a new weekly series featuring local high school students, titled *Junior Town Meetings*. Format of show calls for current topic debates, four students from a school making up a team with 40 students, 10 each from other schools, as studio forum audience.

## DUTCH FORMULA

(Continued from page 6)

denced by the fact that the Dutch underground received the news of the fall of Italy hours before the Nazi daily papers got wind of it.

### Tricks Failed

Nazi tricks in the form of new "underground" stations have thus far been thwarted, the invaders hoping to trap members of the underground into false action. Radio Orange has played a tremendous part in balking such moves. The use of well-known announcers and the warning that vital instructions would be voiced only by regular announcers sounded the death knell to Nazi hopes of demoralizing and confusing patriots by airing counter hopes.

The importance of Radio Orange cannot be minimized. It is the means of communication between the entrapped people and their government across the Channel. Every important step taken by the government in exile to further the country's liberation as well as reconstruction plans are immediately broadcast to the homeland. These airings are discussed, analyzed and, when necessary, criticized by the underground resources. This constant exchange of ideas has enabled the government to ascertain the wishes and expectations of the masses, and when the final story of World War II has been written, the part played by the Dutch radio and its formula for present and post-war activities is certain to be exploited to the fullest.

## "Coffee Club"

Reviewed Monday (20), 8:30-9 a.m. Style—Variety. Sustaining over WEEL (Boston) and CBS.

It is incredible that anyone could be as chipper so early in the morning as Carl Moore on *Coffee Club*, recently piped into the CBS network. Show was caught on an unfortunate day when a spanking blizzard prevented some of the cast from reaching the station. But the fun started with Moore indulging in some fearfully bright chatter about snowshoes and the storm arriving on the first day of spring.

Occasionally, an improvisatory air gave Moore's gags a good lift, but mainly he seemed forced and petulant, not a good thing so early. He introduced the various acts, batted "Lewollwa" and other bright quips about, and sang a mild little ditty called *The Girl From the USO*. Ordinarily, Harold Muller, as Serge Acropolis, takes a hand in the comedy with dialect (Greek, French, Russian, Italian, German and Irish) stories and comment. Also doubles as clarinetist with musical director Frank Bellizia's Eight Java Jivers.

Just about the brightest spot on the show is the singing of Gloria Carroll, which is warm and throaty. She did a sweet job on *I Love You*, and then engaged in a duet (maybe duet would be better) with Gene Jones in *Could Be*.

As Carl Moore is an experienced and able radio personality, chances are that the show generally has more spirit and entertainment value. But on the evidence of the broadcast caught it seems to need more careful planning and a script. Ray Girardin is the producer. *Bill Riley*.

## WLS CLEARS BLUE AIR

(Continued from page 5)

ment, Snyder said that in a few days he will re-submit to the FCC a revised application for a WLS FM license.

In making the announcement that WLS was not to be sold, Snyder admitted that at one time recently the Blue had made an offer for the station. This offer, he said, however, was never considered seriously.

By for once and all clarifying WLS's position with regards to selling to Blue, Snyder, it has been said, will either force the Blue to continue its present program arrangement with WLS or force it to carry out its execs' intention of having a full-time owned-and-operated station in Chicago, a station whose time it can command at will.

## AIR VISION TO AID PIX

(Continued from page 11)

plans, claiming the chain was interested in those films which would go into the homes, therefore having commercial sponsor value.

### Comm. Tele 5-6 Years Post-War

Scotching predictions that television would break with the end of the war, Trammell stated that it will be a good five or six years before the new medium will be ready for American homes on a commercial basis. However, one of the first news breaks to be released by television will be the next inauguration ceremonies at the capitol. Trammell expects the 150 miles of coaxial cable will be laid between Washington and New York by that time.

Already NBC has spent \$10,000,000 in video, with that amount expected to be doubled before full development is attained, Trammell said. He said further that television sets would sell from \$100 to \$200, with receivers built to handle video standard radio and frequency modulation.

### FM To Move With Tele

In speaking of FM, Trammell stated that it would be developed along with television, but he stressed that it would mean telephone service bills would be upped 60 per cent in providing stations with FM service.

Trammell expects interest in television to hit a peak right after the war, with development being rapid from that time on.

In speaking of Hollywood television, Trammell stated that NBC had filed application with the Federal Communications Commission for permission to build a television station in Los Angeles. Transmitter is to be located on top of Mount Wilson, 15 miles from Los Angeles.

# Air Used To Find Help for Stations

PHILADELPHIA, April 1.—Local radio, a tested medium for war plants "help wanted" messages, is now sending out "help wanted" messages for itself. Marking the first time that radio here has used its own medium to recruit its own help, all the stations are carrying announcements to induce listeners to take up an engineering radio career.

Stations co-operate with the local engineers' union, ACA, in sponsoring a training school for radio engineers. And with the demands of war making further heavy raids in the ranks, a second class is being formed, with special emphasis on attracting the gals. Among those taking the first course offered, jobs were found by 30 students.

KYW now has two gal engineers, and WIP has just hired the second skirt for its control room in Mrs. Dorothy Donath, grad of the station-union sponsored course.

# Movie Spot Gives Politician Jitters

ST. PAUL, April 1.—Fred Strong, St. Paul flack and candidate for city commissioner, had just finished a campaign speech over KSTP.

Gabber on duty took over mike with the usual "opinions of political candidate not those of station, etc.," followed by, "He's more deadly than a striking cobra . . . more destructive than a giant bomber . . . more cunning than a 'friendly' Jap . . ."

By then, Strong, who still was in the studio, was beginning to burn, but good. He was ready to burst right out and flame, when the announcer concluded with: "That's Robert Donat in *Tartu*—now showing at the World Theater."

## 40-Year B.S.'ers

NEW YORK, April 1.—En route here to open Eastern airings of Vimms-CBS show Wednesday (29), Frank Sinatra stopped off at Marshall Field, Chicago, to buy some baby clothes for his newest crooner whom, incidentally, he has never seen. Naturally, he was suddenly surrounded by bobby-sockers, which was nothing new. What was new, however, was the make-up of the crowd. The bobby-sockers were of the 40-year-old variety.

## Sanford to MCA

BOSTON, April 1.—Bobby Sanford, head of promotion at WORL here, has resigned to go with MCA, New York, taking over a number of radio shows. Sanford has staged club shows for such spots as Leon & Eddie's, New York nitery; has operated his own spots and for several summers ran showboats on the Hudson.

## BBC To Cover Invasion For American Networks

NEW YORK, April 1.—BBC and the American networks have completed reciprocal arrangements whereby invasion coverage airings by the Yank networks and BBC will be made available for re-broadcast. The deal thus far covers only the initial stages of the assault but this is expected to be broadened, altho naturally subjected to military decisions and the course of future events.

## No Mind Readers for Navy

NEW YORK, April 1.—Dunninger was last week canceled off a guest spot on the Davis-Haley program. Show, currently in New York, and airing from local army camps and navy bases, will originate at the maritime service base at Sheepshead Bay, N. Y., April 13.

The mentalist was set for this date until the navy gold-braid boys came thru with the nix. They refused to let a mindreader on the base!

Even if it's a flack stunt, and there is no evidence that it is, it's worth this space.

# MAGIC

By BILL SACHS

**MYSTIC CRAIG**, with USO-Camp Shows the last two years, during which time he has played nearly every major camp in the nation, has switched his activities to New Guinea, and writes to say that magic is a huge fave with the fighting lads stationed there. He also shoots us a set of snapshots to prove that he is the first magician ever to entertain the natives in that area. . . . **GERDE**, veteran magus and vent, is still in Ward A, City Hospital, Indianapolis, as the result of serious injuries sustained in an auto crash eight weeks ago. He has at least another month to go at the nursing home, and would appreciate hearing from magic friends. . . . **JIMAE**, currently showing his magical wares at Club Casanova in downtown Detroit, is doubling as emcee. . . . **MILBOURNE CHRISTOPHER**, the Baltimore rope expert, V-mails again from England under date of March 18: "Was on the Army Hour program sent from here to the States and Coast-to-Coast March 12. Have been very busy with our show, *Broadway in Khaki*, on long jumps up and down the British Isles. Saw Max Herman in *Highlights of 1944* in a variety hall. A comedian, he exposes the Stodard egg, hydrostatic glass, passe passe bottles, water to ink, etc." . . . **JACK HERBERT** began his eighth week at the Cotton Club, Houston, Monday (3). . . . **KOLMA**, Chinese trixter, is demonstrating his feats at Weber's Hofbrau, near Camden, N. J.

**DELL O'DELL** extended until June 4 at Sciolla's Cafe, Philadelphia, making it a six-month stretch for her magic show at that spot. . . . **JACK AND ANN GWYNNE**, still with Benny Meroff's *Funzafire* unit set for a long stretch at Jack Lynch's Walton Roof, Philadelphia. . . . **"COWBOY" HARVEY HOBGOOD**, Texas trixter now traveling with Dean Hudson and his orchestra, put on an impromptu magic show with the ork at the Trocadero Club, Henderson, Ky., recently, the idea clicking handsomely. . . . **C. A. GEORGE NEWMANN**, pioneer mentalist, posts from his Minneapolis headquarters: "Have been busy with the showing of my magic library and am now up to my ears in repacking same for storage. Not much magic here this past winter.

# BURLESQUE NOTES

NEW YORK:

**DONA DAVIS** reopens Jacques, Waterbury, Conn., April 10 with Arthur Bryson's *Blackbirds of 1944*, comprising 16 principals and chorines and Steve Pullman's seven-piece ork. . . . **HARRY JACKSON**, former burly straight, now managing a pix house in Pueblo, Colo., while Dorothy Sevier (Mrs. Jackson), former burly principal, runs a floral shop in Colorado Springs, Colo. . . . **AL ADAMS** and his two daughters, Pat and Paddy, under the name of the Globe Trotters, combining juggling, balancing and acrobatics, are burly newcomers on the Hirst Circuit.

**GENEVIEVE GRAY** (Mrs. Pat Daly) now out front exec at the Grand, St. Louis, for Arthur Clamage. . . . **LEW POWERS**, comic, exited from the Hirst Wheel in Boston, April 1, to rest up at his home in Bridgeport, Conn. . . . **BETTY MONTGOMERY** returned from an engagement at the L-Bar Rancho grille, Bridgeport, Conn. . . . **BEVERLY CARINGTON**, producer, shifted from the Empire, Newark, to the Burbank, Los Angeles, where she relieved Chuck Gregory.

**MURRAY LEONARD**, straight man, accompanied by Boo LeVon and Gretchen, motoring to Culver City, Calif., where Murray is skedded to start with MGM.

. . . **SANDRA OWENS**, relation of Sam Cohn, manager of the Hudson, Union City, N. J., with Dorothy Miller, singing show girls, back from out-of-town niteries and headed for Billy Rose's new Diamond Horseshoe. . . . **CONNIE SHUBERT**, ex-burly soubret, now bossing a rooming house in the 50's. . . . **JUNE CLAIRE**, tap dancer, new in burly, left a Hirst unit at the Globe, Boston, April 1 to return to niteries. . . . **FREDA WEST**, now at Crystal Lounge, Onesto Hotel, Canton, O., while Merrill Sevier, former teammate, is again straightening for Billy Hagan on the Hirst Wheel. . . . **PHYLLIS BARRON** is now Phyllis Post exploiting a new bistro act, *New Faces*. **UNO**.

The Great Roy, with a good act, put in two weeks at Curly's niterie and another week at the Alvin Theater, both in town. Loring Campbell here for 10 days in schools and registered solidly when I caught him. Dave Bruce, young magish, has opened at Curly's with good billiard ball and coin manips plus several standard tricks. Went excellently and has been held over. Has nothing so startling, but is possessed of a good personality and appearance and a pleasant line of chatter. . . . **JONTAY THE MAGICIAN** (John Taylor) has been named third vice-president of the AGVA in Philadelphia. . . . **ST. LOUIS SOCIETY of Magicians** staged its quarterly Ladies' Night March 25 in the clubrooms of the local YMCA, the event pulling a full house. Nine-minute magic show featured Corporal Bocklick, Ben Badley, John Ingram, Pete Little, St Stebbins and Dolly, the Singing Midget, with L. E. (Roba) Collins serving as emcee. Among the visitors was Sidney Belmont, St. Louis booker. . . . **BECKMAN**, Montreal magicker, after winding up on a string of theater dates in the New York area, opens Monday (10) at the Lotus Club, Washington, booked by Thomas Ball Agency, New York. . . . **LESTER LAKE** (Marvelo), now out with USO, shoots a postal from Scottsbluff, Neb., picturing a rodeo performer being tossed by a steer, with the comment: "This is different out here, for here the bull slings the actor."

## CHI DUCAT GOUGE

(Continued from page 4)

able service charge shall be added to the box-office price. Such an agreement, if there is one, evidently is not being observed.

### Regulations in State Statutes

While there is no city ordinance regulating ticket prices, there is such a law in the State statutes. In Chapter 38 of the State Criminal Code, 1943 Illinois Statutes, there is a paragraph dealing with ticket scalping. This paragraph reads:

"550a-1. Selling tickets for more than the price printed on the ticket: It is unlawful for any person, persons, firm or corporation to sell tickets for baseball games, football games, hockey games, theatrical entertainments or any other amusements for a price more than the price printed upon the face of said ticket, and the price of said ticket shall correspond with the same price shown at the box office or the office of the original

# Regan Can Still Throw 'Em Around

**BOSTON, April 1.**—Phil Regan, currently at Hotel Statler Terrace Room, used the old Irish method of dealing with a heckler here last week, much to the delight of other patrons and to the obvious discomfort of the party of the second part, Mr. Heckler. Friend wife of last-mentioned person began to revile Regan near close of first show for being un-American since he was singing those "damn Irish songs."

Regan repeated her remarks to the audience who booed and clamored for more ditties of Erin, and Phil obliged. Couple were still there at second show and Mr. Heckler took up where his better-half (?) left off and blasted Regan with some unprintable comment.

The singer, who is 37, father of four children, two of whom are in service and who is IA himself, invited the nuisance, since identified as a local insurance company exec and ex-American Firster, outside. The latter obliged, and Regan replied in part with a stiff jolt to the button which flattened his erstwhile opponent, much to the delight of the crowd. Local gendarmes picked up the remains, dusted them off and "tro da bum out."

distributor. Added by act approved July 5, 1935. L. 1935 p 705."

### \$5,000 Penalty

Penalty for violation of the foregoing: "Fine of \$5,000 for each offense on conviction, and whoever violates any other provisions of this act shall, on conviction, be punished by a fine of not exceeding \$500 or by imprisonment for not more than one year, or both."

The statute further provides: "Whoever, upon purchase of such admission ticket as herein provided, feels himself aggrieved or injured by payment for such tickets any sum in excess of the advertised price or printed rate . . . has, irrespective of the penalties herein provided, a right to action in his name against such person, firm, corporation, owner, lessee, manager, trustee, or any of their agents or employees owning, conducting, managing or operating any such theater . . . to recover for each ticket for which an overcharge was made . . . a sum of \$20, which may be recovered in civil action."

## 'OKLAHOMA' CELEBRATES

(Continued from page 3)

with bubble juice. Dean of crix, Burns Mantle, cut the official cake.

Top spot of the evening was a vaude show wherein boys and gals of the company kidded themselves and management, and the latter took their hair down and kidded right back.

Alfred (Curly) Drake emceed and introduced Agnes DeMille, who contributed an original solo terp, titled '49. Some of the troupe followed up with a side-splitter of a take-off of what teacher DeMille could have done with the show's ballet. Messrs. Oscar Hammerstein and Richard Rodgers rigged themselves up as a duo, Annie and Laurey, for another laugh sock, and Lawrence Langnor and Theresa Helburn wound up the bill in white wigs to celebrate *Oklahoma's* 20th anniversary.

The show finished on a more serious note with the presentation to the Guild's directors of the original painting by Doris Lee, of *The Surrey Scene*, which was reproduced with other scenes from *Oklahoma* by *Life* mag some weeks ago. Richard Rodgers made the presentation.

## OUT-OF-TOWN OPENING

(Continued from page 30)

has found a male vocalist who really looks and sings like a man. He has a big baritone and he is not afraid to sing out. Acting okay, too.

Patricia Morison has come on from the films to replace Shirley Ross. She sings well and looks lovely, but does not project clearly. Malady Mladova, from the ballet, looks sultry, speaks well and dances expertly to fitting choreography by Jack Cole. Pittman Corry is her partner and the show's chief male dancer. He'll get better before he gets any worse.

John Hoysradt is the chief support of the book in a rather silly role of an

# The Billboard

The World's Foremost Amusement Weekly

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R. S. Littleford Jr., Vice-President  
W. D. Littleford, Secretary

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American harem sultan. And poor Joey Paye is not on stage half enough, altho when he appears he manages to be funny, despite his material.

You can see the Jack Cole hallmark in the dances which are either lowdown hootchy-koo, or the hop, skip and crouch school. But they are lively and well patterned. The locale of the book limits what Milles White and George Jenkins can do with costumes and sets. Happily, the costumes are scanty.

Radio possibilities in "Allah" lie solely in the assembly line tunes by Don Walker and Baldwin Bergersen. They are grist for the endless milling of radio and juke boxes. Most votes will go to "Let's Go Too Far" and "Secret Song." "Sunrise on Sunset" has a nice tune but pointless lyrics.

And that leads into the second act and finale which is an obscure, sometimes funny take-off on the filming of a movie. **Bill Riley.**

## DC LIKKER DROUGHT

(Continued from page 3)

House function would cut into them. "Often members of Congress require large amounts of whisky for social events," the witness said. "In that case the wholesaler will be willing to help out the retailer."

Anyway, niterie ops agreed that the official thirst was cutting into their supplies.

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# The Final Curtain

**BONNELLI**—Jim, 72, veteran circus, vaude and minstrel performer and showboat operator, whose family name was James Welsh, at St. Elizabeth Hospital, Covington, Ky., March 29 after a lingering heart ailment. He started in showbiz as an acrobat with the John Robinson Circus at the age of 8, and later formed the Bonnell Brothers, barrel-jumping and acrobatic act in vaude. It was the late Oscar Hammerstein who gave them their stage name. In later years Bonnell did a single blackface vaude turn and branched out with Steve Price to form the Price and Bonnell Minstrels. He also had out rep shows and built and operated showboats on the Ohio River. His last showboat, the New Cotton Blossom, was launched in Cincinnati in 1940. Last season he was contracting agent for Cole Bros.' Circus for a time. Survived by his widow, Mary E. Welsh; a son, James E., Louisville; a sister, Mrs. Clara Lieberman; his mother, Mrs. Mattie Welsh, and grandson, Richard W. Services from Hugenberg & Glindmeyer Funeral Home, Covington, April 3, with interment in Evergreen Cemetery, Southgate, Ky.

**BROWN**—Henry, 76, retired boss hostler, at his home in New Holland, O., March 27. He toured with the Barnum & Bailey Circus and Buffalo Bill's Wild West in Europe and here. He also was boss hostler with the Sells-Floto Circus when Zack Terrell was manager, and was with the latter's Cole Bros.' Circus from 1935 until ill health forced him to retire a few years ago. Survived by two brothers and a sister. Services and interment in New Holland March 28.

**BURCK**—Karl (Charley), 81, musician, at his home in Cincinnati March 28. He played with the Keith Theater pit ork for 33 years and formerly was with the Cincinnati Symphony Orchestra. Survived by his widow, Mrs. Lena Veith Burck, a son, Fred H., and a daughter, Mrs. John O. Stewart. Services at the Clarence A. Baiter Funeral Home, Cincinnati, March 30.

**COFFEY**—John, 33, screen and stage actor, in Hollywood March 25. Survived by his mother, Mrs. Sue Coffey, and a sister, Mary Coffey, both of Hollywood. Services in Hollywood March 29, followed by interment in Valhalla Cemetery there.

**COHN**—Alex, 62, company manager in Yiddish shows for 25 years and former actor, in New York March 26. He was associated with the National Theater, Lower East Side, New York, for the past several years.

**FLOOR**—Andy B., 42, owner and operator of the Star Theater, Salt Lake City, for 15 years, March 21 when the automobile he was driving was struck by a bus. He formerly operated the Lyric Theater, a vaude house, and picture theaters in Bingham Canyon, Helper and Hiawatha, all in Utah, and operated concessions at Black Rock Beach, Salt Lake City. Survived by two sons and two daughters. Services March 25 in the Greek Orthodox Church, and interment was in the Mt. Olivet Cemetery, Salt Lake City.

**HALL**—Eugene F., stock rancher and formerly a noted rodeo rider, at his home

near Cloverdale, Calif., March 28 of a heart attack.

**ILLIONS**—Philip F., 49, in Polyclinic Hospital, New York, of heart disease March 28. He spent most of his life in association with his father, M. C. Illions, in the manufacture of carousels. Last season he joined his brother, Harry A., head of Celeron Park, Jamestown, N. Y., and in operation of rides in Belmont Park, Montreal. Survived by his widow, Dolly; his father, and brothers, Harry, Rudy and Berney.

In Loving Remembrance of My Beloved Husband

**FRED N. GARNEAU**

Who Passed on April 11, 1941.

You shared my load as we traveled the road side by side.

**MIMI GARNEAU**

**KENNEY**—William P., 86, former music store operator at Traverse City, Mich., March 23 at Grand Rapids, Mich.

**LOGAN**—James W., 69, former showman and booking agent for Gus Sun, following an emergency appendectomy in Laguna Beach, Calif., March 19. Survived by his widow, the former Florence L. Coverly, former fair booker.

**LOLL**—Mrs. Dorothy, dance director, suddenly March 18 at St. Petersburg, Fla. She was formerly dance arranger for the Jimmy Hodges Players, tab organization touring principally in the South and West. Survived by her husband, William E. Loll, former treasurer of the Shubert Opera House, Detroit, and a daughter.

**LORD**—Harry, 43, former circus butcher, following a short illness in a hospital in Bennettsville, S. C. He was formerly with the Sparks, Wallace Bros. and Cole Bros.' circuses. Survived by his sisters, Mrs. Mary Boone and Mrs. Bertha Vens, Laurence, Mass., and a brother, Alfred, Newport, R. I. Services at Whitner Funeral Home, Bennettsville, with interment in McCall Cemetery there.

**LOWY**—Mannie, for the past 16 years business adviser to Rudy Vallee, at his home in Hollywood March 29. He was first violinist with Vallee's original Connecticut Yankees before taking over the business arrangements. Survived by his widow, Ruth; a daughter, Lorraine; his father, Charles, of San Jose, Calif., and two sisters. Services and interment in Beth Olam Cemetery, Hollywood, March 31.

**MAHONEY**—William J., former New England motion picture exhibitor, following a heart attack at Fordham Hospital, Worcester, Mass., March 24. Survived by a sister, Florence Mahoney Brady.

**MUSCELLI**—Guimilos (Tony), concession worker, following a heart attack at Melbourne, Fla., March 25. He was with the Leo Bistany Shows and was employed by Billie Clark. Services from the Brownley Funeral Parlors, Melbourne, with interment in that city.

**NORTON**—Albert, 40, Washington band leader, in that city March 26.

**NOURSE**—Mrs. J. S., mother of Mrs. R. H. Kitchen (the former Inez Blackstone), well known in magic circles, March 5 at her home in Sarasota, Fla.

**OGDEN**—Clarence E., radio pioneer and inventor, following a short illness at his home in Cincinnati March 25. He was founder of Station WKRC, Cincinnati, when associated with the Kodak Radio Corporation in the early '20s and president of the Automatic Electrical Devices Company and Ogden Chemical Laboratories, Cincinnati, at the time of his death. Survived by his widow, Mrs. Della Ogden; a daughter, Ruth Mary; his mother, Mrs. Helen Ogden; two sisters, Sara F. and Grace, and two brothers, Theodore and Harry. Services from the George H. Rohde Funeral Home, Cincinnati, March 29.

**O'NEILL**—William J., 58, former stage director, in Palm Bay, Fla., March 6. He was a former director for Comstock & Gest, the Shuberts, William A. Brady, Flo Ziegfeld and Charles Frohman. He was a member of the Friars Club, New York. Survived by his widow, Alice, and two sister, Mrs. D. P. Connally, Hamden, Conn., and Margaret, New Haven, Conn. Services at St. Joseph's Church, Palm Bay, with interment in Palm Bay Cemetery March 9.

**RYDER**—Walter E., 80, retired voice teacher and founder and long-time di-

rector of the Orpheus Choral Society, Toledo, at his home in Los Angeles March 25. Survived by his widow, Mrs. Leonore Ryder, and son, Charles. Services March 29, followed by cremation.

**SINGER**—Benny, 73, a pioneer in the motion picture industry and for the past 15 years an executive at Warner Bros.' studio location department, at his home in Hollywood March 28. He served for a time as casting director at the old Metro studio and later became production manager for Sam Roark. He joined Warner's 15 years ago and served until his death as an assistant to William Guthrie. Survived by a sister, Mrs. Peggy Cokayne, Hollywood.

**SMITH**—Edwin F., 81, former clown, at a hospital in Rochester, N. Y., March 30 following a short illness. He was active in YMCA physical educational departments for the past 67 years. He also appeared with Ringling Bros.' Circus when it was a one-ring affair. His last clown appearance was at the 1892 Chicago World's Fair.

**SMITH**—Horace, radio and theater orchestra leader, at Winnipeg, Mass., March 22. He was leader of the Orpheum Circuit houses for many years and more recently with the Canadian Broadcasting Station. Survived by his daughter, Mrs. Beryl Willis, former musical comedy performer, whose husband, Ben, is an Eastern amusement operator.

**STANTON**—C. W. (Cooney), 70, well known at State and county fair horse-racing circuits, at his home in Storm Lake, Ia., March 15. Stanton was a jockey and harness driver for a half century. Surviving are his son, Walter, Richmond, Calif., and two sisters.

**STEVENSON**—Charles J., retired theatrical manager, March 18 in Denver. In show business for more than 40 years, he started as theater manager in Cleveland, was with the B. F. Keith booking office in New York, and later managed theaters in Denver. Survived by his widow.

**SUSSMAN**—Herman, motion picture exhibitor for more than 25 years, in Miami March 21 of a heart attack. He was associated with the Brandt Circuit, and controlled five houses in Westchester and Dutchess counties, New York. Survived by his widow, two brothers, three sisters, a stepson and nephew, Bill Sussman, a division sales manager for National Screen Service.

**SUTTON**—Albert, 71, employee at MGM studio, in Culver City, Calif. Survived by his widow, Elise Sutton, and two sons, Loyde and Willmer. Burial in Inglewood Park Cemetery, Inglewood, Calif., March 17.

**SUTTON**—Frederick LeRoy, 63, stage manager and director of the road company of Tobacco Road, following a heart attack in Mercy Hospital, Canton, O., March 22. He had been identified for many years with Al Woods' productions in New York. He had been stage manager and director and played the James Peabody role in the Tobacco Road company for the past three seasons. His widow, a brother and two sisters survive. Body was returned to Providence for services and burial.

**TUCKER**—Harry, 55, orchestra leader, in West Palm Beach, Fla., March 17. He is known to have started his musical career as a protege of Victor Herbert and had played at Florida resorts for about 25 years. He was also musical director for Columbia Broadcasting System for several years and also had worked for National Broadcasting Company.

**TYSON**—James Colquitt, 56, choral leader, organist and orchestrator, at the Presbyterian Hospital, New York, March 21. He was organist for the St. Ann's Episcopal Church, New York, for 14 years and formerly for some years director of the vocal chorus at the Roxy Theater, New York. He had been an orchestrator for the Philadelphia Symphony and other orchestras and also for many music publishing houses. Survived by his widow and a daughter. Services at the Universal Chapel, New York, March 25.

**VAN**—Sallie, 42, burly and vaude performer, February 3 in Brooklyn. Emerged from the chorus to principal while with many burlesque shows on the former Columbia, Mutual and Empire circuits. Survived by three sisters, Rae Samuels, Tillie Eisinger and Rose Blumfeld, and a brother, Max Cohn. Burial in Mount Lebanon Cemetery.

**WALKER**—Lee, 25, performer, in an accident in Quincy, Fla., March 21. He had been in showbiz since childhood.

**WILMOTH**—Thomas Allen, veteran lion trainer, at his home in St. Augustine, Fla., March 4 after a long illness. He was formerly with Ringling Bros., Downie Bros., Santos & Artagas and Buffalo Bill Wild West shows. Survived by his widow and a sister. Interment in Evergreen Cemetery, St. Augustine.

**WORSLEY**—Wallace, 65, retired screen director and New York stage actor, at his home in Hollywood March 26. He directed many of the late Lon Chaney's films, notably *The Hunchback of Notre Dame*. A member of the Lambs and Players clubs and a Spanish-American veteran, he had resided in Hollywood since 1916. Survived by his widow, Julia Taylor Worsley, and a son, Wallace Jr., assistant director. Services in the Little Church of the Flowers, Forest Lawn Memorial Park, Glendale, Calif., March 29.

**ZIEGLER**—Norman (Boyle), boxing and wrestling promoter and former member of Ziegler Brothers' acrobatic and gymnastic trio, of natural causes at his home in Canton, O., March 13. Survived by a brother and two sisters. Services by Canton Showmen's Club, Inc.

## Marriages

**BALLARD-WALTERS**—Bob Ballard to Florence Walters in Hoboken, N. J., March 17. Both are ice skaters currently featured in the *Rhythm Rodeo on Ice* at Hotel New Yorker, New York.

**BRENNAN-HUG**—James M. Brennan, assistant treasurer for the Warner Bros., and Rosalie Hug, nonpro, in Philadelphia March 25.

**BROWN-HOOD**—William Brown, newscaster of KYA, San Francisco, to Marjorie Hood, publicity director of the same station, in San Francisco February 23.

**CORBIN-LOVE**—Lionel Corbin, trombonist with Jimmy Gorham's orchestra, to Louise Love, nonpro, in Philadelphia March 18.

**KANE-KELLY**—Lieut. Paul Kane, former executive of WIP and WPEN, Philadelphia, to Mady Kelly, formerly of the WIP program department, that city, in Upper Darby, Pa., March 22.

**MCBRIDE-TOLLE**—Fred McBride, sports writer for *The Reading (Pa.) Eagle*, to Agnes Tolle, harpist with Eric Wilkinson's orchestra, in Philadelphia March 26.

**MOORE-STERLING**—Corp. George E. Moore, circus and carnival showman, to Zenda Sterling, mentalist, in New York recently.

**RENNER-GEISER**—Bert Renner and Rose Geiser, dancers on a USO unit, in Cincinnati March 25.

**SANDERSON-LEE**—Capt. Melville A. Sanderson Jr., nonpro, to Valarie Lee, singer and pianist, March 17 at Yale University, New Haven, Conn.

**SCHUH-TURNER**—Ens. Joseph Wilson Schuh to Peggy Turner, known professionally as Hoe and Betty Lee, ballroom dancers, in Chicago March 11.

**SMITH-SESSION**—Pfc. William Tyson Smith, son of Ray W. Smith, well-known promoter, to Mona Gayle Session in Los Angeles March 26.

**TALLMADGE-WEATHERLY**—Sgt. Henry Hobart Tallmadge IV, nonpro, and Carol Weatherly, of the RCA-Victor record promotion department, Camden, N. J., in Philadelphia March 19.

**VIDOR-KEYES**—Charles Vidor, motion picture director, to Evelyn Keyes, film actress, in Beverly Hills, Calif., March 18.

**WOODS-DRABBLE**—Corp. Carl Woods, nonpro, to Evelyn May Drabble, dancer known professionally as Lyn Adair, in Canton, O., March 18.

## Births

A son to George and Jo Anne Colbert, for many years with the Madge Kinsey Players in Ohio, February 29.

A son, Michael Bruce, to Lieut. and Mrs. Ted Aber March 10 at Milford, Del. Father was film salesman for Paramount Pictures in Philadelphia before entering the service.

A son to Mr. and Mrs. Calvin Friedberg March 10 at University Hospital, Philadelphia. Mother is the former Mabel Langman, known in legitimate stage circles as Marcia Lansdowne.

A son, William Alan, to Mr. and Mrs. Alan Gale March 6 at Lying-In Hospital, Philadelphia. Father is comic-emcee, and mother is the former Dorothy Smith, of the Gertrude Hoffman Dancers.

A daughter, Joanne, to Mr. and Mrs. Michael Perna March 10 at Jefferson Hospital, Philadelphia. Father is manager of the New 20th Century, Philadelphia night club, and mother is the former Yolanda Palumbo, president of the

(See BIRTHS on page 57)

## Mort H. Singer

Mort H. Singer, 67, widely known showman and president of the Mort H. Singer Theatrical Corporation, operators of 36 theaters in the Middle West, in Henrotin Hospital, Chicago, March 29 of a heart ailment.

He began his theatrical career as an usher in a Milwaukee theater in 1893. From 1899 to 1904 he managed theaters in Minneapolis and St. Paul. He operated the old La Salle and Princess theaters, Chicago, and was instrumental in building up the old Palace Theater, now the Erlanger; State-Lake and new Palace theaters in that city.

Among the hit plays he produced in Chicago were *Stubb's*, *Cinderella*, *The Time*, *The Place* and *The Girl* and *The Umpire*. He was a former vice-president of the RKO and Orpheum circuits and managing director of the Western Vaudeville Managers' Association.

Survived by his widow, Celia; a son, Mort H. Jr., Los Angeles; a stepson, Jerome L. Nathan; a sister, Estelle Singer Stern, Chicago, and two brothers, Will, of Omaha, and Harry, of Los Angeles.

# RB DIXIE DEBUT A FLASH

## Civic Causes Get Lift by Bow Under Canvas

### Bad Bull Is Executed

(Continued from page 3)

Personnel and costumes and props followed shortly.

Dedicated to building civilian morale and promoting War Bond sales thru its vast entertainment facilities, a remodeled show, thoroly trained as the result of two pre-premier performances given here last Sunday, steamed out of quarters exactly on time. Many friends and relatives of performers were on hand. The run to New York was to take three days, with two feed stops.

There was a full ritual of the Catholic Church by Rev. Charles S. Eislander, pastor of St. Martha's Church, in blessing the big top. The hour and one-half ceremonial of solemn prayer and sprinkling of holy water contrasted with the rush and roar of last-minute loading activities. The blessing was extended to the personnel, animals and equipment, and even the crews of the two trains.

Mabel, one of the meanest elephants in the history of the circus, and who went on another rampage several days ago, was shot and killed this week by Police Chief Garner and Patrolman Johnny Ward. Several years ago she killed two keepers. This winter in quarters the four-ton bull put three different keepers in the hospital. Execution of Mabel was the second in the elephant quarters this season. Another bull, suffering with an incurable foot injury, recently was put out of its misery.

## Program Points In Performance

At Sarasota Preview,  
March 26

Opening the show is a take-off on cat acts, with cats putting trainers thru paces, 80 beautiful girls, costumed in brilliant yellow military briefs, performing for pseudo-lions with cracking whips, a new twist to openings which was received with an ovation.

The old stand-by, cat acts, top-billed by Alfred Court in the center ring, was one of the best yet seen. Of particular note was the lack of tigers in Court's arena, with only Doberman Pinschers, lions and bears. Rings No. 1 and No. 3 presented the orange-and-black-bedecked Kovars, May and Harry, in as fine a performance as Court presented.

At the top of the tent the Wallenda family held the preview crowd on the edge of their seats with a revised act which exceeds all their previous ones, chair balance on finale being strictly sensational. Bespangled costumes in bright orange, with a blacked-out top, made a striking effect in high-wire acts.

The Ringling version of beautiful Cosacks, mounted on the world's most beautiful steeds, is different only by costuming. A bevy of beauties headed by Mrs. Fred Bradna is one fans won't forget for some time. Altho not billed, Tex Elmlund and hind-leg horse, in the No. 1 ring, is corker of an act.

Bedecked in pastels, the six-act aerial display, with the Wolthing Troupe in center ring, is unparalleled in mass presentation. Only criticism is that all acts are worthy of a billing and the usual complaint of too much to see at one time.

Completely underbilled is the show-stopper seal act, back with the Big One for the first time in two seasons. Presented on two stages, Roland Tiebor's musical seals had the audience roaring. Always a good act, the edition is one of the best, with a seal doing a take-off of (See PROGRAM POINTS on page 36)

## RB Shaping Up For Garden Run

NEW YORK, April 1.—Everything is shaping up for the New York Ringling circus run, the longest in history, at Madison Square Garden. The ticket-for-War-Bond sales got under way Monday in leading stores, and at a circus ticket wagon parked on Broadway at 43d Street. Sellout, assured for opening night, Wednesday, is reserved for bond buyers.

Advance sale is providing a new problem for the ticket staff as many patrons are under the impression that the duats purchased before April 1 require only 10 per cent instead of 20 per cent tax. Altho some theaters collect only 10 per cent tax on tickets purchased during March for later dates, all Ringling tickets are marked up at the 20 per cent rate so checks and money orders, with an explanatory note, are being returned to the thrifty ticket buyers.

While Robert Ringling and most of the advance staff are in town, the personnel, animals and equipment start coming today. The Garden is being used for a rally tonight so that the circus will not take full possession until tomorrow.

The show is getting a good build-up in the daily papers and via radio. Outdoor billing and window cards are a radical departure from previous Ringling paper—a bit "arty," with emphasis being on show's name and "circus," with no acts being mentioned—no "greatest show on earth" pitch.

## Seils-Sterling Again on Road

DAYTON, O., April 1.—Bob Atterbury and E. E. Coleman closed a deal last week in Chicago with Bill Lindemann for use of the Seils-Sterling title. The show will be transported on 14 trucks, 12 back and two ahead.

The new big top will be an 80 with three 40s, and the side show and menagerie combined top, a 70 with two 30s.

## Dorothy Herbert In Field With Roy

LaGRANGE, Tex., April 1.—Dorothy Herbert and partner, Roy, have bought equipment from Dailey Bros.' Circus, including big top, side show and trucks, and will present a show, under the name of Roy Bros. and Dorothy Herbert Circus, opening April 8.

Roy has owned and operated truck shows several years, and Miss Herbert was featured with the Ringling-Barnum circus for many years. Her act will be featured.

## Tim Mix Feature Of Bailey Concert

JACKSON, Mich., April 1.—Tim Mix and His Hollywood Cowgirls will have the concert on Bailey Bros.' Circus; Ralph (Specks) Gartin, concessions, and the Four Millers have been added to big show program. Quarters are now open and Benny Wells is painting the equipment and trucks in red, white and blue.

Strobel lights will be used on two displays, South Pacific Islands and the flag display, more than \$600 worth of lights having been purchased for this one feature alone, reports Manager Bob Stevens. Show will play East Liverpool, O., May 22 for the police.

## Dailey Bros. To Have Well Equipped Show

CHICAGO, April 1.—Paul F. Van Pool, Joplin, Mo., business man, recently visited the quarters of Dailey Bros.' Circus at Gonzales, Tex., and he informed *The Billboard* that he found one of the best equipped winter quarters he had ever seen and indications that Ben Davenport, owner of the show, is sparing no expense to put out a well-equipped circus.

Of the quarters, Van Pool said: "It is on a beautiful 86-acre tract at the edge of town. It has three main buildings in addition to a large number of stock (See Dailey Equipment on page 60)

## Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold  
By STARR DE BELLE

Peru, Ind.  
April 1, 1944.

Dear Editor:

Arriving here on 10 flatcars, a sleeper and a stockcar, Won, Horse & Upp Circus didn't create the stir that the co-owners of the show had expected. After the flats had been switched to an unloading crossing some 20 natives arrived

to learn what the thing was. From the trend of their conversation, it was obvious that the spectators had decided that we were some kind of a cult which had brought its farm equipment along and was planning to settle on a tract of land near by. This was entirely the wrong attitude, so Manager Upp asked (See WON, HORSE & UPP on page 60)



NEW 40-FOOT ROUND TOP with 20-foot middle for Won, Horse & Upp Circus. Shows' management announced the setting up for the first time of the largest spread ever carried by the circus. Note the air conditioning and the many emergency exits!

## Cole To Feature Baby Hipp; Will Again Sell Bonds

LOUISVILLE, April 1.—Among features this season, Cole Bros.' Circus has purchased a baby hippopotamus which will be the main attraction in the menagerie. Name contest is being conducted by Col. Harry Thomas over local radio stations, prize to the winner being a War Bond and tickets to the opening performance here April 20. Christening ceremonies will be held in the menagerie tent opening night.

Elaborate new wardrobe for the *Castle of Taj Mahal*, Thomas's spec production this year, has been completed by Mahieu in New York and Lanquay in Chicago and is now in quarters. Two sets of ballet girls will be used, one group representing Spanish dancers and the other group Oriental. Main feature of the spec is the magical effects used in the production of these girls out of the thin air—ideas and apparatus for the number having been supplied by Marquis, magician. Thomas has also collaborated with Rheinhardt, illusionist.

Owner Zack Terrell announced that the show will again go all out for the War Bond effort in a program devised by the Treasury Department in Washington. The Louisville bond committee will meet shortly for planning of special stunts for the opening.

## HM Passes '43 Mark in Wash.

WASHINGTON, April 1.—Boistered by the fact that local dailies recently played prominently stories that the Ringling circus wouldn't touch Washington until late in the summer, the Hamid-Morton Circus, Shrine auspices, opened the circus season here this week, playing to near-record crowds.

Despite three days of rain and snow, the show which was located in Uline's Arena, passed the total of last year's business on Thursday. Show runs thru Sunday.

According to official attendance figures, 36,700 had seen the circus thru Thursday evening's performance. At the end of the week last year, total attendance figure was 30,000. Monday night's opener was the slowest of the week, when the gate hit 4,000. Tuesday matinee brought out 4,500 and the evening performance hit about the same figure. Wednesday matinee was near capacity despite a downpour of rain, with attendance hitting 6,500 and customers sitting in the sawdust. The Wednesday night performance touched 5,200, while the Thursday matinee went up to capacity of 6,500 again. Thursday night saw about 5,500, with operators anticipating a sellout over the week-end.

## Polack in Dayton Ahead of Last Year

DAYTON, O., April 1.—Daytonians went for the second annual Shrine circus in a big way, membership sale of tickets totaling about \$20,000 as contrasted with \$12,000 last year. Advertising and children's tickets reached a gross of \$13,500 as against \$9,400 last year.

Polack Bros. furnished the attractions, offering a three-hour program that won praise. Circus was on nine days, with two performances a day from March 23 thru April 1. Patterson Field took over the show for two Sunday performances and drew fair crowds. Performances under Shrine management were always capacity.

Preliminaries for a 10-week period were handled by Mr. and Mrs. A. E. Waltrip. This is Waltrip's swan song in the circus business. After several days at his home in Madisonville, Ky., he reports April 10 at Milwaukee to become associated with RKO-Radio in its exploitation department. Materiale protected by copyright

# Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

## BILL CARS loading?

HAL GRIFFIN, clown, will be at the St. Louis Police Circus.

C. D. ODOM, San Antonio, entered Wesley Memorial Hospital, Chicago, last week for a check-up.

NOYELLES BURKHART, manager Cole Bros.' Circus, made a business trip from Louisville to Chicago last week.

DAN DE BAUGH, manager of the Ringling Chicago office, left for New York April 1 to attend the Ringling opening in Madison Square Garden.

CIRCUS children never recite: "I love the patter of the rain."

AFTER a few years off the road, Orin A. Gilson is back with a circus. Beatty-Russell, as handmaster and sales agent for *The Billboard*.

DON DORSEY, trapeze performer, who is playing vaude theaters with a single-heel-and-toe-catch-trap act, will be at fairs for Frank Wirth.

JIMMIE RISON has the Polack circus promotion well under way in Sacramento, Calif., and reports that things look very good there.

DID you ever hear a manager admit that he wasn't worthy of his show?

ED C. BROWN, Santa Ana, Calif., renewed acquaintances with Clyde Beatty and Duke Drukenbrod on the Beatty-Russell show there. Trio was on Hagenback-Wallace Circus in 1934.

WHILE playing Fort Campbell, Ky., with the Benny Fox Circus unit, Ernie Wiswell visited with Mr. and Mrs. Eddie Hunt, stationed there. He also played Fort Leonard Wood, Mo.

FINISHING a successful winter season with Orrin Davenport's circuses, Bert and Corinne Dearo, aerial trapeze contortion and muscle grind finish, will again be with the Cole show.

SHADES of Ammunition Shorty! What would Wild West Shows do today during this ammunition shortage?

J. D. NEWMAN, Cole general agent, is back at quarters in Louisville for a brief stay after a swing around the winter circus circuit looking after Cole acts and property.

GLYDE G. PATTERSON, Cincinnati, who spent March 25 and 26 at Polack Bros.' Circus in Dayton, O., reports that Yolanda Zavatta celebrated her first birthday anniversary March 25 and received many gifts.

WORKING at the Club New Yorker, Miami, are Billy Dely, of James E. Strates Shows, and Howard Marshman, of the Hamid-Morton Circus. Paul Jackson, former showman of Burlington, N. C., is in charge of the ballet girls.

REMEMBER when press agents advertised the trained chimpanzees as "more human than animal?"

CHARLIE CAMPBELL, CFA, Sylva, N. C., advises that he will catch Wallace Bros.' Circus in Hickory, N. C., first road stand out of York (S. C.) quarters April 13, and that other Fans from the George F. Bailey Top will be on hand.

ROBERT D. GOOD, Allentown, Pa., saw the preview performance of the Ringling circus in Sarasota. He states that due to scarcity of ushers, John Carson, head usher, used 43 high school girls there and handled the capacity matinee crowd very creditably; in fact, like veterans.

JACK SMITH, Dayton, O., had the No. 1 reserved-seat ticket box at the Polack Bros.-Shrine Circus in that city. Arthur Bunner, formerly of Hunt Bros.' Circus and now employed in Dayton, was in clown alley. Jack Wolfe, formerly with Cole Bros.' Circus and now working in that city, was a visitor around the show.

WHEN we hear an old-timer praise early-day circus governors we begin to wonder what is wrong with today's.

DOC WADDELL has concluded a lecture tour in the Findlay-McComb-North Baltimore territory in Ohio in the interest of Mills Bros.' Circus. Ralph Clark, fair and midway pony ride man, had Waddell at his McComb home. Doc is now doing publicity in the Bellefontaine-Urbana district. He reports that Stanley F. Dawson is in Mount Carmel Hospital, Columbus, O., for a general check-up and removal of a facial tumor, and that the Cole show will be in that city May 19 and 20.

K. E. SIMMONS, Fresno, Calif., visited the advance crew of Arthur Bros.' Circus in that city. Among those on the car are John L. Cousins, manager; Clyde Haskell, boss lithographer; Charles Thornton, boss billposter; George Smith, C. Anderson and Gale McGath, billposters; Charles (Kid) Koster, Art Say, Clyde Mallory, Clyde Rosecrans, lithographers, and Pat Haskell, cards.

IT wasn't long ago when building a circus was for the sole purpose of keeping the wolf away from its door.

PROGRAM of the Hospitaler Circus, Lansing, Mich., produced by Orrin Davenport, ran: Tournament, clowns, Dolly Jacobs's lions, Aerial Ortons, Bert Dearo, Hanneford Duo; Rudy Rudynoff Jr., Liberty horse; clowns; Iwanows, comedy bars; Cole Bros.' ponies; Bert and Corinne Dearo and the Antaleks, aerial number; Rudynoff Family; Pallenberg's bears; clowns; LaTosca, bounding rope; Jim Wong acrobatic troupe; Hanneford riding act; clowns; Antaleks, perch, and Canestrellis, ladders; elephants; Sidney bicycle act; Liberty horses, John Smith; clowns; Flying Romas; clowns; Sherman Brothers, Otto Griebing, Freddie Freeman, Joe Lewis and Roy Barrett.

## Anderson Opening Postponed to April 21

EMPORIA, Kan., April 1.—The opening of the Bud E. Anderson Circus has been postponed from April 7 to 21, on account that the new big top cannot be delivered till April 15. General Agent H. J. Lane will contract the show, with four billers and two trucks behind a new line of paper. New side show top is 40 by 100, and Kid Show will have new double-deck banners. Organization will move on 10 trucks, newly painted and decorated.

In quarters, getting the show ready, are Manager Anderson; F. L. Filbert, assistant, and wife; Sy Rubens, secretary-treasurer; Doc Ford, and his wife who will do three acts in big show; Les Garner and wife, front door and reserves; Ted Wilson and wife, side show. John Dusch will have band of eight pieces and calliope. Joe Franklin, Hazel Steffen, Fuller Family of five will also be with it. Elephants have been leased from W. C. Richards, Pensacola, Fla. Show has 25 head of trained horses, ponies and mules.

## Cronin Set for Opening

LOS ANGELES, April 1.—S. L. Cronin will launch his show under the banner of Cronin's Circus in this area today in El Monte. He moves then to Pasadena, North Hollywood and Hollywood, playing the last named spot from April 14 to 20.

# IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PVT. ROBERT E. LEONARD, son of Wick Leonard, animal trainer, is in the cavalry, stationed at Fort Riley, Kan.

PVT. O. D. MILLER, former rodeo and Wild West performer, is with the 15th Army Air Force in Europe.

SAM POLACK, formerly with Polack Bros.' Circus and now in the navy, is at Camp Farregut, Farragut, Idaho.

GIB POTTER, roper, is in the Canadian Navy, being stationed lately at Halifax, N. S.

CORP. NATE K. LEON, 262d Military Police Company, A. P. O. No. 728, care P. M., Seattle, is overseas again.

JACK SPENCER, former elephant trainer with major circuses, is in New York from across the pond. He is now a technical sergeant.

S 2/c SIMON STERN is in Navy Base Hospital 8, Ward D, Navy 128 Fleet P. O., San Francisco. He had been with the Ringling show and worked as butcher for Billy Rose at the New York and San Francisco fairs.

LEWIS FORD, son of Doc and Borghild Ford, is in the Naval Air Corps, training for flying bombers. The Fords have been presenting an assembly program in Arkansas and Oklahoma schools all winter to satisfactory returns.

PHILIP L. HALL, last season with the Ringling circus and who enlisted in the navy in December, is in a Massachusetts hospital. He is the youngest son of Lorin D. Hall, veteran showman. Son Scott is an aviation cadet and a third son is a corporal in the army field artillery.

PFC. IRVIN H. ROMIG, formerly of the Romig & Rooney Circus Attractions, has been transferred from the infantry to the K-9 Quartermaster Corps and is training dogs for the Military Special Service Class. In his spare time he is putting on comedy entertainment for shows in the camp and vicinity. He is stationed at the War Dog Reception and Training Center, San Carlos, Calif.

HARRY PAYNE, who has press agented circuses and road attractions from the days of the old Norris & Rowe Circus, writes that altho his feet get itchy at times when he feels the urge of the sawdust trail, he feels that possibly he can do more for the war effort by following his present occupation. He is stationed at Sierra Ordnance Depot, Herlong, Calif., where he is on the public relations staff as well as assistant editor of the weekly depot publication, *The Challenge*. Payne states that there are number of old troupers working at Herlong.

# With the Circus Fans

By THE RINGMASTER  
CFA  
President: THOMAS M. GREGORY, 1014 Hardesty Bld., Akron, O.  
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gale's Ferry, Conn.  
(Conducted by WALTER HOHENADEL, Editor "The White Top," care Hohenadel Printing Company, Rochelle, Ill.)

Col. C. G. Sturtevant, Frank Pahlmann and Tom Scaperlanda, San Antonio, visited Dailey Bros.' Circus quarters at Gonzales, Tex., March 26 and were given a reception by the personnel. Paul Van Pool, Joplin, Mo., was a recent visitor and turned over his calliope to the show.

The Henry Kyes Tent, Springfield, Ill., sent out a unique invitation for its meeting April 1. We hope to have an account of it for the next issue.

Member Eric F. Olson Jr., Worcester, Mass., now with the armed forces at Camp Crowder, Mo., has been having Fan sessions with members of the Merle Evans Tent No. 27 of near-by Joplin, Mo. He was entertained at the home of Paul F. Van Pool and wife, and Van Pool showed his colored movies of several circuses. Olson also "put it up and took it down" with CFA Paul Lee Wingo, photographer of Joplin.

CFA Joe Minchin, Paterson, N. J., returned to his home March 12, following a short trip to Florida. Stopping at Sarasota, he visited the quarters of the Big One a number of times, where he met Robert Ringling, the Bradnas, Merle Evans, the Valdoses and the Wallendas. Minchin made a stop in Tampa, visiting with the Zaccchini family, then to St. Petersburg for a visit with a relative and Paterson friends. He also stopped in Jacksonville and Raleigh, N. C., on his way north.

F. E. Loxley, CFA, Cranston, R. I., visited in New York recently and while there caught a number of shows.

## Milw. Creditors Get Theirs

MILWAUKEE, April 1.—About a dozen garnishment actions which had tied up \$8,000 in receipts of the Circle A rodeo, which showed in the Auditorium 10 days ago, were dismissed Monday in Civil Court. The actions, which were brought by creditors here and in Chicago, were dismissed when the court was informed that all creditors had been paid off. John P. Daros, operator of the rodeo, was defendant in the actions.

**ACTS WANTED**  
Suitable for Indoor Circuses and Fairs.  
**ERNIE YOUNG AGENCY**  
155 N. CLARK ST. CHICAGO 1, ILL.

**SPANGLES TIGHTS**  
ALBERTIS CO.  
440 W. 42 ST., N. Y. C.  
Paste This in Your Address Book.

**NOTICE**  
**ACTS ON PACIFIC COAST**  
write open time  
**Polack Bros.' Circus**  
Will Play in California, Opening April 13, Auditorium, Sacramento, Calif., 10 Days, Then  
San Francisco Los Angeles  
Oakland San Diego  
Fresno Long Beach  
Until July 4. Address  
**IRV. J. POLACK**  
1411 Ashland Bldg. Chicago, Ill.  
Or as per route.  
(I will be at Biltmore Hotel, Los Angeles, April 6 to 11.)

**CALL CALL CALL**  
**COLE BROTHERS' CIRCUS**  
OPENING DATE APRIL 20  
State Fair Grounds Louisville, Ky.  
Rehearsals April 17, 18 and 19.

**MUSICIANS**  
**COLE BROTHERS' CIRCUS**  
Can place one more Sousaphone, Clarinet doubling Sax, Trombone, and one more Trumpet.  
Other Musicians keep in correspondence.  
Wire or Write **EDDIE WOECKENER**  
P. O. Box 250, Peru, Indiana, until April 5th; after April 5th to Care Cole Brothers' Circus Louisville, Ky.

## Dressing Room Gossip

**BEATTY-RUSSELL**—Our second week and beautiful San Diego, Calif. Weatherman is on our side. The show with one week under its belt is in mid-season form. This year your columnist has plenty of good copy material, with such cut-ups, pranksters, etc., as Doris O'Connor Helms, Buddy Richards, the Rogers Gang, Billy Todd and Brownie's clown alley. The big event of the week was the visit to the show March 24 of *San Diego Journal* reporters, Steve Healy and Eldon Koontz, guests of Press Agent Bill Antes. They were bent on being joeys and went behind the scenes. They photographed everybody and everything within range of their cameras, and *The Journal* issue of March 27 had a full-page spread of pictures and stories by Healy and Koontz.

Loads of visitors in the city that is taken over by Uncle Sam. Many of them trouper and Fans serving in the armed forces. Those in the service include Jack Skimmons, formerly of Stuart Roberts Trio; Phil Escalante; Tuffy Genders, formerly of the Flying Concellos, now in the U. S. Navy; Lieut. Hubbard, Circus Fan, and Virginia Mills, ballerina on this show last year, serving in the Spars. Others were Al Hubbard, Fan; Bob Hay-

den, of the Circus Model Builders; radio man Garner and Art Cooksky, who joined clown alley and helped entertain the customers. Drayton B. Colley, navy photographer, took many shots around the show. Civilians and former trouper were Pete Marsh, at San Diego Zoo; Charles Seal, Harold Hall, Bones Hartzell and possibly others whose names I did not receive.

**HATS OFF DEPARTMENT.**—To Jack Joyce, equestrian director. To Antoinette Concello, who toiled many hours in building the beautiful aerial ballet number. Those in the number are Antoinette Concello, Gracie Genders, Kay Burslem, Doris O'Connor Helms, Betty Escalante, Mars Bennett, Pauline Penny, Fannie McClosky, Jean and Mitzl Sleeter, Lou Ann Krause and Milonga Escalante. Web sitters are Joe ReMillette, Eldon Day, Dick Anderson, Mike Phillips, Bernie Pisarski, Buddy Richards, Norman Rogers, Dorothy Skyeagle, Myrtle Goodrich, George Penny, Mario and Joe Cesaro. To Mario, our featured wire performer, of last year's Big Show. His drunk routine and back somersault finish are real applause getters. To Harry Freehand for his perch numbers. This year Harry is breaking a new perch act with Concha and Dick Anderson. To Norman Carroll, one of the best announcers. To Mac McDonald, head bull man. The bull number is big-show stuff. **DICK LEWIS.**

## Henry Brown Tribute

By ZACK TERRELL

WITH the passing of Henry Brown, I feel that I have lost another of my boys. He was an important link in my chain on the Sells-Floto Circus, a chain which embraced such men as Fred Seymour (deceased), Charley Lucky, Bill Curtis, Orville Stewart, Jack Biggar, Gene Weeks, Herbert Leeman, Robert DeLochte, Eugene Scott, Lorne Russell and many others.

When I learned of Henry's passing it caused me to reminisce, thinking back on those good old days. What a marvelous organization we had—possible only because of such men as Henry Brown, true blue, a real friend—the type of man who was not only with it, but FOR it always. He was dependable, honest and loved the show. What more could one ask of a faithful employee?

We know not what lies beyond the pale of this human existence, but we can be happy in the hope that Henry has joined with "Cap" Seymour and those others who have passed on, in the Big Top above, there to form links again in a chain which shall be indissoluble.

## PROGRAM POINTS

(Continued from page 34)

Lelage, flipflop on low bar. Finally gets away from the *How Dry I Am* on horns and turns to the more patriotic *America*, which seals do in swintime. Drew second highest applause of both preview performances.

### Panto Is Fantastic

Top-billed, and rightly so, is *Panto's Paradise*, middle-of-the-show spec, which overshadows all previous specs for costuming and grandeur. Featuring the clown Emmett Kelly, *Paradise* is a dream of a hobo in fairyland with beautiful girls in fantastically beautiful costumes. Four new floats, each of which is a whole show in its own right, will one day equal in fame such old-timers as the Four Hemispheres series and Liberty band wagon drawn by 20 elephants. Kelly and the girls loll on a cloudlike pink float festooned with jewels and spangles. At the tail-end is a two-wheeled trailer with one of the Doll Family in angel costume on a pink cloud.

The ballet, done by Loretta Jefferson, assistant to Robert Ringling, is magnificent. Dance of the Seven Veils, Rockette-style chorus gown in checkerboard velvets of orange, yellow, purple, red and green, with ostrich plumage fore and aft, brings one back into the Ziegfeld heyday. Acclaimed by audience, raved about by the press and bragged about by all circus hands, *Paradise* is truly the spec it is billed to be.

Lelage, favorite with circus-goers, again stops the show with 80 floppers as drums beat out the count. Next to rafters, lighting and costuming accentuates the sensationalism.

### Man-Power Loss Obvious

As was the case last season, it isn't until the nine spot that clowns get an opportunity to do their stuff. Harry Rittley, with topping table, features on Stage No. 2, with the usual walkarounds and the inimitable Kelly drawing laughs from all quarters. It is evident that there are many youngster replacements and that Uncle Sam has put a healthy slice into clown alley.

Still further evidence of man-power shortage is exemplified in the Loyal-Repensky bareback troupe, with only three male actors and eight women. Act is still tops, but it is obvious that some of the stand-bys are missed. Wind-up, with all aboard one dapple gray, is still highly received.

Altho strictly vaudeville, center ring attraction with trampoline bouncers, billed as Adriana and Charley, is pretty much show-stoppers. In Rings No. 1 and 3 the Lopez unit, with a newcomer catcher on low aerial, is excellent. De Ocas in Ring No. 1 is a handstand display worthy of any big-time circus unit. It is still a case of too much going on in too many places. All acts with single billing.

Felix Adler and Lou Jacobs, next to Kelly, still ride the top wave of clown alley. In this walkaround display lack of original make-up shows many newcomers and fewer old-timers. Second high spot of the spec department is the Barbette-Jefferson-Ringling staged aerial ballet, featuring Victoria, Torrence and Relta. This spangled spectacle, costumed in the show's loveliest, is 42-girl unforgettable Ringling. It gets away from the clown angle and

dresses up everyone in the spec with rhinestones, brocades and velvet of easiest-to-look-at green yet presented. During the ballet the center ring is expertly handled by the Torrence Trio, atop-the-tent artists. Wind-up is iron-jaw by Victoria that stops the show. This spec receives second billing in New York.

### Heavy Horses Amaze

Presenting Percheron draft horses as centering Liberty act for the first time, Tex Elmund, Arturo Konyot and Gordon Orton, trio of horseman, is a never-ending favorite. Big dapple greys lose all imaginable clumsiness and go thru two shows without a hitch. Amazed spectators watch horses many hands high go thru the same routine as Kentucky bluebreds in Rings 1 and 3. Needless to say, the entire horse ensemble is a favorite. The trainers, in green and gold, shy away from spectacular whip-cracking and simply lift hands to cues. Customers noticed and liked it.

Tragedy in the recent death of Dr. Herman Ostermaier is partly overcome by the son's taking over the famed "Dehos," brilliant and beautiful horse single in track. Young Albert Ostermaier takes his father's act like a veteran. It is impossible to bore audiences with beautiful horses and smart-looking young performers.

Clown firehouse is an old-timer that never fails. With doleful Kelly standing by, Jacobs and contingent, with miniature mechanized equipment, are a riot. Same act, but with different twist, is still tops in circus entertainment.

In the words of Robert Ringling at close of the first show, the aerial acts, twins, got more applause than at any time last season. In scarlet-spangled tights, the duo act literally stopped the show. Only hitch in the performance was a missed catch by the Clarkonian troupe. Audience thought it part of the act.

### Bulls on High Pedestals

Chinese equilibrists, Naitto unit with tight wire and balance act, drew ohs from all sides. Group billed as Karrel is easily recognized as the Wallendas, doubling on teterboard. Newcomers on two stages are roller-skating teams of four beauteous girls on each. Costumed in fetching green, the entire display is more like a spec and individual acts. All costumes are spangled and tailored to please. Naittos, too, received easily understood high billing for the Garden engagement.

Clown alley share-the-ride gag is appropriate and has a new twist with the giant Fischer emerging from a 80-clown pile-up from a Packard coupe.

Next-to-the-finale spot falls to Victoria and Torrence, who stymie the audience into silence with a supersensational thriller called Couple in Comet. Iron-jawed Torrence swings his partner at 60 per, so high all customers must strain their necks. Whirling finale is a simple blur of twisting thrill as Victoria flab springs for about three minutes at the fastest pace yet witnessed.

Grand finale, and one that will keep restless audiences to the last, is Changing of the Guard, 50-bull 80-girl masterpiece in outdoor showmanship. Elephants and girls are costumed in lavish Highlander plaids and tartans. Eddie Allen, boss bull man, puts the string 20 feet in the air on pedestals, with beauties bedecked upon them. The audiences whistled and stomped.

## RB Train Stops At Charleston

CHARLESTON, S. C., April 1.—The Ringling circus, en route from quarters at Sarasota to New York City, stopped off here Thursday for a four-hour stay as a feed and water stop. First section arrived at 1:15 p.m., closely followed by the second train. Sixty cars are utilized in transporting the show, more to be added for the road tour. Color scheme on stock cars and flats is bright yellow, with red trim and lettering. Pullman coaches are red with gold lettering. Car No. 1 was on the first section, vivid with red, white and blue paint. Show left at 6 p.m. via the Seaboard due for another stop at Richmond, Va., and to unload in the Mott Haven yards, New York City morning of April 1.

Among those who met the train here on arrival and confabbed with the personnel were Walter D. Nealand, advance agent of the Johnny J. Jones Exposition; Mr. and Mrs. Ted L. Dedrick, owner Liberty United Shows, and Samuel E. Prell, Charles Powell and Cash Miller, of the Endy Bros. & Prell Shows.

## WANTED

Experienced High Rigging Aerialists for long outdoor season, opening May 5th. Short jumps New England territory. Prefer man-wife combinations or consider single people mixed teams up in sensational high act routines who can and will cut it. High handstand, swaypole, head balancing, trapeze, foot loop walking or other outstanding specialties for sock finish. No amateurs, please. Net salary \$125.00 double, no withholding tax deducted. Free transportation to join, sleeping accommodations furnished all season, new strong lightweight riggings. All trucks completely overhauled. The very best treatment is assured you. Send full details, pictures if any and true descriptions of yourselves. Please do not misrepresent.

CRASH DUNIGAN

237 Osgood Ave.  
New Britain, Conn.

## WANTED WANTED SEILS-STERLING CIRCUS

Again on the Road

Big Show Acts, all kinds; Animal Acts, Boss Props, Mechanic and Electrician, Calliope Player, Musicians, another Billposter, Steward, Ticket Sellers, Workmen all departments. Come any time; no hold back, salary every week. Lunch stand and novelties open. Blackie Knight, write; also Robert Marchetti. Address: BOX 56, Joplin, Mo., or 4750 N. Main St., Dayton, Ohio.

## CALL CALL CALL WALLACE BROS.' CIRCUS

Opening at York, S. Car., April 12th

Big Show and Side Show Performers and all others contracted, report to John A. Fox April 9th. Musicians, report to Mike Guy; rehearsals April 9th. Can use one more Cornet, one Sax double Clarinet, one Baritone, three more Clowns. Any other acts of merit, write or wire.

JOHN A. FOX, Mgr. WALLACE BROS.' CIRCUS, Winter Quarters, York, S. Car.

## WANT CIRCUS AGENTS

Need two. Also (4) Good Publicity Men, 10 Billposters, 2 Crew Managers. Only high grade Agents capable of contracting, squaring, routing and contracting agencies when necessary. Publicity Men must be A-1, experienced in writing live copy and planting. Tell where you have worked and experience, also salary required. Write H. O. BURROWS, 13114 Alvin Ave., Cleveland, O.

## CIRCUS AND THEATRE MATERIAL

Play-Bills, Posters, Books, etc., always wanted. Quote collections and single items.

## WILLIAMS BOOK STORE

85 Washington St. BOSTON, MASS.

## BAR PERFORMERS WANTED

All summer's work and route indoor circuses to follow. Write

BOB EUGENE

R. D. #1, NORTH ADAMS, MASS.

## SELLO BROS.' CIRCUS

WANTS

Performers—Top salaries for those who are for it. Workingmen, \$25.00 per week. Dancer, \$40.00 per week. 40 to 50 week season. Address General Delivery, New Bern, North Carolina.

## Williams To Present Two in the South

JACKSONVILLE, Fla., April 1.—Junior Chamber of Commerce will present a circus in the Stadium in May, six nights and three matinees. Edwin N. Williams will produce and direct. Proceeds will be used in opening an officers' club for officers in near-by camps.

WILMINGTON, N. C., April 1.—Edwin N. Williams will direct and produce a circus for the Junior Chamber of Commerce in May, five nights and two matinees. Five civic clubs will co-operate in handling the advance sale. Title is Hippodrome Thrill Circus.

## Mills Buys Truck for Band

ASHLAND, O., April 1.—Jack and Jake Mills returned to quarters here, bringing with them their newly purchased super de luxe sleeper. It is mounted on a one and one-half-ton Chevrolet truck, is equipped with radio and running water and has sleeping accommodations for 12 persons. It will be used by the band personnel. Show will open at the fairgrounds here April 22, auspices of the American Legion, then go to Medina, O., for the Legion April 24. Bert Wallace is getting excellent results working out new routines for the goats, dogs, ponies and horses. New blankets and harness equipment will add to the presentations under direction of Wallace.

Ted Milligan, Side Show manager, arrived after working in a war plant in Cleveland this winter. Arthur Leonard came in from Miami and is getting the lighting equipment in shape. The car will start billing April 12, 10 days ahead, the same as last year. The Enquirer Job Print is again furnishing the dates, Erie Lithograph Company the pictorials, and Henry Peat Printing Company, the heralds. A dress rehearsal will be given day before the show opens. Mr. and Mrs. Little will do whip-cracking and rifle shooting in the concert. Doc Waddell and James Dewey, of the show, were guests of the Mills brothers at the Siegrist Showmen's ball in Canton March 26.

## Pyne Not To Join Cole

LOS ANGELES, April 1.—Sgt. Dan Pyne, recently discharged from the army, will not join Cole Bros.' Circus as a member of the press staff. Still suffering from wounds and injuries that made his medical discharge possible, Pyne telegraphed J. D. Newman Monday night that he would be unable to report to start the season. Pyne told *The Billboard* that he has no plans other than trying to recover his health.

COL. FRANK L. HIESTAND writes that his sister, Mrs. Frank Ellson, Robinson, Ill., has been notified by the War Department that her son, Staff Sgt. George R. Stout, USAAF, has been missing in action over Germany since February 22. Stout, who started with Hiestand on the Howey & Gibson Blue Ribbon Shows in 1929, put in several seasons around carnivals and in 1936 went to Glendive, Mont., where he toured as a rodeo contestant in Montana, Wyoming, North and South Dakota and Nebraska.

# TAX STRESS IN SURVEY

## Sparks Strikes Rain, Sour Biz

MERIDIAN, Miss., April 1.—J. F. Sparks Shows' engagement at the Southeast Mississippi Livestock Show, Forest, Miss., March 20-25 was marked by bad weather and poor business. Monday and Wednesday nights were lost by rain. Biggest day, Friday, was far below expectations, and the closing-day gross was probably the lowest ever experienced by the show on a Saturday with fair weather. Event was highly publicized, but crowds just failed to attend. Move from the Avondale lot, Birmingham, was made in good time despite the fact it was Sunday afternoon before the show was off the lot, sloughing in heavy rain which killed Saturday's business and continued thru-out Sunday.

Chair-o-Plane and a Kiddie Ride were left in the barn, to be picked up when the shows plays play downtown Birmingham. Rides carried are twin Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Octopus, Spitfire and Kiddie Autos. Shows include Lee's Society Circus, Wild Life Show, Funhouse and Cotton Club. Joe Sparks has seven concessions and Jim Sparks six.

Concessions and agents include: Penny pitch, Mrs. Addie Miller; pan game, Claude Miller; ball game, Frenchie De-Portee; frozen custard, Mr. and Mrs. Earl Crane; penny pitch, Mrs. Gussie Wilson; fishpond and duckpond, Mr. and Mrs. Ted Cole; palmistry, Mrs. Rose Lee Gattis; cigarette gallery, Ed Sparks; (See Rain Sours Sparks Biz on page 59)

## SLA Red Cross Fund Continues To Grow

CHICAGO, April 1.—The Red Cross War Relief Fund of the Showmen's League of America, now well over \$5,000, continues to show healthy growth. To date the bulk of the contributions have come from the Chicago area, where showmen and friends of the League could be personally contacted. As shows on the road are contacted and other shows open, it is expected that contributions will be greatly accelerated. First mailings have gone out.

Since last report more than \$500 additional contributions have been received. This is in addition to many pledges of contributions to be paid at stated periods. Cash received is as follows:

United Packing House Workers of America	\$100.00
O'Henry Tent & Awning Company	102.00
Sam J. Levy	50.00
G. W. Johnson	50.00
S. T. Jessop	50.00
St. Elizabeth Catholic Church	25.00
Add'l from Atwell Lunch Club	39.00
Jack Hawthorne	25.00
Division 6, Ancient Order of Hibernians	25.00
J. Kaplan	15.00
Henry N. Shelby	15.00
Sunny Bernet	5.00
Robert E. Hickey	5.00
John E. Lampton	5.00
Ernie O. Woodward	5.00
Ephraim Glosser	5.00
John Weiner	5.00
Denny Howard	5.00
George Crowder	5.00
Add'l Employees Polack Bros.	4.00
Miscellaneous, League members	2.00
<b>Total</b>	<b>\$542.00</b>

## Chattanooga Fair to JJJ

CHATTANOOGA, April 1.—Joe W. Engel, president of Chattanooga-Hamilton County-Interstate Fair here, announced that a contract for the Johnny J. Jones Exposition to furnish midway attractions and concessions was made during a visit here by Bob Hallock, representative of the Jones show.

## Hennies Will Play Show at Tupelo and Columbus, Ga., Fairs

CHICAGO, April 1.—J. C. McCaffery, general agent of Hennies Bros.' Shows, said here today that the show has been awarded contracts for Mississippi and Alabama Fair and Dairy Show, Tupelo, Miss., and Chattahoochee Valley Exposition, Columbus, Ga.

At Tupelo business men of the city have purchased the old fairgrounds and the fair will be held there instead of at the location used last year. Chattahoochee Valley Exposition, Columbus, was not held in 1943 because of war conditions.

## Buckeye Unit's Run Okay in Little Rock

LITTLE ROCK, April 1.—Buckeye State Shows closed their unit engagement of 23 days March 26 on the Ninth and Spring streets lot in a downpour and there was difficulty in getting off the lot and onto the new location on Roosevelt Road, reported H. B. Shive. Business held up during the engagement, except for two days lost by rain and week-ends were exceptionally good.

Bill Allen bought Pat Ford's cookhouse and will operate it on the show, Ford having decided to stay off the road for the duration. Charlie Roach joined as special agent. Bill Snyder, who handled the office during the unit engagement, will continue until arrival of Winifred (See Buckeye Unit Run on page 59)

## W. of T. Steps Off Well in Okla. City

OKLAHOMA CITY, April 1.—World of Today Shows opened here March 25 and despite cold weather business was far beyond expectations, especially Sunday night. Show left quarters in Muskogee, Okla., March 22 and trucks experienced little trouble.

Practically everyone with the show last year is back, with some new faces added. Co-Owner General Manager L. C. (Curley) Reynolds and Noble C. Fairly, business manager, are superintending the midway. Co-Owner H. (Izzy) Wells and Mrs. Wells and Mr. and Mrs. Art Signor, he being manager of the Reynolds & Wells Shows, were among visitors from Arkansas City, Kan. Opening had 10 shows, 12 rides and about 35 concessions. After 12 days here a move will be made to Lawton, Okla.

## SLA Plans Nest-Egg Fund Set-Up as Aid to Members Discharged From Service

CHICAGO, April 1.—Members of the Showmen's League of America now serving in the armed forces will not only find a friendly welcome from their fellow showmen when they return to civilian life at the termination of hostilities, but they also will find a fund awaiting them to tide them over possible financial difficulties which they may encounter during the period of readjustment.

Floyd E. Gooding, president of the League, presented an idea at the regular meeting Thursday night that will assure each returning serviceman a "nest egg" when he is likely to need it most. President Gooding proposed that a fund be raised thru outdoor shows and showmen, to be set aside solely for members returning from service, both abroad and in the United States.

"No matter what sort of federal bonus

## Playland Doubled At Wilcox Debut

COLUMBUS, Ga., April 1.—Playland Amusements, under management of Shan Wilcox, started its second season with a week's engagement on the fairgrounds here with twice as many rides and more than double the number of shows at its debut last spring. Show made a 325-mile run from quarters in Maryville, Tenn., to play the Columbus date under American Legion Post auspices. Heavy rain cut grosses on three nights, but business for the last two nights was exceptionally good and the date was termed successful.

Wilcox, for years a civic leader and business man in Maryville, is making innovations. His large neon entrance arch carries only the word, Playland. Immediately inside and to the left he has a bandstand, where Walter Lankford's eight-piece band plays from 7 p.m. until closing. Equipment is spic and span, (See WILCOX PLAYLAND on page 59)

## Barkoot To Start April 15

TOLEDO, April 1.—The K. G. Barkoot Shows, which will open here April 15, will play eight weeks in the vicinity before leaving for celebrations and fairs, reported Dolly Young, concession manager and adjuster. Equipment has been readied in quarters here and concessionaires are arriving. Mr. and Mrs. L. C. Cook have candy apples and popcorn; Cash Couch and Babe Barkoot, cookhouse, bingo and other concessions; E. Betts, two ball games; Mr. and Mrs. Gordon, two. Dolly Young, who will begin her third year with the show, has seven concessions. K. G. Barkoot is active again after a siege of influenza and a sprained ankle. Show will also carry a free act.

## R. & W. Set in Wichita

WICHITA, Kan., April 1.—Reynolds & Wells Shows, on the North Broadway lot here, are ready for opening tonight. Show left quarters at Arkansas City, Kan., Thursday under supervision of H. (Izzy) Wells, co-owner, and Manager Art Signor. Curly Clark completed two new concessions, Mr. and Mrs. Keith Chapman arrived from Hot Springs and Roy Marrs and his concessions came from a successful winter in the Rio Grande Valley. L. Woolsey, side-show operator, and his attractions; Gif Roberts, who will operate the girl show; A. Litven, Ed J. Ryan, Lee Kimball, Mack McCoy and A. Walters arrived.

## Gain on Tickets Vs. Gas to Fed Govt. Revealed

### New Rate Will Up Takes

ROCHESTER, N. Y., April 1.—It was announced by Max Cohen, general counsel of the American Carnivals Association, at ACA offices here that the nationwide carnival industry survey being conducted by the association had gotten off to a good beginning and that completed questionnaires were being received in compliance with the data that appeared in the March 25 issue of *The Billboard*.

"It is already evident that important information of value to the industry is being accumulated," he said. "One of the most interesting items reported in the early returns was a statement by a show owner to the effect that 'in 1943 for every gallon of gas used in the trucks and ride engines on the show the government gained at the rate of 54 cents per gallon from the federal ticket tax, this exclusive of gas tax.'

"If this particular show owner's observations are indicative of the situation generally, in view of the increased federal admissions taxes on April 1, it is merely a matter of arithmetic to note that for every gallon of gas which the industry uses the government will receive in excess of \$1 by way of taxes. Shows which have not as yet sent in their completed questionnaires are urged to do so promptly. Reprints of the questionnaire are available at the association's offices."

## Collins Adds More Equipment for Tour

ST. PAUL, April 1.—William T. Collins, owner of the shows bearing his name, returned here from Lennox, S. D., with a crew, from where they brought a Merry-Go-Round, Loop-a-Plane and light plant purchased from Art B. Thomas last fall. Quarters here, open since March 10, are in a steam-heated building. Equipment brought from Farmington, Minn., is repaired and painted and hauled back to Farmington. On April 5 Collins will move quarters to Farmington Fairgrounds to build show fronts and bodies for two trucks. Show will open there April 28, play three weeks around St. Paul and then head northwest for fairs.

William T. Collins is owner and manager; Mrs. William T. Collins, secretary-treasurer; Henry Hingst, lot man and ride superintendent; Danny Whited, concession manager; Frenchie Popin, electrician and mechanic; ride foreman, Tex Grey, Ferris Wheel; Ed Dickman, Merry-Go-Round; Curley Dahlquist, Kiddie ride; Ernest Yahr, Chairplane; Eugene Kisch, Loop-o-Plane. Among concessionaires are Mrs. Gertie Yahr, corn game, penny pitch, popcorn and darts; Mrs. Henry Hingst and daughters, Penny Arcade; Jack Kelly, shooting gallery; Lee Beech, cookhouse; Mrs. Emily Wilson, palmistry; Charlie Carroll, pan game; Danny Whited, 10.

## Page Bows April 22 In Patriotic Motif

JOHNSON CITY, Tenn., April 1.—Reflecting a patriotic motif, including advertising, the J. J. Page Exposition Shows will open on the downtown lot here April 22, said R. E. Savage. All rolling stock is in the paint shop, with the electric wagon first to roll out, said J. L. (Red) Metcalfe, electrical superintendent. Jack King and company are building an enlarged side show. Roy Fann, general superintendent, completed a van body for his truck and will have additional concessions.

Sam Housner's crew is readying the cook. (See Page Patriotic Motif on page 59)

# 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

# 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

## LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25

M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x6, per 1,000 1.25  
3,000 Featherweight Bingo Sheets, 5 1/2 x 8, Loose, \$1.40 per M.

Round Gray Cardboard Markers, 1800 for... 1.00  
Thin Plastic Markers, brown color, M. . . . . 2.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago 4, Illinois

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New and Used

CARNIVAL and SKATING RINK

Write for Prices

**E. G. CAMPBELL TENT & AWNING CO.**  
100 CENTRAL AVE. ALTON, ILL.

# TENTS

**UNITED STATES TENT & AWNING CO.**  
2315-21 W. Huron St. Chicago 12, Ill.

# Carnival and Concession TENTS

Serving the Showmen of the Southwest  
**JOHN M. COLLIN CO.**  
18 E. KIRK ST. SHAWNEE, OKLA.

# TENTS—BANNERS

We have Canvas for your needs. No priorities needed.  
Charles Driver—Bernie Mendelson.

**O. Henry Tent & Awning Co.**  
4862 North Clark St. CHICAGO 40, ILL.

# TENTS

New and Used Concession, 6x6, 6x8, 8x10, 8x12, 10x10, 10x12, 10x16. Larger Tents, 14x21, 14x24, 20x30, 20x40, 30x45, 40x60. Sidewall 7 to 10 ft. high.

**KERR MFG. CO.**  
1954 W. Grand Ave. Chicago 22, Ill.

# RIDE MEN WANTED

Operators for Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl and Chair-o-Plane. Drivers given preference. Special proposition to man capable of handling 8-car Tilt. Can place Arcade and Games of Skill to work on Chicago lots.

**E. A. HOCK**  
3011 Montrose Ave., Chicago, Ill.

# WANTED

Grand Store and Line-Up Store Agents, also Slum Skillo Agents. Opening with Sunset Amusement Co. at Excelsior Springs, Mo., April 20th. Jimmie Merrill, Marty Mitchell, Brownie Cole, Blackie Brunsard, wire me at once. Will be at my home, 307 West Kaufman St., Paris, Texas, until April 20th; then wire me in care Sunset Amusement Co., Winter Quarters, Excelsior Springs, Mo. Grob Henderson not connected with me this year.

**T. M. "TOMMY" HENDERSON**

# Club Activities



## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, April 1.—Members were saddened by news of the death of the son of member Phillip Danow, who, with the air forces in the European war zone, was killed in action. From the West came Lon Ramsdell to join President Oscar C. Buck's show as assistant manager. William Gilck was in town looking up material for a hotel he is about to construct in Baltimore.

Ross Manning, chairman of the house committee, purchased a lot of attractive new chairs. Morris Friedman in from Seattle, and Willie Gottlieb and Joe Casper from Baltimore. Fred Perkins paid a short visit, as did Charles Saffer. Frankie Murphy reported he had booked his rides with Gecoma's Bright Light Exposition Shows, to open April 15 in Roanoke, Va. Willie Lish, of the Frank Miller staff, who passed his physical, has a deferment lasting thru the Big Show run in the Garden. L. Harvey Cann, general agent of the World of Mirh Shows, in from Sarasota to confer with General Manager Max Linderman about new dates. Sam Padrone back from Florida after closing with Leo Bistany in Starke, Jack Zeno, Cetlin & Wilson Shows, is to leave Allegheny Hospital, Cumberland, Md., after a serious operation. Joe End, of the Gottlieb forces, is back from a Western trip.

Out-of-town visitors have been Irving Zaitchick, guest of Irving Berk; Leo Courture, Bucky Allen and Mack Harris, Asbury Park, and soldier visitors Lieutenant Lindenbaum and Lieut. Bert Kaye, who just received his Christmas package and his armed service card from this office, as he could not be located before. Petty Officer Ben Rosen, merchant marine, had as a guest Cadet Motta, Sheepshead Bay. Petty Officer Harry Moore, merchant marine, back after many trips in the war zone. Interesting letters came from Pvt. Bill Powell, in the South Pacific, and Benjamin Snapp, Boca Raton, Fla. An artistic photograph of Vice-President John W. Wilson has been received for the gallery.

Jerry Gottlieb is ill at his home. Irving Udowitz is able to spend week-ends at home, after months in the hospital on Welfare Island. Bibs Malang is taking treatment from the club physician. Doc Kelley, after hospitalization, is now at home in Groton, Conn. Frank Schlizzi is still in Veterans' Hospital, the Bronx, and William Judkins Hewitt in Metropolitan Hospital, Welfare Island, N. Y. Louis Candee and Morris Levi are still at home. Henry Fein had as a visitor, after an eight-year interval, his younger brother. Letters came from members Bill Diekmann and Phillip Ray. Two more meetings will wind up the winter season, April 12 and April 26.



## Heart of America Showmen's Club

Reid Hotel  
Kansas City

KANSAS CITY, Mo., April 1.—The auxiliary pot-luck dinner March 24, an annual event, was opened with an address by First Vice-President Myrtle Duncan, followed by the invocation by Chaplain May Wilson, and about 125 gathered around the festive tables. Third Vice-President Buck Ray thanked the ladies and their entertainment committee.

After the dinner the weekly meeting was called to order by First Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler present. Chairman Al C. Wilson, Silver Jubilee committee, asked all members to put forth their best efforts for the event to be held in the week between Christmas to New Year's and climaxed

## Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, April 1.—President F. E. Gooding came to preside at the March 30 meeting and stayed for the spring party March 31. Red Cross committee reported work going along nicely. Relief committee reported Nate Hirsch as showing improvement and Hymie Stone and William J. Coultry still confined.

Elected to membership were Ted Stacey, James Allegretti, Jack A. Perkins, George W. Karns and William C. Leisure. Letters came from Carl J. Berg, Lieut. Johnny J. Jones, Frank B. Downes, Earl Maddox, N. P. Raymond, J. W. Dughl, Joe Eule, Jimmie George, Curtis Eberstein, E. C. Lorman, Ernest E. Wenzik, William E. Saunders, Ida Cohen, Moe C. Claman, Michael Stark, John Lempart and George L. Crowder.

Action taken on a new servicemen's committee is reported in another article in this issue. Committee appointed to work out details of the plan is F. E. Gooding, M. J. Doolan, William Carsky, G. L. Wright, J. C. McCaffery, Carl J. Sedlmayr, J. W. Conklin, James P. Sullivan, Mel G. Dodson, Al Wagner, Morris Lipsky, David B. Endy, Art Lewis, Arthur Hopper, Fred H. Kressmann, Charles G. Driver and Andy Markham.

Rube Liebman is back for short visit and C. D. Odom after an absence. Eddie Conner left for the West Coast. March 23 a group of friends gave a bachelor's farewell to William Gilckman, who was married March 26. Maurice Franks back from Florida. Ep and Ben Glosser, accompanied by Jack Benjamin, left to join the Jones show. Vince McCabe wrote that he was with Ruback's Alamo Shows. Izzy Brodsky in for the party. Tom Sharkey will leave soon for the summer.



## Michigan Showmen's Assn.

156 Temple Street  
Detroit

DETROIT, April 1.—With attendance of 131, President Harry Stahl presided at his 100th meeting March 27. Ben Moss gave a brief eulogy on the president's work before presentation of 100 cigars with the Stahl name imprinted on each wrapper.

There was a farewell April Fool's party given by members' wives for Helen Donahue, who joined the WAVES. She is the daughter of Earl (Irish) Donahue.

Expenditures of \$976 in January and February were reported by Co-Chairman Jack Gallagher, servicemen's committee.

Letters told that Pfc. Albert Kamm had been transferred from Fort Sheridan, Ill., to Camp Phillips, Kan.; that Pfc. Forest J. Poole was now in New Guinea, and that Sgt. George Harris was in the South Pacific. There are now 15 members serving overseas.

At the opening of the Webb-Wood Inn by member Mike Allen, showmen and their parties taxed its capacity. Gifts of gardenia corsages from the host to members' wives was only one of a night of surprises. Ralph Lewis arrived from New Orleans, followed soon by Ray Ellis. Harry Modele, recent arrival from Miami, will go to California. Many members are helping to ready Eastwood Park for its pre-season inaugural April 9.

by the annual Banquet and Ball New Year's Eve.

It was decided that April 14 would end weekly meetings until the fall and winter season. Roger E. Haney returned from a business trip to Houston. Members are leaving daily for quarters of the shows with which they will be. Harry Duncan, manager of Fairyland Park here, is readying for the opening. Mr. and Mrs. Claude Decker, Carroll, Ia., were here on business.

## ATTENTION, RIDE OWNERS

Not going on the Road this year!  
Place your rides in money at

## New Deemer Beach

COLORED PARK  
NEW CASTLE, DELAWARE  
2000 Sunday School Picnics

DEEMER'S BEACH CORPORATION  
225 Market Street CHESTER, PA.

## PAUL M. FARRIS WITH SNAPP'S GREATER SHOWS WANTS

Agents for Hoop-La, Coca-Cola, Cork Gallery and Ball Game. No "stew bums" tolerated. Transportation furnished. Open April 8th, Webb City; then Carthage and Springfield, Mo. We play best County Fairs in Wisconsin.

## OLD FORGE NOVELTY STATUARY Pellegrini & Laurenzi

Statues for Fairs and Carnivals

Rear 112 Mary St., Old Forge, Pa.  
Phone Moosic 493

## BUSHAY AMUSEMENT CO.

Opens 29th of April  
Playing Mostly Churches

Want Chairplane Foreman, Second Man for Ferris Wheel, Will book Merry-Go-Round or will buy Little Beauty. Good territory for Merry-Go-Round; all small jumps. Playing Massachusetts and Rhode Island. Also want Free Act. HENRY BUSHAY, American House, Fitchburg, Mass.

## SIGRID SORESENSEN'S BEAUTIFUL ORIENTAL REVUE AT LIBERTY

The Sultan's Harem, consisting of six girls—beautiful, authentic Oriental wardrobe, music, drapes, props, P.A. set and lights. Have complete show for inside, you furnish front, top, pit according to specifications, two sections of blues (four high). Not interested in show with less than ten rides. Must have good fairs. We transport our own people. If interested wire or write. Terms: Will go anywhere; must have ex. THIS IS A LEGITIMATE SHOW.

JOE SORESENSEN, Mgr.  
Hollywood Novelty Show  
113 No. Broadway St. Louis, Mo.

## BAKER'S GAME SHOP WANTED

PING PONG BALLS

New or Used  
CARNIVAL & PARK GAMES  
2907 W. Warren, Detroit, Mich.

## Mimic World Shows WANT CONCESSIONS

Can place Corn Game Operator, Peanuts, Popcorn and Carmel Corn, Photo Gallery, Pitch to Win, String Game, Ballgame, Hoopla, Grab Joint, Coka Bottle, Bumper or any Stock Concession that does not conflict. Showing Shreveport lots until May, then good spots on the road. Address: St. B. DOYLE, 1708 Creswell St., Shreveport, La.

## HELP WANTED

Cannon Act. Long season. Must drive truck or semi-trailer.

**FEARLESS GREGGS**  
PLYMOUTH, WISC.

## GOLD MEDAL SHOWS

NOW BOOKING FOR 1944 SEASON

Address: OSCAR BLOOM, Mgr.  
P. O. Box 32 Columbus, Miss.



# Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

### Ladies' Auxiliary

First Vice-President Mary Taylor, Second Vice-President Marie Morris, Secretary Vivian Gorman and Treasurer Marie Tait were in charge March 27. Bank night award went to Jenny Rawlings. Door prizes, donated by Mary Taylor and Donna Day, went to Marie Tait and Stella Linton. Madge Buckley sent a generous donation to the Red Cross fund. Letters came from Ann Stewart, President Edith Walpert, Margaret Farmer, Florence Webber and Morosa Herman. Mabelle Henderson and Mora Bagby are recuperating from illnesses.

Julia Smith, San Diego, who attended,

### FOR SALE

1940 Chev. Semi-Van, long wheel base, cab, over engine truck, 14,000 actual miles, mechanically perfect; eight 750x20 ten-ply tires, two practically new, six excellent condition. Eight Concessions, to-wit: Two Bull Games, Hit-Miss and Bottles, some new balls, canvas one year old, khaki; two Wheel Joints, Pea Pool; Beat Dealer, green flies, one year old; Juice-Grab, bowls, glasses, burners, tank griddle, top green, frame express; paneled eight by eight Popcorn-Peanut Joint, top-side wall green, one year old, gasoline popper, Burch case for flash; Snow Joint, panel frame, green top, one year old, Snow King Shaver, about fifty dollars' worth of stock; Coca-Cola Bottle Joint, ten by fourteen, green top, side wall, one year old. Frames, light stringers for all of above. Have gone into Tourist Court business. All of above \$2,250.00 cash. Delivered here. Don't answer unless you mean business.

LEONARD McLEMORE

Virginia Courts, 3421 Ave. C, Corpus Christi, Tex.

## HARRY W. LAMON

### WANTS WANTS

For Sunset Amuse. Co., opening Saturday, April 29, Excelsior Springs, Mo.

Loop-o-Plane and Chair-o-Plane with own transportation. Party to take charge two complete Girl Shows; Bobby Coughley, wire; Hickory St. letter returned. Will buy Cork Gallery Guns, must be in good shape. Want Man and Wife to run Cork Gallery; Truck Driver and Workingman; Jimmy Collins, Ray Ellis, wire. Following people, get in touch with me at once: Humpty Eltheridge, Rebel Doughboy Kid Hunt, Mickey Dale, Frank Long and Wes from Des Moines. Couple choice Wheels open. Write or wire HARRY W. LAMON, Box 350, Excelsior Springs, Mo.

### MUSICIANS WANTED

FOR LONG SEASON—ALL INSTRUMENTS. 2 Cornets, read and fake. Paul Lucky and Paul Dodo, wire or come on.

JACK CAMPBELL, Bandmaster  
DODSON'S WORLD'S FAIR SHOWS  
Alexandria, La., until April 8th;  
Monroe, La., week April 10th.

### WANTED WANTED J. R. EDWARDS SHOWS

Open April 29th, Wooster, Ohio. Two Saturdays. Can use Show's own outfits, 25%. Can place Custard, Cane Rack, Photo Gallery, High Striker, Fish Pond, Bowling Alley.

Foreman for Chair Plane, Ferris Wheel. Second Man for same. James Fish, answer wire. Bob McClintock, write. Peggy Stolts, get in touch with me at once. Address all mail and wire to  
J. R. EDWARDS SHOWS, Wooster, O.

### WANTED

Sober Man for Roll-o-Plane who can drive semi, good salary.

JOHN VADAY

89 Washington Ave., Hastings-on-Hudson 6, N.Y.

### FOR SALE

10,000 Pear Shaped 120 V. Clear Lamps  
40, 50 and 60 Watts  
5,000 Ball Frost Lamps—40 Watts  
THE READING ELECTRIC CO.  
Reading, Pennsylvania

### WANTED

Dog-Pony, Monkey Act with props, Freaks, Curio-ettes, Monstrosities, Working Acts, Canvasmen, Talker-Manager for Side Show. Booked with Empire State Shows, opening Shamokin, Pa., April 29th. Address:  
SHOW MANAGER, 712 Mary St., Utica, N. Y.

### FOR SALE

Smith & Smith Chair-o-Plane, needs some work, \$850.00; 25 K.W. D.C. Light Plant, \$350.00; 10 K.W. Transformer, \$50.00; three Light Towers, \$75.00; Heavy Ground Light Cable, \$125.00 per 1,000 ft.; Two-Story Fun House, built on semi, \$800.00; Kingsley Semi, \$165.00; 1934-1936 Int. 1 1/2-Ton Trucks, \$200.00 to \$375.00. Address:  
HARRY H. ZIMDARS, Box 69, Hgt Springs, Ark.

reported business very good, and that Emily Mettler was moving to her new home and that Fern Redman was redecorating hers. Jessie Campbell called from San Diego. Madame Ester Carley will donate material and design a summer creation for a member in the dress award. Nina Rodgers attended and left for the Monte Young Shows.

Birthday greetings were extended to Mother Minnie Fisher. Mary Taylor, Vivian Gorman and Marie Tait donated to the bazaar. Margaret Welsh, who attended the Nebraska picnic, is 91 years "young" and reported a wonderful time. Many parties are planned for summer. Vivian Horton will be hostess at a garden party early in July. Big bond drive will be held about the middle of July. Meetings will be on first and third Mondays until further notice. Marie Morris and Mabel Brown served luncheon before bingo.

## International Showmen's Association

Maryland Hotel  
St. Louis

ST. LOUIS, April 1.—At the St. Patrick's party and dance March 18 over 200 were present and the club netted \$187.50, altho the affair was not given for profit. Committee was thanked by President John K. Maher. Kenneth Blake took first prize for the "tackiest" costume, there being a tie for second between Mrs. Kenneth Blake and Mrs. Leo Lang. The offer of President Maher to give a War Bond to each member bringing in 10 or more new members is spurring the drive. Club donated \$100 to the Red Cross War Fund, a collection bringing in \$59 and the balance being taken from the treasury. Chairman Lou Smutz reported committee work completed and submitted new rules and by-laws. New members are J. B. Prescott, Joe C. Maher, Charles Buckley, George O. Regan, William Johnson, Adam S. Steitz, Sam Besell and Billy Finkle.

### Craig Shows in Blizzard

ABILENE, Tex., April 1.—Arriving here Sunday from Breckenridge, Harry Craig Shows were hit by a blizzard and the first day was lost, but weather improved during the week. E. P. James, who closed as business manager in Brownwood, has the cookhouse on the T. J. Tidwell Shows. Al and Helene Tignor also left from there. Manager Craig added four trucks and trailers, and Mrs. Craig purchased a new Palace 28-foot home. Her old trailer is being converted into a secretary's office and the old office is being made into a concession stock room and office. Al Smith and Jack Howard purchased new autos and Madame Faye added a truck to her animal show. W. O. Russell is mailman and *The Billboard* agent.

This is the adopted home town of Jim and Mrs. Schneck, who operate Shangri-La, a block of amusements, including dining rooms and dance halls. The Schnecks have been daily visitors. Billie Sims and Ruby Vanderford are back from Mexico, where they purchased concession stock. Mrs. Virginia (Eberhart) McDonald, the secretary's wife, remained in Georgia, where she is teaching school. Manager and Mrs. Craig and Bucky and B. C. McDonald were visitors in the T. J. Tidwell home in Sweetwater.

### Troupers Will Incorporate

LOS ANGELES, April 1.—The Regular Associated Troupers thru the board of governors March 14 unanimously decided to incorporate under laws of California, and the founder, Lucille King, and Secretary-Treasurer Walton de Pella-ton instructed Maurice Schulman, club's counsel, to file necessary papers. A rapid increase has brought membership to nearly 300. Board voted to give \$25 in the Red Cross drive. It was voted to move into the new quarters in McKinley Hall, Walker Building, September 1 and and considerable furniture has been pledged by members for the opening. Slumber-rug campaign originated by Jennie Reigel is off to a good start. Dolly and Ben Martin, Martin's United Shows; Dale Petross, San Diego Amusement Center; W. F. Gleason and Lou Miller were admitted to membership. Annual rummage sale was set for April 26 under direction of Lucille Dolman.

### Cobleskill Fair to Reid

MANCHESTER, Vt., April 1.—King Reid, manager of the King Reid Shows, said that on March 21 he had contracted with Fair Secretary William H. Golding to play the 68th annual Cobleskill (N. Y.) Fair. Due to travel curbs the fair was not operated in 1942-'43. Board voted unanimously to resume this year with some increased budgets. It will be the initial appearance of the Reid shows there. George A. Hamid, Inc., will present the grandstand show.

## HELP WANTED

FOR FLY-O-PLANE AND OTHER RIDES. Come on—don't write or wire. Will place you! This show is booked until Christmas, and a very good chance to work all of the winter.

CHAS. T. GOSS

Care Dodson's World's Fair Shows  
Alexandria, La., until April 9th  
Monroe, La., April 10-15

## CAVALCADE OF AMUSEMENTS

"America's Newest and Finest Railroad Show"

FIRST CALL FIRST CALL FIRST CALL

SHOW OPENS EAST ST. LOUIS, ILL., APRIL 27TH, THEN TO GRAND & LA CLEDE IN ST. LOUIS. (YOU ALL KNOW WHAT THIS DATE IS.)

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS. WANT CAPABLE MAN TO OPERATE CRIME SHOW. HAVE NICE FRAME-UP FOR FAT SHOW PEOPLE. (Have 14 Fairs.) GOOD OPENING FOR SHOOTING GALLERY. WANT CAPABLE FOREMAN FOR AMERICA'S FINEST MERRY-GO-ROUND (must understand Philadelphia Toboggan Machine). FOREMAN FOR SILVER STREAK. Salaries no object if you can take care of your business. All people who have worked for Tiny Dempsey, write him personally or come on. Train Crew and Palers, write P. J. McLane, Trainmaster. Want Workingmen and Canvasmen in all departments. Concessionaires, write Whitey Weiss. Can place Workingmen in Concession Department also. Mrs. Wagner can place for finest Cookhouse in outdoor business. Waiters, Griddle Men, etc. Write at once. People engaged, write. HAVE FOR SALE: Show Fronts and Front Entrances. Some Concession Tops and Frames. This equipment is priced to sell.

WINTERQUARTERS OPEN AT 20TH & STATE STS., EAST ST. LOUIS, ILL.

Everybody Address: AL WAGNER, P. O. BOX 69, EAST ST. LOUIS, ILL.

## CANADA SIMS GREATER SHOWS CANADA

OPENING DATE, APRIL 28TH

WANT Men for the following Rides: Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Caterpillar and Ridee-O.

WANTED—A Secretary-Bookkeeper.

FOR SALE—A Piano Key Calliope or Rolls, complete with engine and blower. Will take \$200.00. All F. O. B. Toronto.

FRED W. SIMS, Sole Owner, P. O. Box 85, Toronto, Ontario

## VICTORY SHOWS, INC.

OPENING APRIL 27, 1944

CAN PLACE Grind Stores, Custard, American Palmistry, Guess Your Age, Scales, Candy Floss, Pop Corn, etc. WANTED—Octopus, Whip or any other Flat Ride. HELP WANTED—Foreman for Merry-Go-Round, Chair-o-Plane, Ferris Wheel; top salaries paid. Al Nickleson, get in touch with me. Can place Agents for Grind Stores and P. C. THIS SHOW playing Long Island and Westchester, where the largest defense plants in the world are located.

BILLY GIROUD

50 Salisbury Ave., Stewart Manor (Phone: Floral Park 6344) Long Island, N. Y.

## WANTED TO BUY

Merry-Go-Round, Ferris Wheel, Loop-o-Plane and Flat Rides of all kinds.

### SURF CLUB

Second and York Sts. Newport, Ky.  
Phone: HEmlock 9668 or 9044

## J. C. WEER SHOWS

"America's Newest Streamlined Railroad Show"

NOW SHOWING NORFOLK, VA., TO BIG BUSINESS.

WANT ROLL-O-PLANE AND OCTOPUS. LEONA HALLIGAN WANTS GIRLS AND MUSICIANS FOR GIRL SHOW. T. W. (SLIM) KELLEY WANTS FREAKS FOR SIDE SHOW. Billy Senior, get in touch with me.

J. C. WEER, General Manager CASH WILTSE, Business Manager  
Address: CARE OF MONTICELLO HOTEL, NORFOLK 10, VA.

## HELLER'S ACME SHOWS

OPEN APRIL 21

Want Show People. Will furnish complete outfits for the following shows: Side Show, Girl Show, Snake, Wild Life, Unborn or any good Grind Show. Want Concessions—Diggers, Photos, Bingo, Pitch and Skill Games, American Palmistry or any 10¢ Grind Stores. No Gees or Coupons. Want Help on all Rides. Foreman for Spitfire (Shuey, wire collect), Merry-Go-Round, Chair-o-Plane, Ferris Wheel, Whip, Kiddy Rides, Loop-o-Plane. Want Canvasman, Talkers, William J. Langford, Frank Canoe, Jess Trout, Cliff Carter, Cliff Lane, John Benedige and Shuey, write. Winter quarters open. Help, come on. Top salaries, pleasant working conditions. Long season north. All address:  
WINTER QUARTERS, FRANKLIN AVE., CAMPGAW, N. J. PHONE: WYCOFF 752-W.

## JOHN FRANCIS SHOWS

NOW SHOWING 22ND AND FRANKLIN STS., ST. LOUIS

WANT RIDE HELP FOR ALL RIDES. CAN PLACE CONCESSIONS OF ALL KINDS. VIC GAUT WANTS SIDE SHOW PEOPLE, FREAKS AND NOVELTY ACTS. Jean Norman, wire me at once. Have long string of Fairs contracted following good route of Still Dates.

All Address: JOHN FRANCIS, 4570 N. 2ND ST., ST. LOUIS, MO.

**PENNY PITCH GAMES**  
 Size 46x46", Price \$30.00,  
 Size 48x48", With 1 Jack Pot, \$40.00.  
 Size 48x48", with 5 Jack Pots, \$45.00.

**PARK SPECIAL WHEELS**  
 30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24-and-30-number wheels. Price .....\$13.50

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

1/3 Deposit on All Orders.

**SLACK MFG. CO.**  
 124-128 W. Lake St. CHICAGO, ILL.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1944

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
 Analysis, 3-p., with Blue Cover. Each . . . . .03  
 Analysis, 8-p., with White Cover. Ea. . . . .15  
 Forecast and Analysis, 10-p., Fancy Covers. Ea. .06  
 Samples of the 4 Readings, Four for 25¢.  
 No. 1, 35 Pages, Assorted Color Covers . . . . .35  
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00

**NEW DREAM BOOK**  
 120 Pages, 2 Sets Numbers, Clearing and Policy.  
 1200 Dreams. Bound in Heavy Gold Paper Cover, 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¢

Signa Cards, Illustrated. Pack of 36 . . . . . 15¢

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.

**SIMMONS & CO.**  
 19 West Jackson Blvd. CHICAGO  
 Send for Wholesale Prices.

**WANT .22 SHORTS AND LONGS**

Write or Wire Prices  
**LEO SUGGS**  
 BOX 431, NORFOLK, VA.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$35.00 Satin Drop, 33 ft. long by 6 ft. wide, with embroidered Dragon. Cost \$200.00.  
 \$20.00 Gilette, 1000 watt on stand.  
 \$10.00 Large Wax Hand, 15 in. long, glass case; great for Mitt Reader.

**WEIL'S CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia 6, Pa.

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 Bollis, Leo Miltona, Frank Randall, Ed Elain, Fingers Scott, Jay Mangel, Corney L. Wade, J. O. Admire. Write **HAROLD BARLOW**, 529 N. 52 St., East St. Louis, Ill.

**STRATOSHIP FOR SALE**

Make best offer. Also 15 H.P. Octopus Ride Motor, 220 V., 60 cycle, 3 phase.

**B. W. KANNAPINN**  
 22808 Liberty Ave., Box 35, St. Clair Shores, Mich.

**I. K. WALLACE ATTRACTIONS**  
 Playing Lots in Philadelphia, Opening April 22nd. WANT Wheel Foreman, Secondman, Man for Kiddie Auto Ride, top wages for reliable men. CAN PLACE Candy Apples, Pop Corn, Ball Games, Hoop-La, Pitch-Till-You-Win, Duck or Fish Pond, Photos and Palmistry or any 10-Cent Grind Store. No Wheels, Bill Coyne, Jones (Sound Man) and Chas. Jaffe, write. I. K. WALLACE, 322 S. Quince St., Philadelphia, Pa.

**HEDY JO STAR WANTS**

Ticket Seller, Talkers, Girls for Girl Show, Freaks and Working Acts of all kind. Show going north. Wire at once.

**HEDY JO STAR**, Rio Grande City, Texas

**WORLD'S FAIR LIGHTS**

Mercury Quartz Arc Lights—400 watt, 220 volt AC, complete with base, socket, reflector; bulb approximately 2x8 inches. Each—\$18.00.  
 Mazda Spot Lights, 1500 watt, 110 volt; complete. Each—\$6.00.  
 1/2 Inch Electric Celluloid Valves, weight 12 lbs. bronze; normally closed; 60 lb. pressure, 110 volt. Price—\$12.00.  
 1 1/2 Inch Valve as above, 40 lbs. Each—\$25.00.

**BROWN'S**  
 114-15 20th Ave. Whitestone, Long Island

**CAN PLACE**

Inside Lecturer who can drive for Iron Lung Exhibit. Wire

**C. R. HUGHES**  
 Macon, Ga., until April 8, care Western Union.

**Midway Confab**

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

**RUBBER in mind?**

AL AND VI PETKA have booked their age and scales concessions with the Cavalcade of Amusements.

F. R. (BLACKIE) MARTINE, who will have the train on the Foley & Burk Shows, reports that Roy (Swede) Cook will have the Glass House.

BOBBIE BURNS penned from Lancaster, O., that he would lecture for Milo Anthony with the F. E. Gooding Amusement Company, his fourth season.

BEN SAWYER, showman, returned to his home after a recent operation in Saginaw (Mich.) General Hospital, reported C. H. Harnden.

HEAVIEST absolute loss I know of is giving your time to hear a disturbance called a "jackpot."—Colonel Patch.

ALTHO not out last year, Cyclone Drake, who for several years played the West Coast, penned from Camp Bontio, Carlsbad, N. M., that he planned to take out a Motordrome unit this season.



S. T. (DUKE) DAUCHERTY, former concessionaire with Harry Johnson and mostly on the Mighty Sheesley Midway, is coxwain in the navy, stationed overseas since last December. His address is Cub 12, 1st Echelon, c/o FPO, San Francisco, Calif.

BACK in Osceola (Ark.) quarters of the Great Sutton Shows, after spending a few weeks in West Memphis, Ark., are Mr. and Mrs. George Campbell and Mr. and Mrs. Jack Smith.

ALVERNA BABBS, legless drome rider, aerialist and acrobat, reports she has been flying her own plane at Lunken Airport, Cincinnati, for a number of weeks in special training.

L. C. ROBA COLLINS, St. Louis, reports that he and Benny Sumner, former bingo operator now employed in Jefferson Barracks, plan several concessions to play lots there.

REMEMBER yesteryear photos of show owners beaming proudly after securing a plum date?

WITH L. B. (Barney) Lamb for the past eight years, Jackie Mondu reported that his European annex attraction joined Roy Rosler's Adam and Eve Show on the Gold Medal Shows in Columbus, Miss.

CHARLES PAULICK, former concessionaire, is in Deaconess Hospital, Milwaukee, as a result of a leg injury sustained months ago in a Kenosha (Wis.) factory, reported Ald. Jake D. Dish, clown cop, from Cudahy, Wis.

**Back Then**

FIRST THING an early-day First-of-May learned was not to snicker when somebody dropped a dime in the hat at train-moving time.—Whitey Gooks.

SPIDER DUCHINS, former human cannon ball and Hollywood stunt man employed in defense work for the past year, typed from Plymouth, Wis., that he had signed with the Fearless Greggs as flier.

J. B. HENDERSHOT, who passed thru Cincinnati March 28 from the J. C. Weer Shows' quarters in Norfolk, reported the show on the Norfolk lot ready for opening April 3 prior to a tour in the Middle West and to 12 Eastern and Southern fairs.

WHO ever thought a good ride foreman might some day supplant a general agent as most valuable?

CHARLES REED, general agent of the Great Sutton Shows, who stopped in St. Louis en route from Osceola, Ark., to Marion, Ill., where he was to enter a hospital for a check-up, reported a good route of still dates, fairs and celebrations.

CLARENCE EDWARDS, formerly of Berryhill United Shows, reported from Madison, Ga., that he would leave for Columbus, Miss., to join the Gold Medal Shows as concession agent and ticket seller and that his wife would join him. He has an army medical discharge.

CECIL G. TURNER, co-owner with his brother, Ray G., of Turner Bros.' Shows, is supervising quarters work in Petersburg, Ill., from an armchair. He was released from a hospital last week after an operation. Frankie Wright arrived to put finishing touches to the Merry-Go-Round, of which he will be foreman.



W. B. (BILL) NAYLOR, widely known public relations exponent, who has been engaged by Owner Al Wagner as publicity director of the new Cavalcade of Amusements. His experience is wide and varied, with a background taking in posts in the theatrical, circus and carnival branches.

"YEAH!" argued an ex-employee, "the show made money, not thru good management but thru mismanagement."

E. F. CHURCH reported that Doral Deshon opened with his Burma Slave Market Show on the Mighty Sheesley Midway in Pensacola, Fla., to excellent business. Don Wilkesman is manager and inside lecturer; Newt Kelly, front; Jack Kelley, Art Newberry, ticket sellers; Helen Church, slave girl; Margie Flynn, dancer.

WALTER LANKFORD pens from Rome, Ga., that Lankford's Wild Life Exhibit with the Playland Shows has had good business despite rain. Joe March, old friend and trap drummer, Columbus, Ga., sat in the band for a week. Bill Hamilton joined in Rome as announcer and to make openings. T. J. Brown is in charge of tickets.

TRUDY AND JOE DI SANTI infoed from Portland, Ore., where they have been employed in shipyards for the past two years, that they were moving to Los Angeles, where they expect to buy a home and continue the same kind of work.

**Green Light**

GRIDDLEMAN says men are so scarce around cookhouses nowadays that the women don't have to be so careful with their stories.

En route they planned to stop in San Jose, Calif., to visit the West Coast Victory Shows.

REASON general agents remain on the same show so long is that we believe in working 'em down before getting another.—Gate & Banner Shows.

ED (SPIKE) HOWARD, professional strong man formerly featured with side shows and who claims the title of world's champion blood donor, was given a birthday party in Jewish Hospital, Philadelphia, March 27. Celebration marked opening of a campaign to obtain more donors for the Red Cross blood bank. Howard is credited with saving many lives by frequent contributions of blood during the past 20 years.

WHEN William P. Lynch, head of the Lynch Greater Exposition Shows, applied for sanction of the board of works of Halifax, N. S., for use of parts of the public commons May 20-June 20 and again in September of this year every member of the board spoke in favor of approving the application, thus duplicating their action in 1943, when the show set a record for Canada in length of time spent by a carnival in one community and on city-owned property.

MR. AND MRS. ART COURTNEY celebrated their 15th wedding anniversary in Norfolk, Va., March 2. Buffet supper was served. Mary Murphy entertained with pantomime stories. Guests included Mr. and Mrs. Bill Jones, Mr. and Mrs. Ted Woodward, Mrs. Kay Spain, Mr. and Mrs. Howard West, Mr. and Mrs. Al Packard, Mr. and Mrs. John Fitzsinger, Mr. and Mrs. Joe DeVilla, Mr. and Mrs. Walter Lenoir, Mrs. Blanche Barclay, Gordon Sterling, Mrs. Pauline Shapto, Jack Smuckler, Rose Redmond, Helen McClain, Lou Griffith, Emma Lou Walker and Mary Murphy.

WILLIAM COWAN, business manager of the Cetlin & Wilson Shows, was raised to the degree of Master Mason by Petersburg (Va.) Lodge No. 15 March 16, the meeting also having been attended by Co-Owners John W. Wilson and Izzy Cetlin and contracting agent Edward K. Johnson. Cowan was host after the session at a party attended by officers and 85 lodge members. Johnson had an interesting feature story March 23 in *The Southside Virginia News*, Petersburg, where the show has permanent quarters, about John Minter, ride man on the show, who was severely burned three months ago and who is in a hospital and unable to help ready the show as usual.

THERE is no use of talking, but the downright meanness of some employees came from being formerly associated with an opposition show.

BAKER'S UNITED SHOWS, which will open April 29 in Lebanon, Ind., will feature War Bond and Red Cross drives, reported Manny L. Lowenstall. Mrs.

**Notice, Ride Owners**

Have hundred per cent location for 5 or 10 Rides for summer season. Will give good proposition or will rent space for season. Located in Hartford, Conn., one of best cities in east. No other amusement within 30 miles. Grounds located 5 miles from center of city, on main highway between Providence, R. I., and New York. Can use Fun House, Bingo, Pony Ride and other legitimate Concessions. The ones that wrote me before, please write again.

**R. GLOTH**  
 354 Asylum St. Hartford, Conn., Zone 3

**WANTED**

For No. 2 Unit

**FREAKS ON PARADE**

Booked with Foley & Burk Shows, Freaks to feature: Grace McDannials and Alligator Skin Girl, wire, Working Acts, Magician that can Lecture, Girls for Bally, good attraction for Annex. A. J. BUDD, 1815 Powell St., Apt. E, San Francisco, Calif.



Marge Miller arrived in Lebanon quarters to assume duties as secretary again. R. L. Davidson will have custard for the second season. Earl (Buck) Weaver will open with four concessions. Mr. and Mrs. J. R. Green will have popcorn and Dennis Chesser will have five concessions. Several fairs have been booked and Miller's rides will be on again. Lon Dale will have three concessions. W. H. (Bill) Lambert will close his store in Frankfort, Ind., and join with his photo booth, for which new canvas has arrived. Manager Tom Baker returned from Chicago, where he purchased some equipment. New canvas arrived for Mrs. Miller's ball game and a new office trailer has been delivered.

GOOD BIZ on opening day in San Jose, Calif., was reported by G. G. Cox, front man on A. J. Budd's Side Show with West Coast Victory Shows. Line-up includes Brownie Smith, Blackie Seemster, G. G. Cox, talkers; Russ Johnson, Paul Taylor, tickets; Ruth, penguin lady; Mexican Rose, fat girl; Toney, wonder boy; Lopez, magic; King Tiny, midget; Chief White Eagle and Princess White Cloud, bull whips, ropes and knife throwing; Sadu, fire eater; Patricia White, Oriental blade box; Katherine Schreck, electric girl; Zandu, living quarter boy and Mary-Morriss, annex. A birthday party for Mexican Rose was given March 19 in Emeryville, Calif. Recent visitors to the side show were Ray Terrell, Doc and Mrs. Frank Forrest, Billy Buzzell, Mary Reagan, Mrs. Rita Castle, Mr. and Mrs. George Lanning, Baby Carrie; Dolita, doll lady, and her mother, and Pvt. H. J. Bode (Hal Compton).

IN Massillon, O., Harry Lewiston's World Fair Freaks did big business March 1-12, reported O. F. (Red) Friend, Editor K. C. DeLong, circus fan, gave much space to cuts and stories. Line-up included Laurello, man with revolving head; Frisco, wonder dog; Lee, trained cat; Julius Shuster, man with million-dollar hands; Popeye Perry, eye popper; Tiny Cowan, fat boy; Kiki and Bobo, pinheads; Burkhart, magic; Geraldine, alligator girl; Zindra, mentalist; Marcelle, frog boy; Irene Ferrel, in annex. Excello, Flexible Venus and a shipment of large snakes joined, and Mrs. Rose Lewiston came from Detroit. Friend, formerly with the show, assisted Willard Backenstoe, agent. Off the road for the duration, Friend is employed by a steel corporation and has been doing his magic act at parties and banquets. He worked week-ends in Summit Beach Park, Akron, for Sterling (Duke) Druk-enbrod last season. Willard Backenstoe and Mrs. Rittley and son visited the Friends, whose third son, Keith Eugene, was born March 10.

IN Toccoa, Ga., the Wolfe Amusement Company opened March 18 to good crowds and weather, and Owner Ben Wolfe and the personnel were pleased with results. Visitors included John Tinsley, owner of City Rides; Curley Morley and Bill Reed, all of Greenville, S. C. Owner Wolfe has purchased a Smith & Smith Chair-o-Plane from Tinsley. Con-

**TURNER BROS.' SHOWS**  
8 RIDES — 30 CONCESSIONS — 6 SHOWS  
**WANT**  
Second Men for Tilt-A-Whirl, Wheel, Merry-Go-Round and Spitfire.  
Frankie Wright wants to hear from Jimmy Jenkins. Bill Trimuar wants to hear from Jimmy Dillison.  
Girl Show, with or without own transportation. Other Shows with own transportation.  
Permanent Address:  
PETERSBURG, ILL.

**SPARKS & GENTSCH SHOWS WANT**  
Experienced Ride Men, also A-1 Mechanic. Top salaries. Will book Mechanical City, also Hoop-La, Candy Apples, Frozen Custard, High Striker. Earl McDonner wants two experienced Dancing Girls. Top salaries. Harper, Carl Esby, any other Ride Men, wire HARRY HARRIS, McComb, Miss., week April 3rd; Vicksburg, Miss., week April 10th; then north.

**WANTED**  
Bingo Clerks, Caller. Good salary and Bonus.  
Open April 22nd. Write  
**JOHN CHAPMAN**  
Hawtens Hotel SPRINGFIELD, OHIO

**"Drafted"**  
TOWNER came out of a side show, beefing to the ticket seller: "Where's that India-rubber-skin man? I didn't see him inside." Ticket Seller—"I forgot to tell you. The government used him for a recap."—Dick Hilburn.

cessionaires include Carl Swanson, cook-house and cedarwood jewelry; H. L. Archer, cat rack, pan game, pea pool; Mike Johnson, palmistry; J. G. Goodwin, swinger; Mr. and Mrs. A. B. Foster, ball games; Mr. and Mrs. Hazelwood, milk bottles, darts, clothespin pitch; James H. Drew Jr., fishpond, duckpond, bowling alley, string game; Tommy Phelps, popcorn and candy apples; Lacey Scott, slum, penny pitch; Whiting, cigarette penny pitch; James R. Shipman, corn game, photo gallery. Rides: James Malcolm, foreman. Merry-Go-Round, Jim Laboon, foreman; two Kiddie Rides, Robert Hawthorne, foreman; Mrs. Hawthorne, tickets. Owing to the smallness of the lot, the entire show was not set up. Mrs. Nina Scott is general agent; George L. Smith, secretary and electrician; James R. Shipman, *The Billboard* agent and mail. Show plans a 30-to-40-week tour.

**IN THE ARMED FORCES**

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

CORP. GEORGE DUNN, formerly of Hennies Bros.' Shows, visited the show during a furlough from Fort Monmouth, N. J.

PVT. JOSEPH (SCHENECTADY JOE) GIORGIO, 32853451, Hdqrs. Company, POWC, Como, Miss., formerly was a concession agent with numerous Eastern carnivals.

T/SGT. PAUL C. REVOLT, 193d Chemical Depot, Fort Sam Houston, Texas, spent a two-week furlough with relatives at home in Kokomo, Ind., and friends in St. Louis before returning to camp March 24.

PVT. JOHN (SHEIK) LEMPART, concessionaire until his induction in the armed forces, is in Battery A, 330th S. L.-BN, Camp Haan, Calif. He plans to spend a furlough with relatives and friends in Chicago.

S/SGT. PATRICK A. RILEY, formerly with Royal American Shows, Rubin & Cherry Expositions, Gold Medal Shows, Raney's United Shows and others is overseas. His address is 34549947, Prov. Sqd. B., Sta. 16, NAFWATC, c/o Postmaster, New York City.

SGT. N. P. RAYMOND, 34545454, is an aerial engineer stationed in El Paso, Tex. His wife, Jean Raymond, will remain there with him until his combat training is completed. His address is Combat Crew Headquarters, Crew 3683, Biggs Field, Tex.

PVT. EDDIE N. COE, on furlough from Camp Wolters, Tex., left for Fort Meade, Md., last week after visits to the Johnny J. Jones Exposition in Augusta, Ga., and relatives and *The Billboard* offices in Cincinnati. Before entering service he was for seven years secretary of Lipsky & Paddock Concessions.

AFTER 26 months in Africa, Sicily and Italy with the U. S. Army, Sgt. Myles L. Stephenson is home on 30-day leave, which he is spending with his wife in Chicago. He has been a showman and concessionaire for more than 25 years. His wife is working in a war plant. Of his two sons, one was killed in the Italian campaign and the other is a flier in Italy.

TWO former showmen, Sgt. Jack D'Argo and Master Sgt. Miles Stephenson, veterans of the Tunisian, Sicilian, Corsican and Italian campaigns, are home on furlough after more than two years

in foreign service. D'Argo is headed for his home in Kansas City, Mo., and Stephenson is in Chicago. Both are well beyond the 38-year age limit but expect to return to one of the war fronts.

DONALD NELSON, S 1/c, who operated his father's bingo on Browning Bros.' Amusement Company before entering the coast guard, spent a recent leave in Portland, Ore., visiting his wife, Merle, and month-old daughter at the home of Mrs. Nelson's parents, Mr. and Mrs. E. J. Davis. He also visited his parents, Mr. and Mrs. F. D. Nelson. He is now in California at an embarkation station. Mrs. Nelson and daughter, Janice, will remain at the home of her parents while they are on the Browning show for the season with Octopus and Roll-o-Plane.

**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

**OCTOPUS ROLLOPLANE FLY-O-PLANE**  
World's Most Popular Rides  
**EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon**

**Retiring From Business**  
**NORTHWESTERN SHOWS**  
All equipment offered for sale, including three major rides—Parker Two-Abreast Merry-Go-Round, #12 Big Eli, Mangels Eight-Car Whip (brand new in 1937), superservice ground cable (#2 and #6, two-conductor), main switch box and midway junction boxes. Evans Wheel, complete outfit, including tent and frame, also office trailer. Everything is in first-class working condition, as up until last week we had intended loading out this week for Detroit. A wonderful opportunity to acquire an outfit with a worth-while reputation, a carnival company that has been on the road for over thirty years. Reasonably priced for cash, some items could be bought separately; stored at Coldwater.  
**F. L. FLACK, Coldwater, Mich.**

**WANTED FOR**  
**Gooding Greater Shows**  
OPENING IN SPRINGFIELD, OHIO, APRIL 22  
First-class Penny Arcade and Side Show. Best Carnival Route in Middle West, followed by complete circuit of large fairs starting in July.  
Address inquiries **F. E. GOODING AMUSEMENT CO., 1300 Norton Ave., Columbus 8, Ohio.**

**Alamo Exposition Shows**  
**WANTED WANTED WANTED**  
FOR CIRCUS SIDE SHOW: Half and Half, Fire Eater and any other Side Show Performers.  
FOR ATHLETIC SHOW: Man to take charge. Have complete frame-up.  
FOR MOTORDROME: Riders for Motordrome.  
CAN PLACE GRIND SHOWS THAT DO NOT CONFLICT  
Playing the Best Spring Route We Have Ever Had.  
All Address: **JACK RUBACK, Mgr.**  
Victoria, Texas, until April 5th; Conroe, Texas, April 7-15.

**G. C. "MITCH" MITCHELL WANTED!** **F. E. "FERNIE" SPAIN**  
General Agent Business Manager  
For RALEIGH, N. C. Postively First Show in. April 10 to 15, Gaia Spring Festival.  
(Notice: Our lot 3 blocks nearer to business district)  
LEGITIMATE CONCESSIONS of all kinds. Positively NO FLATS, Wheels or P. C. AMERICAN PALMISTRY (Pat Burke, wire). GIRL SHOWS, due to disappointment, with or without own equipment. ANIMAL, PAT SHOW, Dot Carlson, note; SIDE SHOW, have 30x90 top, banners, banner line, inside equipment, transportation; GRIND SHOWS, MINSTREL SHOWS, or what have you? RIDE HELP of all kinds that drive semis, ELECTRICIAN and LOT MAN; also MECHANIC for trucks and rides. P. S. NOTICE: Chas. H. Sutton is not with this show. Would like to buy, book or lease #5 BH, also 65 K.W. LIGHT PLANT. Let us hear from you. All wires and replies to  
**BRUNO ZACCHINI, General Manager**  
**ZACCHINI SHOWS**  
Bennettsville, S. C., April 3 to 8; then the BIG ONE, Raleigh, N. C., April 10 to 15

**Keystone Exposition Shows**  
MANNING, S. C., APRIL 3-8; ORANGEBURG, S. C., APRIL 10-15  
Want reliable Ride Help for Octopus, Ferris Wheel, Chairplane, Whip; highest pay, no meal tickets. Want Legitimate Merchandise Concessions—Fish Pond, Ball Game, String Game, Bumper, Cork Gallery, High Striker, Photos, Cook House.  
Wire or come on, no time to write.  
**KEYSTONE EXPOSITION SHOWS**  
Manning, S. C., This Week; Then Orangeburg, S. C.

**COLEMAN BROS.' SHOWS**  
OPENING AT MIDDLETOWN, CONN., APRIL 20  
WANT SHOWS—Monkey, Reptile, Midget, Fat Show, Penny Arcade, Revue, Posing, Pit or Platform Shows. Have outfits for same. Foremen for Rides, Truck and Trailer Drivers. Long season, good salary.  
**THOS. J. COLEMAN, 508 Main St., Middletown, Conn.**

## Outdoor Notes

By VIRGINIA KLINE

SALEM, Ore.—Walton de Pellaton, secretary of Bowen's Joyland Shows, is proud possessor of a new house trailer de luxe. From his description there is little to be desired in comfort or beauty. He says he is furnishing it slowly so as to get just what he needs and wants. Why not give a shower party for this constant entertainer and encourage the young home owner? Clara and Doc Zeiger are back in Rocky Ford (Colo.) quarters and Clara says that while Doc is directing crews she has been checking up on the mountain of stock she had sent in for her bingo. She feels that no one could say she is not optimistic about the season if they could see the size of that stock. Rose Mary Loomis, who is with them, has been busy entertaining new friends and some old ones.

Peggy Reynolds had a birthday party in Muskogee, Okla., put on by Viola Fairly and details indicate a good time, the best part being that Peggy is still young enough to have birthdays. The bride and groom from Los Angeles, Mr. and Mrs. Harry Chipman, are in the Northwest and we have plans for a celebration when they reach the capital city. Had a rather strenuous visit over long-distance phone from New York with Blanche Henderson, up-and-coming business gal who never lets grass grow under her feet when there is a business deal on the fire.

Hattie Wagner wrote that on her visit to New York she not only saw all the new plays but bought a new outfit with which to open the Cavalcade of Amusements, including a hat, just the size of a saucer, or perhaps a cup and saucer with the trimming. Hattie has had to buy a new station wagon to carry her seven dogs, but will plan a place for them in the private car Al bought from Max Goodman. Tom Blinn, one of the old-timers of the Patterson-Kline Shows, wrote from Parma, Mo., that he had spent the winter with his brother on a farm in Parma but would go out with the Baysinger Shows from Popular Bluff, Mo. Tom Blinn, George Ross and Jake Brizendine were the Three Musketeers of the Patterson-Kline Shows in 1914 and had pictures taken in the popular hat of the day, the derby, and carrying canes.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 1.—Certificates of membership for the year have been mailed to all shows in good standing. They are requested to preserve the certificates, as on many occasions certificates have been found valuable in establishing identification and for similar purposes. In the event of any change in title, upon return of the certificate, a duplicate will be issued. Members are asked to acknowledge receipt of their certificates. Regarding the 1944 visitation program, any members interested are asked to state their preferences as to date and place of such visitations. Visitors to ACA offices the past week included Paul J. Mattle, amusement ride owner, a member. An honorary service card has been issued to Seaman 1/c William Robert Arnold, United States Navy, who was with the Gooding Greater Shows.

Shows and individuals who have not sent in their completed questionnaire in the nationwide carnival industry survey being conducted by the association for the War Production Board are requested to do so. Copies of the questionnaire are available at this office.

Employers in the industry should note that Social Security taxes, which were previously listed for an increase, will remain the same and the deduction for this year from employees' salaries is still 1 per cent. As now constituted, the total Federal Social Security Tax is 1 per cent each for employer and employee as to old age, and 3 per cent payable by the employer for unemployment, this latter item being subject to credit up to 90 per cent for amount paid under State unemployment plans.

Tom operates a concession and says he is happy just to be with it. Longest letter of the winter came from Elsie Miller, secretary of the SLA Auxiliary, with some luscious new recipes for cakes. She is famous for her baking and is never too busy to pass along a new type of cake to friends.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

### Many Vacation Resort Exhibits at Sports Show

CHICAGO, April 1.—Tourist bureaus and resort associations are looking forward to a big season and are starting a heavy promotional campaign. Many resorts will be represented at the sixth annual International Sportsmen's Show in the Chicago Arena. In addition to Illinois, Wisconsin and Minnesota, many Canadian resorts are numbered among exhibitors. Conservation departments of the three States also will have exhibits of fish and game.

Manager F. W. (Nick) Kahler said that in laying out his program he had designed it to interest not only outdoor fans but also those who like indoor entertainment. Two floorshows will be staged daily.

### Shorts

FESTIVALS and fairs to be operated this season by A. Grey Productions, said

A. J. Grey, will include those in Norfolk, Va., and Woodland, Franklinton and Greenville, N. C. Virginia Greater Shows to play the Norfolk dates.

J. R. EDWARDS SHOWS were awarded the midway contract for Willard (O.) Volunteer Firemen's Celebration. J. T. Scott booked candy apples and waffles with the show.

### WANTED

FREE ENTERTAINMENT, RIDES AND CONCESSIONS FOR

ANNUAL FULTON COUNTY SOLDIERS AND SAILORS' REUNION

August 3, 4 and 5, 1944

LEO CLAYBERG, Secy., Cuba, Illinois.

### ★ WANT TO BUY ★ LOOP-O-PLANE

Must be in good condition. Also DEVIL'S BOWLING ALLEY in good condition.

J. T. TINSLEY

City Rides, 22 E. Court St., Greenville, S. C.

## "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.

### Wanted for Opening April 21st in Springfield, Ill.

Playing all Smoke-Stack Cities. Will be out until Thanksgiving or longer, playing thru Illinois, Missouri, Arkansas and Louisiana. LEGITIMATE CONCESSION AGENTS OF ALL KINDS. ALL RIDE MEN THAT WORKED FOR TILLEY SHOWS, CAN PLACE YOU. GOOD SALARIES. Shorty Dearth and Tex Herrington, wire me. If you want to make money and be on a show you can be proud of, hurry and write me.

**JACK THOMAS** BOX 147, LADD, ILL.

P.S.: No connection with the Bunting Shows.

## Victory Exposition Shows

Want Concessions—Hoop-La, String Game, Photo Gallery, Guess Your Age, Fish Pond, Bent Bowles can place Ball Game Agents. Want Rides—Will book or buy Baby Q or Little Beauty Merry-Go-Round. Want Ride Help—Tilt-a-Whirl Foreman and Second Man. Foreman for Ferris Wheel and Second Man on Spit-Fire. Alvin Bishop, Amos Atkins, Cooney Clark, Humpy Thompson, Charles Smith, get in touch with us. Want Shows—Any Show with own outfit except Girl Show. Address all mail and wires:

MANAGER, VICTORY EXPOSITION SHOWS, Taft, Texas, April 3-8.

## DIXIE BELLE SHOWS

OPENING APRIL 29 IN KENTUCKY

Want Ferris Wheel Operator, must be first class. Will pay good salary in cash and sure. Also want Man and Wife to operate Kid Rides. Can place small Cook House or Grab. Will sell X on Rat Game, Pan Game, Devil's Bowling Alley, String Game, High Striker, Hoop-La, Pitch-Till-Win. Will book Shows with own equipment. Roy Little, write me.

LOUIS T. RILEY, Owner-Mgr., Cloverport, Ky.

Advertising in the Billboard since 1905

# ROLL FOLDED TICKETS

DAY & NIGHT SERVICE  
SHIPMENT WITHIN 24 HOURS  
WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

**CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2**

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000..10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000..12.10	80,000.. 18.70	200,000.. 38.50	1,000,000..170.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

### STOCK ROLL TICKETS

2000 PER ROLL

1 ROLL.....75c  
5 ROLLS.....@.....60c  
10 ROLLS.....@.....50c

### WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

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.

## GEREN'S UNITED SHOWS

IF YOU ARE GOING, LET'S GO  
OPENING APRIL 29TH, SEYMOUR, IND.

Want Shows with own outfits and transportation, 15%. Monkey, War, Fat, Snake, Girl, Fun House; any capable of getting money. Concessions: Fish Pond, Age, Weight, Custard, String, Pitch-Till-You-Win, Bull Games or any stock joints. Privilege, \$17.50, includes light and cut-in. Penny Arcade open, privilege or per cent. WANT SOUND TRUCK with Concessions. Have for sale 2,000 foot or 600 lbs. Weather Proof No. 4 Wire; new, never unrolled, price \$225.00. Walter Pickett and Ralph W. Corley, contact. All replies: W. R. GEREN, Cortland, Ind.

Opening  
April 27  
Utica, N. Y.

## O. J. BACH SHOWS, INC.

Opening  
April 27  
Utica, N. Y.

Want Octopus, Roll-o-Plane, Arcade, Bingo, Pony Ride, Waffles and Apples, Scales. A few choice Grind Stores open. One real Grind Show. Ride Foreman, Second Man and Helpers; top salary and best treatment. Also Free Act and Sound Car. Joseph Farr, write. Address:

O. J. BACH  
BOX 222, ORMOND, FLA.

O. M. BECKER  
414 S. MAIN ST., ELMIRA, N. Y.

## WANT FOR BARNEY TASSELL UNIT SHOW

Opening Kenbridge, Va., Near Blackstone, Saturday, April 8th.

Foreman for Chair-o-Plane, salary \$40.00 and bonus. Also Agents for Slum, Blowers, Pop Corn and Pitch Till You Win. Have Candy Apple and Water Ice Outfit, including new top, in good territory for reliable man or man and wife.

Week April 17th, Crowe, Va.; then two weeks in Richmond, Va. Wire Kenbridge, Va. Barney Tassell, Manager

Communications to 25 Opera Place, Cincinnati 1, O.

# Buckeye Sites Bobbing Up

## More Red Cross Exhibits In Making for '44 Fairs

By E. PAUL JONES

Chief, Farm Section, Office of Public Relations, American Red Cross

Excerpts from address before the last annual meeting of the International Association of Fairs and Expositions.

YOUR president and secretary put forth splendid efforts in assisting the American Red Cross in obtaining space at State and county fairs. At their suggestion and thru their efforts, plans were drawn up and many chapters availed themselves of the opportunity which I know has always been there for them to have exhibits at State, district and county fairs of the nation.

It was a noble effort to get nationally co-ordinated plans together for fair exhibits. We had designs drawn up which were turned over to our five area offices and some of these offices went to town

with the designs and plans. Reports on the program have been scarce; however, we have had reports on more than 200 county fairs and 10 State fairs.

Fond du Lac County Fair in Wisconsin obtained sponsors for a nurse recruitment booth, a chapter and Red Cross-inwartime-booth, and a first aid-room for the aged and expectant mothers and babies. All of these booths were sponsored by commercial firms of Fond du Lac. Next year some of the smaller chapters might follow this plan and aid in the success of their county fairs.

### Area Offices Can Build

It has been suggested to national headquarters that they go into fair exhibits on a much larger scale than was attempted this year. Of course, we got our plans under way late; in fact, too late to do the job that was necessary. The recommendation is that national headquarters plan and build a number of portable exhibits which can be routed around circuits. Also that the area offices which are in New York; Alexandria, Va.; Atlanta, St. Louis and San Francisco build a number of portable exhibits (See Red Cross Exhibits on page 57)

## Lighting To Pep Mineola

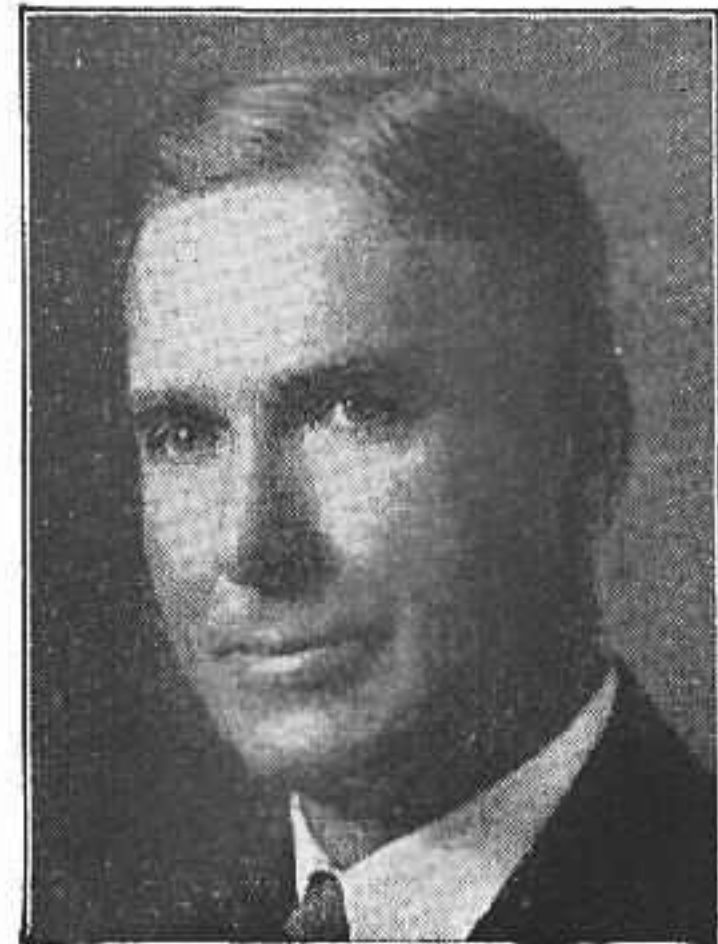
NEW YORK, April 1.—Lifting of the wartime dim-out will permit, for the first time in three years, use of full lighting at Mineola (L. I.) Fair and it has been decided to keep all exhibit departments open on closing day until 11 p.m. instead of dismantling them in mid-afternoon as formerly. Grandstand attractions and midway will benefit thru resumption of night lighting. Grandstand show will be put on by the JE Ranch Rodeo of Col. Jim Eskew, augmented by other acts, and the It Shows, Inc., of Phil Isser and I. Trebisch will have the midway. Music for public dancing will be by the Top Hands and John F. Germeroth orchestras.

## Wirth Acts for Bedford, Pa.

NEW YORK, April 1.—Frank Wirth will provide the grandstand show and free attractions for the 1944 Bedford County (Pa.) Fair. Contract calls for Wirth's Salute To Victory revue and eight acts.

HARTFORD, Conn.—Danbury Fair and 4-H and Grange community exhibits may be the extent of '44 fairs in Connecticut, Dean E. G. Woodward, University of Connecticut, stating that fairs would come second to the agriculturist's present job of solving the world's food problem. At the annual meeting here March 17 Connecticut Fairs' Association elected: President, George M. Nezius; vice-presidents, Eldon Kirkland, Joseph Bartlett; secretary, James D. Laidlow; treasurer, Richard Erwin.

NEW YORK.—Leo Casey, who was in charge of publicity at the New York World's Fair, has been appointed publicity director of the Wilkie-for-President national committee, with headquarters in Grand Central Terminal Building.



DIRECTOR JOHN T. BROWN, Ohio Department of Agriculture, heads a relocation advisory committee that will look over proposed new sites for Ohio State Fair, Columbus, where the plant is now occupied by the government. Recommendations will be made to the Legislature. Advocates of various tracts are already pushing their locations in and around the capital.

## Ohio State May Be Held Under Canvas

### Locators Boiled Down

COLUMBUS, O., April 1.—Within two weeks search for a new site for Ohio State Fair here will start. The State Fair relocation advisory committee will work outside the Legislature and make a thoro study of all proposed locations. There have been several committees since start of the move, but a committee of 11 has now been named.

John T. Brown, State director of agriculture, said: "Within two weeks we will be looking at suitable sites. The Post-War Planning Commission and Legislature will be given all data and final decision, of course, will be up to the Legislature."

Fayette County Saddle Horse Association has asked that the new grounds be located near Grove City, a village about 15 miles west of Columbus, where Beulah Park race track is situated. It has flat land, railroad facilities and is well publicized. Also talked about is a tract near Ohio State University airport and golf course, where a railroad spur would be available besides the now much-used college airport. This is about 15 miles northwest of the present grounds.

There is also the district in the vicinity of the present Port Columbus, east of the city and adjoining Curtiss-Wright plant. With many backers is a tract west of Columbus, near Rome, on one of the widest roads leading to the downtown district. Bus lines reach all the proposed sites.

If a site is selected there may be a State Fair next year under canvas, officials say. Final committee comprises John T. Brown, chairman; Walter J. Buss, vice-chairman; B. P. Sandles, secretary; Ray T. Kelsey, editor Ohio Farmer; Herbert N. Lape, Columbus Chamber of Commerce; Mrs. Lottie Randolph, assistant State director of agriculture; Hal Sours, State highway director; Capt. R. A. Valentine, division of aeronautics; Dean John F. Cunningham, Ohio State College of Agriculture; Perry L. Green, Ohio Farm Bureau Federation; Joseph Fichter, master Ohio State Grange.

## Wapakoneta Again Lines Up Daily Stand Changes

WAPAKONETA, O., April 1.—Secretary Harry Kahn, Auglaize County Fair here, a pioneer in presenting daily changes in grandstand shows, has lined up '44 attractions.

Sunday afternoon the Al Jones Champion Rodeo will be presented; Sunday night, WLS Barn Dance, with Lulu Belle and Scotty and Red Foley; Monday night, school bands; Tuesday night, Jones Rodeo and fireworks; Wednesday night, Harry Shannon Jr., with Thank Your Lucky Stars and Stripes revue, Shannon being a former Wapakoneta boy and 30 years with the Harry Shannon Stock Company; fireworks; Thursday night, WLW Boone County Jamboree; Friday night, Hawaiian Nights, presented by Henry H. Lueders.

There will also be heavy and light horse-pulling contests and giveaway Friday night. Fair will again feature Victory Gardens in the center field and cooking and canning schools. Grounds have been improved, and Secretary Kahn has addressed 17 meetings in the county, displaying the Myers Y. Cooper trophy, awarded this year for the best fair presentation.

## AROUND THE GROUNDS

PLAINVIEW, Tex.—A dairy queen will be crowned on opening day of the 17th annual Panhandle Plains Dairy Show here. A pageant will be held in connection with the coronation, said President L. R. Vaughn, Olton, Tex.

CENTRAL CITY, Ia.—Linn County Fair board voted to go ahead with a 1944 4-H Club Show and fair, despite action by the local farm bureau board in withdrawing from the project. Charles Towers, newly elected president, and Secretary T. W. Lewis, said the fair would offer premiums and opportunities to club members who wished to exhibit.

NEVADA, Ia.—Rol Dunahoo, Colorado, was named president of Story County 4-H Fair; Nick Kruse, Nevada, vice-president; Glen Randau, secretary and treasurer.

### Agricultural Situation

Condensed Data From February Summary by U. S. Department of Agriculture, Washington, D. C.

#### DAIRY PRODUCTS

Total 1943 milk production is now estimated at 118,200,000,000 pounds, the second highest on record and only slightly under the record production of 119,200,000,000 pounds in 1942. The number of milk cows on farms in 1943 was greater than in 1942, but milk output per cow declined, averaging 12.15 pounds on January 1, 1944, as compared with 12.79 pounds a year earlier and 11.91 pounds for the 10-year (1933-'42) average. Only 64 per cent of the cows were being milked on January 1, the lowest percentage since 1925. This abnormal decline in the number of cows being milked began in midsummer and reached its low point in November. The subsequent seasonal upturn in milk production, however, has been approximately normal. But the rate of December production, adjusted for normal seasonal variation, would result in an annual output of only 115,000,000,000 pounds. Fluid milk and butterfat prices now are higher than a year ago. Dairy farming

returns have been increased also by the dairy production payment, this payment about doubling the increase in dairy returns over a year ago. There has been a certain amount of increase in the January rate of production payments over the last quarter of 1943. For fluid milk the national average payment will increase 3 cents per hundred pounds; for butterfat, it will probably increase almost 1 cent per pound. During January production payments averaged 38 cents a hundredweight for milk and 5.2 cents per pound for butterfat. Feed costs have increased materially during the year, while the quality and quantity of feed supplies declined somewhat.

In the North Atlantic States the daily average production per cow on January 1 was lower than last year and also lower than the 10-year average in nearly all States in the area. Feder cows in production, poor quality roughage and concentrate problems of deficit feed producing areas were largely responsible. In (See AGRICULTURAL on page 57)

## Puyallup Looking to '45

PUYALLUP, Wash., April 1.—For the third straight year the big plant of Western Washington Fair here will remain dark next September, said Secretary Manager A. E. Bartel, after a meeting of directors. Grounds and buildings are still occupied by the army, which took over after Japs evacuated from the West Coast had occupied the premises. "Every effort and preparation will be made for a 1945 fair," added Bartel. "We have no idea when the army will relinquish the property, but we will go ahead when conditions are favorable."

## Dates Set for 86 in Ohio

BELLEFONTAINE, O., April 1.—Ohio fairs to the number of 86 have set dates for 1944, it is shown in a revised list issued here by Mrs. Don A. Detrick, executive secretary of Ohio Fair Managers' Association. The org went on record at its annual meeting in Columbus in January to again feature War Bond sales, Victory Gardens and other war agency activities at the Buckeye annuals.

INDIANAPOLIS.—United States Trotting Association's officers were re-elected and Milwaukee was selected as the March, 1945, meeting site in an annual association meeting here. Re-elected were President George W. Rittenour, Piquette, O.; Executive Vice-President Roger Duncan, Hartford, Conn.; Secretary Frank L. Wiswall, Albany, N. Y., and Treasurer Dunbar W. Bostwick, New York.

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# Funspot Boom Seen for Chi

## Post-War Era To See Much New Building

City has only one major playspot — outlying communities offer new fields

CHICAGO, April 1.—Several local amusement park projects which were on the fire before the world war started will be revived when hostilities cease, according to promoters who were originally interested in the ventures. While any projects involving building must, of necessity, be deferred for the present, there are several that are still being (See Boom Seen for Chi on page 58)

## West Coast Spots Get Initial Break As Old Sol Beams

LOS ANGELES, April 1.—Amusement parks and resorts in this section got a preview of what the summer may hold for them last Sunday (26) when the weatherman smiled on the section and brought out huge crowds. Operators and concessionaires, hit hard by recent rain and cold, experienced a good play Sunday. Bathers were numerous, too, despite the chilled waters.

At Santa Monica, lifeguards estimated the crowd at 35,000, with a total of 150,000 from Del Rey to Malibu. At Long Beach the estimated crowd on the beach was 50,000, which wasn't included in the Del Rey to Malibu estimate. Long Beach especially is anticipating big crowds this season because of the concentration of war plant population in the harbor area.

Los Angeles temperatures ranged from a low of 48 to an afternoon peak of 73 degrees.

With "A" gas coupons bringing less of the precious fluid, many beach strollers and swimmers came by streetcars and busses, indicating that the gasoline cut may not have too great an influence on cutting down 1944 crowds.

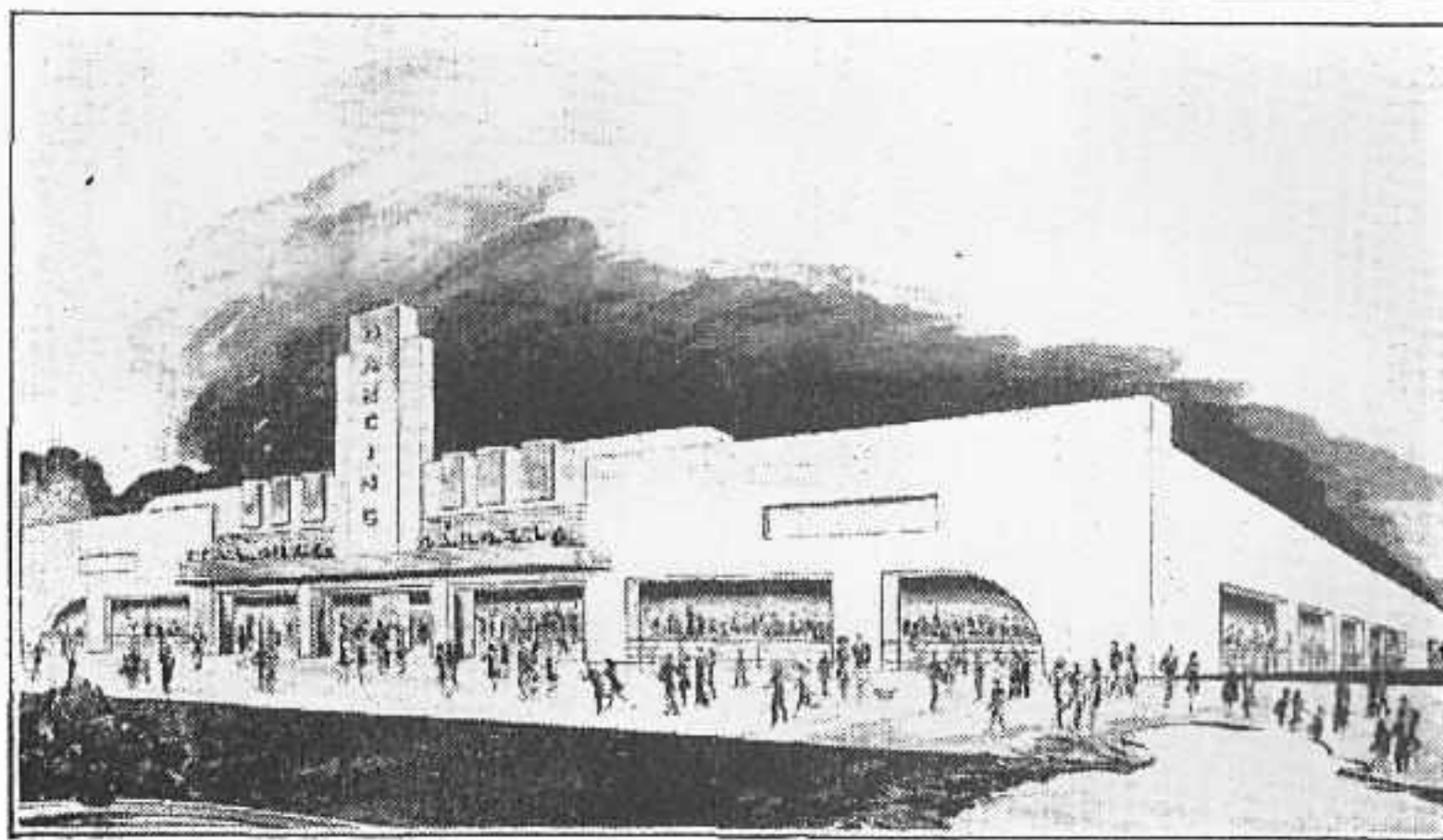
NORFOLK, April 1.—R. E. Raiford's boathouse, recently destroyed in a two-alarm fire, was situated nearly a mile from Ocean View Park and not in the park proper as recently reported here. Albert Miller, of Ocean View Park, says the park's newly built boathouse and boats have been put in tip-top condition for the coming season.

### NOTICE, RIDE OWNERS

Have hundred per cent location in Hartford, Conn., on main highway, 5 miles from center of city. Will book on small percentage of flat. Can open about May 15th. Can use Fun Home, Bingo and other Amusements for Park. If interested write

R. GLOTH

354 Asylum St. Hartford, Conn., Zone 3



ALREADY IN THE BLUE-PRINT STAGE, Star Dust Garden, pictured above, is the No. 1 improvement planned for LeSourdsville Lake, progressive amusement spot located on Highway 4, halfway between Hamilton, O., and Middletown, O. The structure will be 140 feet by 210 feet, with a dance floor 100 feet by 160 feet, and will have accommodations for 2,500 dancers. A promenade extending along both sides of the dance floor will have 150 tables and two service bars and fountains. LeSourdsville Lake, approaching its 14th season of operation, is owned by Edgar Streifthau, president; Don Dazey, vice prez and manager, and Ernest Streifthau, secretary-treasurer.

## Flapdoodle Absent From Post-War Plans Outlined at Hub Convention

### Committee Clicks With Its Sound Recommendations

BOSTON, April 1.—Perhaps the greatest value of the recent (March 22) convention here of the New England Section of the National Association of Amusement Parks, Pools and Beaches was the hard-headed and practical study made by its post-war planning committee.

In a period when an enormous amount of flapdoodle is contrasted with vague musings about plans for the post-war activities of everything from industry to warring nations, the sound recommendations, based on fundamental principles and developed with foresight and

imagination by the committee, was an eye-opener to all concerned.

The committee first observed that the role which government agencies will play must be considered. The government has found recreation an essential to both civilian and soldier morale, and WPB has made recommendations for amusements in areas not serviced at present. The Federal Security Administration and the Department of Commerce have also displayed a vital interest.

The committee further pointed out that post-war dislocation in the national economic structure does not apply solely to war contractors. It cautioned members to distinguish and separate several post-war periods: (1) after the defeat of (See Sound Post-War Plan on page 58)

## Detroit Eastwood Previews April 9

DETROIT, April 1.—Eastwood Park gets off to an official start April 14, with a preview next Sunday (9) if weather permits. Other fun spots in the territory are not expected to get started until close to Decoration Day, but Eastwood is following its traditional policy of early opening, according to Manager Henry Wagner.

Principal improvements at Eastwood this season are in the ride department, with a new Tilt-a-Whirl and four new kiddie rides installed during the winter. All new rides will be operated by the park company.

Eastwood Gardens, outdoor ballroom, will open in May with a name band policy as in recent seasons, Wagner says.

## Bazinet Renews at Harriet, St. Paul

ST. PAUL, April 1.—William Bazinet, owner of Bazinet Shows, Inc., has again been awarded the contract for Harriet Island Amusement Park here. Assisted by his daughter-in-law, Mrs. Dwight Bazinet, and his daughter, Marie Merrill, Bazinet will operate all of the park's facilities and attractions, including the roller rink and ballroom.

Painting and renovations are under way, with the opening scheduled for the first week in May. Harriet Island location is on the banks of the Mississippi, within walking distance of the St. Paul Loop.

## Wade Takes Former Lippa West Side Detroit Spot

DETROIT, April 1.—West Warren Park, small West Side location at West Warren Avenue and Outer Drive, will be operated this season by Roscoe T. Wade, veteran carnival operator. Wade is installing about four rides and 15 concessions, and will manage the spot personally, instead of going on the road with his carnival this summer.

The location was used two years ago by Leo Lippa, former president of the Michigan Showmen's Association, for Lippa's Park. It was not opened in 1943. It is within a few hundred feet of the site used last year for the Rollerdrome Amusement Park, operated by Elmer F. Cote, another carnival owner.

## Olympic Sports New Ride, Show

NEW YORK, April 1.—Olympic Park, Irvington, N. J., which caters to the thickly populated environs of Newark, N. J., will have a new ride and a big new spec this season. The ride, the Twister, is a dark ride of the pretzel type. New show, *Cavalcade of Wonders*, will be an illusion show using seven or more mystery acts which will be changed several times during the season.

While Olympic Park is particularly well-equipped for picnics, Henry A. Guenther, manager, says bookings will be lighter this season, as most factories in the area are too busy on war work to hold picnics.

As in former years band concerts and a four-act circus program, changed weekly, will be the free attractions. Feature of the park is its swim pool, said to be the second largest in this country. Park opens May 20, and pool will go into operation a week later.

Olympic Park has been charging 15 cents admission and wishes to continue this rate but federal tax officials are opposed and it probably will be necessary to up the gate to 16 cents.

## Dayton Lakeside Sets Name Orks For Easter Bow

DAYTON, O., April 1.—Lakeside Park here begins its 54th consecutive season over the Easter week-end. Manager Gerald Nierman has engaged three bands for the three-day opening, Bobby Sherwood on Saturday night (8), Woody Herman, Sunday night, and Les Brown, Monday night.

Name bands will play at least once weekly during the coming season. Three already booked are Shep Fields, April 29; Sammy Kaye, May 15, and Tommy Dorsey, Decoration Day. Lakeside will operate on Saturday nights and Sunday afternoons and evenings until Decoration Day, when daily operation begins.

Despite priorities, Manager Nierman has made several improvements. A new midway will sport a new Moon Rocket ride and a new hilarity hall called Magic Carpet. The old hilarity hall will become a bowling alley. The ballroom will have a modernistic front and be entirely refurbished.

## Industry Leaders Discuss Insurance Problem in N. Y.

NEW YORK, March 25.—Leonard B. Schloss, president of the National Association of Amusement Parks, Pools & Beaches, and a group of amusement park managers met in New York last week to discuss insurance problems.

Among those attending the meeting were Leonard B. Schloss, Glen Echo (Md.) Park; Paul H. Huedepohl, Jantzen Beach, Portland, Ore.; Norman Alexander, Woodside, Philadelphia; Harry J. Batt, Pontchartrain, New Orleans, and Edward L. Schott, Coney Island, Cincinnati.

## American Recreational Equipment Association

By R. S. UZZELL

The New England meeting of amusement park men was a whiz. The attendance was the largest in several years. The directors of the national association present pronounced the meeting worth while and beneficial. It was Henry A. Guenther's first appearance at a meeting of the New England men. He was helpful, as usual, and appeared several (See AREA on page 58)

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LONG ISLAND CITY, N. Y.

# Cincy RSROA Circus Party Is Top in Benefits

CINCINNATI, April 1.—Receipts and attendance led those of previous years at the Circus Party staged in Sefferino Rollerdrone here March 27 for the benefit of the RSROA contestants' expense fund to be used at the Ohio State meet in the Rollerdrone, Cleveland, April 13-15 and later at the nationals in Detroit May 1-6. No expense was deducted from receipts, as employees and all participants provided everything necessary, including beautiful costumes.

Circus program followed the standard pattern of the tented variety, with grand entry to Melba Marriner's organ music of *Entrance of the Gladiators*, pageant entry, elephant on skates, wire walkers on skates, clowns and specialty numbers, with 32 girls in the ensemble forming two rings in which the acts worked.

Opening brought a girl for each RSROA letter and distribution of carnations to spectators, with each stem bearing a card with the name of one of the member rinks and its location. Show was produced by Mrs. Lillian Erdman, rink pro; with John Marringer, ringmaster.

As a special after-the-circus attraction, as is the concert in real sawdust programs, speed races were staged by William Sefferino, vice-president of the RSROA, with Percy Wornken, starter. Cap Sefferino was emcee and told of the origin of the RSROA and introduced Col. A. H. Pugh, president and secretary of the Sefferino Figure Skating Club.

# Present and Past

By EARLE REYNOLDS

SARASOTA, Fla.—I enjoyed the movie short of the Madison Square Garden, New York, RSROA show. Pictures of that kind will create a great public interest in the pastime. It shows that energetic managers are doing their part during war times.

In answer to a query: "When did you first start skating", the reply is: Along about the middle '80s while riding my father's race horses at Covington, Ky. There was a fellow who had an old tobacco warehouse near the race track and he had a maple floor put in and 100 pairs of skates.

It was a hang-out for jockeys every night. They also had a session for colored skate fans. The charge was 10 cents admission and 10 cents for skates. The skates were without ball-bearings, being the axle kind. It got around the paddock that the manager was going to put on a jockey's race at the rink, which was about 25 laps to the mile. I put my name down as one of the entries. There were George Givens, George Lewis, Turner and Stoval, the latter a Creole, and the topnotch jockey. The manager said he was a good skater and would like to have him race. We all agreed.

So that night all wore their jockey costumes and riding boots. My father took my old boots and my old Vineyard Winslow skates and took off the clamps and riveted them to the riding boots. We all started on a line. When the flag dropped we were in a scramble but I got the lead right at the start, and when I got around the first lap there were skaters up against the wall. Skaters were off the shoes and rolling around, but one skater, Lewis, was able to keep one skate on for about half the distance, when away went his other skate. The boys could not keep the skates on. They were strapped on both toe and heel on light sole jockey riding boots. I won my first race after all the others had hit the floor.

### Passing of "Rinky"

Miss Mack, of the four Macks, informed me of the passing of "Rinky," mascot of Mineola (N. Y.) Rink. It's an epic story carved from the snow banks and piercing blasts of Long Island winds. A puppy came to the door of the rink one night. His feet were sore, his coat shabby and he was hungry. Lovely blond Inez Van Horn noticed at once that it was homeless and this good samaritan took him in, had dog shoes made for him, a veterinarian check up on him and within a short time the youngster was sporting a nice glossy coat. Earl Van Horn fell for the sparkling eyes and fine personality of "Rinky," which he had named the pup. It became the mascot of staff and patrons.

Fink and Avers. We all remember the boys who went to Europe some years ago. I have had many inquiries for their present address. I understand they were doing their skating novelty at the Scala (See *Present and Past* on page 47)

### Queen Comes From Queens

ELMHURST, N. Y., April 1.—Virginia Cavanaugh, 18, representing Queens Rink here, was judged "Skate Queen of 1944" in Empire Rollerdrone, Brooklyn, March 25 before 1,700 spectators in the fourth annual contest. Dolores Connor, Mineola (N. Y.) Rink was runner-up. Finalists have the opportunity of appearing with *Skating Vanities* touring show. No test of skating was involved, and judging was solely on charm, personality and beauty. Judges were put to a real task to select the winner from 300 contestants representing 25 rinks in the three near-by States. Judges were Walter Thornton, model agent; Russell Patterson, magazine illustrator, and Flo Kelly, Roxy Theater (N. Y.) staff. Bill Love was emcee. Previous winners are June Christ, White Plains (N. Y.) Rink; Ruth Reed, Fordham (N. Y.) Skating Palace, and Emily Zinn, Park Circle Rink, Brooklyn.

# ARSA Qualifying Trials Under Way

CHICAGO, April 1.—State championships and qualifying trials are under way to select skaters who will compete in the Amateur Roller Skating Association championships in Roller Bowl here during the week of May 1. ARSA President Ozzie Nelson informed Sam Shaffer, Bowl owner, that the entry list will be largest in the history of these championships.

Earl Van Horn, president of the United Rink Operators and owner of Mineola (L. I.) Rink, notified Nelson that his skaters will be out to garner a major share of titles. William Schmitz, secretary of the URO and general manager of America-on-Wheels, which controls eight rinks in New Jersey and New York, also is grooming a full team of skaters for the dance, figure and speed events. Schmitz and Van Horn will be in Chicago for the meet.

Similar reports come from officials in St. Louis, Detroit, Boston, Cleveland and other skating centers. In Chicago preparations are almost complete for the Illinois State eliminations. The committee, headed by Pete Miller, president of the ASU, and Al Flath, chairman of the speed-skating committee, has worked out details with Sam Shaffer, of the Bowl. Harry Berz, another member of the committee and in charge of promotion, has been in New York conferring with national officials and is expected back in a few days to complete meet arrangements.

OFFICIAL CONNECTICUT championships will be held in Conrose Rink, Hartford, Conn., April 11. Winners will compete in the ARSA nationals in Chicago, May 1-5. Syd Conn, who manages Conrose Rink with Bill Rose, is now 1-A in the draft.

WALTON (KY.) ROLLERDROME was destroyed by fire March 29 with estimated loss of \$7,500. It was in a two-story building in the center of the city and owned by Clifford Purett, who said a party had been held there until 11 p.m. the night of the fire. Blaze was visible for several miles. Fire Chief D. H. Vest is investigating.

R. C. DEXHEIMER held a successful RSROA Night in Moonlight Garden Rink, Springfield, Ill., turning proceeds over to the RSROA for support of the national championships. The same show, *Skating Stars of Tomorrow*, played a second suc-

cessful engagement at F. A. Seiler's Danceland Rink, Peoria, Ill.

DURWIN'S HALL, oldest skating pavilion in Bridgeport, Conn., was destroyed by fire recently. Many skates, however, were salvaged and can be used after repairs. Building, which was owned and operated by Durwin, will probably not be rebuilt.

ROBERT BOLLINGER, Oaks Park Rink, Portland, Ore., reports the Roller Skating Club held a major show March 9-2 and will stage another April 20. Entire proceeds will be used to defray expenses of sending contestants to the national RSROA championships.

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# Doughboys See Good Pictures

Use 16mm. sound equipment to bring shows into wards for wounded vets

NEW YORK, April 1.—In the midst of an industry whose very breath of life is the glitter and fanfare of publicity there has been quietly growing a chain of motion picture theaters, now about the third largest in the United States, whose audiences are the battle-weary veterans of Uncle Sam's army and the Women's Air Corps. No lighted marquees adorn the front of these theaters, there are no ticket booths, and the ushers, attendants and operators wear the uniforms of the army and the American Red Cross.

A little over two years ago, in the fall of 1941, a small group of men, experienced in all phases of motion picture work, were gathered together by the American Red Cross to form the nucleus of what was eventually to become one of the largest motion picture programs in the world. Working in close collaboration with the heads of the major motion picture producers and distributors, these men, headed by Edward Doyle, national director of the Hospital Motion Picture Service of the American Red Cross, secured the right to book 35mm. films to be distributed among the various Red Cross recreation houses at army stations

and general hospitals throught the United States.

Then began a wild trek across the country. Working with feverish haste they personally supervised the installation of standard 35mm. sound motion picture equipment in the Red Cross recreation houses attached to the hospitals, starting the programs of pictures as soon as equipment was installed. Upon completion of the installation the 35mm. equipment was donated to the army as its property, but Red Cross assumed all the expenses of operating and maintaining the program and providing the pictures.

The first audiences began to arrive at the little rustic theaters at the camps. At the outset they were the soldiers who had fallen ill or met with an accident while on duty. Then, as the tide of battle began to roll on the far-flung fronts of the world, came the wounded, seeking healing rest and longing for a little touch of the home life that they had left behind.

We have heard repeatedly from all fronts that one thing which brings home nearer to the men is the movies. What could be better for a veteran returned from battle than to have at his hand that symbol of Main Street, the motion picture theater?

### Latest Films

The pictures which are exhibited in the recreation house theaters are the very latest in entertainment, with an accent on musicals and comedies. The audience is composed of men in the maroon-colored robes of the Army Medical Corps. They came on foot, leaning on crutches, in wheel chairs and on litters. The show is strictly for them. All able-bodied persons are barred from the showing, with the exception of the necessary attendants to care for their wants and to operate the program. Admission is free. The reward comes from the enjoyment demonstrated by the audience in typical American fashion. They laugh and whistle and stamp their feet. Some bang crutches on the floor. Their remarks are a source of inspiration and amusement to those who hear them. "What a gal," they say of the Grables, Huttons and Fayes. "She sure can sing," they say of Deanna Durbin and Judy Garland. "We look forward to these shows because they help us forget the war," "It reminds me of home," "That star reminds me of my girl," "I like pictures with kids in them because they remind me of my own," are some of the comments on record in the Red Cross Hospital Motion Picture Service files. All the comments, good and bad, are analyzed to determine the type of pictures best liked by the men and every effort is made to give them what they want.

With the influx of seriously ill and wounded men it became apparent that there would be many who would be unable to attend the shows in the recreation houses. In order to bring the pictures to those who were unable to leave their hospital wards, Hospital Motion Picture Service devised a plan to bring the movies right into the wards. They distributed among the various hospitals 16mm. sound motion picture projection equipment. This equipment is taken from ward to ward where the men can lie in bed and see their favorite pictures. They get the same pictures as those shown in the recreation houses, but reduced to the 16mm. size. Six of the major film distributors are now co-operating in furnishing these pictures, which are booked on circuits right behind the Army Motion Picture Service, insuring the men receiving them even before they are exhibited in the commercial theaters.

The ward motion picture program is now operating in approximately 400 hospitals and it will not stop there. It is constantly expanding and will continue to do so until the need for it is no more.

Both the programs in the recreation houses and in the wards are considered the finest morale builders, as their purpose is solely to entertain and there is ample evidence that their purpose is fully accomplished. They provide relaxation and entertainment to men whose

## REPertoire-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

### Young Obrecht Back With Parents' Show

MINNEAPOLIS, April 1.—Lieut. Christy Obrecht Jr. has been released from active duty after three years in the army and will be featured this season with his parents' tent show, the Christy Obrecht Players, which begins rehearsals in a few weeks.

Young Obrecht is now in Minneapolis assisting with preparations for the opening. The show will make the same territory it has played for the last 30 years, and this season will sport a new top, according to Manager Christy Obrecht.

### Rep Ripples

HARLEY A. AND MARIE GREEN, after 14 months in Miami, where Harley worked for Pan-American Airways, have returned to Atlanta to conduct the Atlanta Trailer Mart for Jack Berchenko, who has been called to the army. The Greens, who have trouped in practically every showfield, spent 10 years in the rep biz and prior to moving to Miami operated their own trailer business in the South. . . . ALMA FISHER tells about the swell business she is enjoying with her school show in Oxford County, Maine. . . . ARTHUR BELLEVEAU, veteran repster, who has been playing schools in Quebec since last October with his one-man show, has transferred activities to Northern Vermont. . . . E. N. LOWERY is readying a two-people school and hall show to play around Reno, Nev., using dramatic sketches by E. F. Hannan. . . . WALTER AND HELEN PRICE, well-known rep troupers, April 3 completed a year for USO-Camp Shows, during which time they covered some 40,000 miles. They are slated to continue indefinitely on the USO circle. . . . JOHN ELLIS, fully recovered from his recent illness, is mapping preliminaries for his summer duties as agent for the L. Verne Slout Players under canvas. He reports that his *Rip Van Winkle* unit will resume next fall, opening with a six-week swing of Detroit schools.

### Old-Time Shows Carried Trade-Marks in Parades

New York.

Editors *The Billboard*:

The give-and-take in *Billyboy* recently reminds me about the days when road shows struck town with parades.

You could tell 'em at a glance. The prop of a papier-mache bottle, carried sandwich fashion by the town loafer, meant *Ten Nights in a Barroom*; the *Old Homestead* had the architecture on wheels, with real smoke curling from the chimney, and the Tom shows, with their mastiffs, were climactic. Those shows had their own trade-mark.

It brings back the time a string company, the Ideals, gave U. T. C. in fishing villages along Cape Cod. The natives there, during one performance, demanded: "Author! author!" That phased the players, of course. One of the raw recruits with them was Harry Birdoff, entrusted with the Senator Bird role, and he was struck with happy inspiration. The Senator disappeared backstage, then bobbed up before the footlights with a begrimed bust of Mrs. Stowe, and acknowledged the applause. Back to bally; how many of you can remember plays that hit the main street with parades? I don't mean minstrel or circus, but straight dram-ah.

B. C. HIBBEL.

recreational opportunities must of a necessity be of the most limited kind. This is especially true of the men confined in the wards.

### Equipment Problems

When the supply of 35mm. equipment became so scarce, Red Cross sought a way to overcome the limitations imposed upon its 35mm. program which by that time numbered 165 theaters. They hit upon the plan of expanding the program in the recreation houses by purchasing 16mm. dual arc equipment which can be used in the recreation houses with the same effect as the 35mm. This will insure the continued growth of the program available to the *Doughboys See Good Pix on page 58*

## CUTTING IT SHORT

By THE ROADSHOWMAN

BELL & HOWELL is advertising a new projector stand which is for unrestricted sale—no priority required. Called Porta-Stand, the unit when closed, looks like a suitcase. It opens to a stand 42 inches high, with a 12½ by 24½-inch platform, and has a shelf for holding reels and cans. It serves as a speaker's stand also. Porta-Stand is made of non-critical materials, finished in brown lacquer with durable steel hardware thruout.

THE ARMY HOUR, heard over NBC March 26, told the story of the Overseas Motion Picture Service and how the motion picture industry is presenting to the armed forces 16mm. prints of current films for showing overseas to men in combat areas.

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### Mrs. Collier Manages 'Green'

BRADENTON, Fla., April 1.—With Charles Morton out as manager of the Silas Green Show, Mrs. Hortense Collier, widow of Charles Collier, former owner, is carrying on in that capacity. Al Gaines and Vera Wong and their unit are recent additions to the Green line-up. Dr. H. P. Troutman, of this city, reports that the Silas Green organization is finding its current Florida tour highly profitable.

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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.

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The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

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PRESENT AND PAST (Continued from page 45)

Theater, Berlin, when war broke out. Hope they are dodging bombs. A crate of strawberries came into Sarasota and on the case was the label of a Shorty Steele, Houston. I was just wondering whether that is the same Shorty Steele, of Winslow and Steele, who was in the New York Hippodrome show, Everything, in 1918. Dorothy Lee, a lifter, has joined the Pyramid Skating Girls and is working out with Lois Grant, Edna Moore, Lynn Ellis, Doris Moore and Gloria Bond. Cobb Was a Skater Irv Cobb's passing was a shock to all who knew him. Some few years ago he visited his friend, George Ade, in Indiana,

and, naturally, I drove over the few miles to say hello. He said: "Skater, I always regret that I did not keep up my skating exercise. Possibly I would not be carrying all this weight around now." His letter to his home-town pals, which was not to be opened until after his death, came very near to expressing the sentiments of millions. It did to me, only I don't want to be cremated. My old 75-year body has been too good to me to treat it so harshly. Those stilt skaters who really go up high in the air, the Nelson Brothers, who were in the Hippodrome show with me in 1918, are back with the RB circus this year. These versatile brothers may interpolate a couple of high stilt spins in the show this year in addition to their many clown stunts.

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PICTURES OF GLAMOUR GIRLS, BOOKLETS, Books, Comic Cards, large assortment, \$1.00. List with order. Frank Cardone, Box 6818, Pittsburgh, Pa. ap29

STOCK UP NOW WITH WATERPROOF CRUSH-PROOF Leds, \$3.00 gross. Victory "V" \$11.00 gross. Samples, 50¢ stamps. Unger, 567 Harrison, Chicago. ap15x

VANISHING CARD TRICK - CARD TOSSED in air vanishes. With instructions. Wholesale and retail. Sample, dime. Eastwood, Box 623, Parkersburg, W. Va.

127 WAYS TO MAKE MONEY, IN HOME OR office, business of your own. Full particulars free. Elite, 214 Grand, New York. ap29x

ANIMALS, BIRDS, REPTILES

ANIMALS AND REPTILES - PLENTY MEXICAN Black Spider Monkeys, \$35.00 each, or \$325.00 dozen; Coatiimundis (Snookum Bears), \$15.00 each, or \$120.00 dozen; Mexican Imperial Boas, 5 footers, \$5.00; dens Harmless Snakes, \$15.00; Mexican Green Rattlesnakes, 5 footers, \$5.00; dens Poisonous Snakes, \$15.00. Wire National Products Company, Laredo, Tex. ap15x

ANIMALS FOR SHOWS - CHIMPANZEES, Monkeys, Camels, Llamas, Lions, Tigers and others; also large White Cockatoos and Emus. Snake King, Brownsville, Tex. ap8

BUSINESS OPPORTUNITIES

CLOSING OUT BUSINESS - BIG LINE Combination Merchandise Sales Boards with Redeemable Cash Prizes. If operator, salesman or user, write us. We ship on approval. Royal Novelty Company, Columbus 1, O. ap8

DEFENSE SPOT FOR BIG PORTABLE ROLLER Rink under canvas; five months' capacity play for eight equipment. We furnish license, lights, customers. Seven day week. Can help more. Nelson B. Rue, Franklin, Tenn.

FOR SALE - EQUIPMENT AND BUSINESS of the large and beautiful Wheeling Roller Rink, Wheeling, W. Va., \$8,000.00 cash. Rink operates on percentage basis. Eleven years' continuous successful operation; 200,000 people to draw from. Immediate possession. Wire or write at once for further information to Cecil Milam, care above rink, Wheeling, W. Va.

RINK FOR SALE - 6,500 SQ. FEET OF FLOOR space. New maple floor, very good equipment. Going to army. For details write H. Linick, 4001 N. 7th St., Phoenix, Ariz.

"SCHEMER" MAGAZINE, ALLIANCE, OHIO, publishes winning schemes, tips, opportunities, formulas; answers questions; 46th year, \$1.00; trial, three months, 25¢. ap22x

SIGNS MADE EASILY WITH OUR LETTER and Numerical Patterns. Ten sets up to 8 in. with catalog of money-making plans, only \$1.00. Co-Operative, Box 638-A, Chicago. ap29

TRADE, BUY, SELL ANYTHING - YOUR 86 word advertisement free. Write it now. Pioneer Trader, 1803-P E. 10th St., Anderson, Ind. ap29x

\$60.00 UPWARD WEEKLY POSSIBLE WORKING my Patriotic Advertising Plan. Get it. No canvassing. Details stamp. Shepard Advertising, Lebanon, N. H. ap15

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column.

A.B.T. TARGET SKILL MACHINES BOUGHT. Any quantity or condition. Give accurate description and price wanted. Edford Jobbers, 30 N. Wells, Chicago 6.

A-1 CIGARETTE AND CANDY VENDING MACHINES - All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? Mack Postal, 6750 N. Ashland, Chicago. ap22x

ALL KINDS 5¢ SELECTIVE CANDY BAR MACHINES, LoBoy Scales, 1¢ Peanut Venders, 10¢ Aspirin Venders. Adair Company, Box 166, Oak Park, Ill. ap15

ARCADE EQUIPMENT - EXHIBIT PHOTOscope Viewing Shows, metal cabinets, views, signs, \$18.50; Ideal Postcard Venders, \$12.50; Western Triple Gripper, \$12.50; Holly, \$12.50, with stands; Bally Ranger, revolving animal reel, \$55.00; Tom Mix, converted, Nazi Bomber, \$70.00; Pollard Football, \$85.00; Golf, \$70.00; Bally Basketball, \$85.00; Wizard Fortune, \$20.00; Add Up, \$25.00; Future Electric Fortune, \$25.00; Lifter, \$35.00; Klecker, Catchers, \$20.00; Exhibit Champion Punching Bag, \$60.00. Frederick, 2263 Newton, Detroit 11, Mich. x

ARAY BOUND, MAKE OFFER: 1 BUCKLEY Track Odds, 2 Buckley Track Odds, daily double; 1 Jumbo Parade, late, 5¢ convertible; 1 Super Bell, 5¢ convertible; 1 Mills 25¢ Brown Front; 2 Mills 5¢ Cherry Bells; 2 Mills 5¢ Blue Fronts; 2 Mills 4 Star, 5¢; 2 Extraordinaries, 5¢; 1 Comet Pace, 5¢; 1 Pace Comet, 10¢; 2 Rollatops, 10¢. All 3/5, 3/10 play; some have club handles. 1 Rollatop; 1 Treasure, 5¢, 2/4; Mills Escalators, 5¢, 10¢, 25¢; 5 Metal Box Stands. H. White, Box 7, Phenix City, Ala. x

HALL GUM WANTED - 1/2 INCH, 170 OR 180 count. State quantity and price. Will send certified check in full. Albert Gerry, Box 6435, Philadelphia, Pa. ap15

BELL LOCKS, SINGLES OR SERIES, \$1.00; rebuilt gold finish 5¢ Mills Extraordinaries, \$150.00; 10¢ Mills Blue Fronts, G.A., \$150.00. H. R. Horn, 91 Kenilworth Drive, Akron, O. ap8

FOR SALE - EVANS SUPER BOMBER, LIKE new, well crated, \$425.00; Keeney Submarine, in good condition, \$200.00; latest square model Viewscope and 5 Films, \$10.00, like new; latest A.B.T. Big Game Hunter, good paint and working order, \$20.00. One-third deposit, the balance C. O. D. Mrs. A. G. Huff, Washington, Ill. x

FOR SALE - ONE 10¢ WATLING TREASURE, \$80.00; one 10¢ Pace Comet, \$80.00; one 5¢ Mills Extraordinary, rebuilt and refinished by Mills, \$200.00; one 5¢ Jennings Silver Chief, \$200.00; two Mills Tickette, \$3.00 each. One-third deposit. E. M. Johncock, Box 41, Traverse City, Mich.

FOR SALE - FIVE KENTUCKY CLUBS @ \$75.00; five 1937 Keeney Tracktimes @ \$45.00 each; five 1938 Keeney Tracktimes @ \$75.00 each; two Tanforans @ \$22.50 each; one Domino @ \$50.00; two Caroms @ \$20.00 each; two 1-2-3, cash pay, @ \$35.00 each; one Seeburg K-15 @ \$50.00; 8 32-Volt Convertors @ \$35.00 each; 7 32-Volt Motors for Seeburg Machines @ \$17.50 each; six Mills Dance Masters @ \$45.00 each; 50 Seeburg 12-Record and 50 Seeburg 10-Record, make offer; 3 Victor Penny Home Runs @ \$12.50 each; 2 Penny Pikes Peaks @ \$17.50 each; two Leaders @ \$35.00 each; one Boomtown @ \$30.00; one Pylon @ \$35.00; two Contacts @ \$20.00 each; one Blondie @ \$20.00; one Sporty @ \$20.00; 2 Cadillac @ \$27.50 each; 3 Seeburg Selection Receivers, type SR-22; five Seeburg Remoto Receivers, type RR-22, make offer; five Seeburg Speakorgans with 15" PM Speakers, make offer. Terms: Cash, F.O.B. Williamson, W. Va. T. & T. Novelty Co., Box 441, Williamson, W. Va. Phone 1800. x

FOR SALE - 6 INTERNATIONAL MUTOSCOPE Photomatics, \$600.00 each; 3 Jumbo Parades, P.P., \$85.00 each; 1 Rockola World Series, \$60.00; also Wurlitzer Skeeballs. Johnson Music Co., 326 S. 19th St., Omaha, Neb. ap15

FOR SALE - ONE 5¢ MILLS WAR EAGLE, \$130.00; one 10¢ Mills War Eagle, \$150.00; and one 25¢ Mills War Eagle, \$180.00. These machines are 3-5 pay out, in perfect condition, refinished with club handles. Also have one Jennings 10¢ Four Star Chief, like new, \$130.00. Send remittance or will ship C. O. D. John Sheehan, 301 Jackson St., Galena, Ill. x

MILLS AND JENNINGS BULLSEYE QUARTER Jackpots, \$37.50 each. Same with Jackpot Prizes, \$35.00. Write for list. Grand Valley Novelty Company, Traverse City, Mich.

NICKEL OR PENNY ALUMINUM COUNTERS, \$1.00 postpaid. Want Rock-Ola and Watling Scales, any condition, for cash. Give full details. Heineman, 656 Selden, Detroit, Mich.

PHOTOMATICS WANTED - WILL PAY CASH for late model Photomatics. Please describe fully. McGuire, 313 N. Santa Ana St., Bellflower, Calif. ap29x

RATION TOKEN PROOF YOUR MILLS AND Jennings Dice Slots for only \$5.00 per machine. Send escalators only to I. J. Hudson, Jr., Mound City, Ill.

SEEBURG HOCKEY, \$65.00; SHOCKERS, \$7.50 each; Wizard or Oracle Fortunes, \$10.00 each; Huddle Hoops, Diggers, \$45.00 each; Flat Striker, \$85.00; Carl Venders with lit-up tops, \$27.50 each; Kicker and Catchers, Challengers, Pinn the Axis, \$20.00 each; Uncle Sam Gripper, \$55.00; Duck Guns, \$35.00; Bally Basketball, \$85.00; Pikes Peak, \$15.00; Select-a-View with base, \$27.50; Ranger Gun, Bean 'Em, 2 Grippers, Gulf (floor model), 2 Pinballs, 7 Counter Machines, 8 Card Venders, 4 Fortune Machines, Old Mill, \$275.00 takes these 28 machines. Wm. Schnepel, Box 265, Red Bud, Ill. x

SLOT MACHINE VENDER MINTS - WILL buy any quantity. Please quote price first letter. Western Novelty Sales Co., 518 S. Tejon St., Colorado Springs, Colo.

TEN POKERINO TABLES, \$125.00 EACH; also Holly Pin Ball Games, only \$10.00 each. All in good condition. John Singer, 2120 Boardwalk, Atlantic City, N. J.

TWO 5¢ PLAY MILLS ESCALATOR SLOT MACHINES, club handles, 3-5 payout, fine condition, \$125.00 each. Sufficient deposit to guarantee changes. John M. Stuart, Paris, Ky.

WANT TO BUY - BROKEN AND DAMAGED Slot Machines, Parts, Castings, etc. Write me description, price asked, etc. L. Dayton, 345 Fulton St., San Francisco, Calif. ap8

WANT REVOLV-A-ROUND DOUBLE SAFES, Vest Pockets, Wurlitzer G16A, #145 Steppers. We convert stop levers to knee-action. Coleman Novelty, Rockford, Ill.

WANT ARCADE MACHINES OF ALL KINDS - August Pugliugh, P. O. Box 52, Detroit 19, Mich.

WANTED - TWO (2) MILLS FREE PLAY Slots, late model. State condition and price. C. R. Hank, 616 E. Main St., Greenville, O.

WANTED - OLD TIME COUNTER GAME AND Ball Gum Vender called Sweepstakes. Made by Rock-Ola. If you have any of these games let me know quantity and price at once. Albert Gerry, Box 6435, Philadelphia, Pa. ap15x

5 WESTERN REELS AND SIGNS FOR MUTOSCOPE Movies. Used couple months, \$50.00 for all. P. G. Rust, 21 S. 20th, Belleville, Ill.

11 EVANS AUTOMATIC BOWLING ALLEYS. Priced for quick sale. Building sold. Must move immediately. E. E. Morgan, 1041 4th Ave., Huntington, W. Va.

70 HOLLY SINGLE GRIPS - EXCELLENT mechanically and appearance, ready for location, \$8.50 each. Half deposit, balance C. O. D. American Novelty Co., 104 Boknet St., Pittsburgh 13, Pa.

200 ANDREWS VARIETY SHOPS FOR SALE - (5 Compartments), 1¢ Candy and Nut Venders. 2 Hanson Penny and Nickel Counter. Will sacrifice - make offer. M. Gusoff, 166-12 33rd Ave., Flushing, L. I.

COSTUMES, UNIFORMS, WARDROBES

BAND COATS, CAPS; ORCHESTRA WHITE Coats, Tuxedos, Cellophane Hulas, Striptease Orientals, Wigs, Clowns, Velvet Curtains, \$20.00. Wallace, 2416 N. Halsted, Chicago.

BAND COATS, CHORUS SETS, ORIENTALS, Clowns, Gay Nineties, Western Chaps, Minstrels, Beaded Rhinestone Gowns, No list. Conley, 308 W. 47th, New York 19.

CHORUS NET AND STRIP PANTS, \$1.00; NET Bras or G-Strings, 75¢; Rhinestone Center Bras, \$1.50; Rhinestone G-Strings, \$7.50; Rhinestone and Settings and Rhinestone Banding in stock. Feathers, Beaded Fringes, Scaules, Trimmings, etc. No list. State wants. Add 25¢ mailing charges. C. Guyette, 346 W. 45, New York 19.

CHORUS COSTUME CLEARANCE - ONE DOLLAR, perfect condition; Principals, three dollars. Men's Wardrobe. Guttenberg, 9 W. 18th St., New York City. ap8x

GENUINE BEAUTIFUL EAGLE FEATHER WAR Bonnet, \$15.00. Beadwork, Curics, Relics, Antiques, Coins, Catalogue, 5¢. Cowboy Lemley, Las Cruces, N. M. x

MEN'S SUITS, \$4.00 UP; DRESSES, 25¢; COATS, \$1.50 up. Uniforms and Hats. Write for circular. J. Branker, 1568 Fulton St., Brooklyn, N. Y. x

NEW, ALSO USED SOLO AND CHORUS COSTUMES, all kinds. Henderson School of Dancing, 600 Queens Rd., Charlotte 4, N. C. ap8

FORMULAS & PLANS

ANY FORMULA SUPPLIED, \$1.00, OR MONEY back. What are your needs? R. S. Grey, 758 W. Jackson Blvd., Chicago, Ill.

FORTY FAMOUS FORMULAS OF FAST Sellers, \$1.00, with catalog of money making plans. Co-Operative, Box 638-B, Chicago. ap22x

MME. JUANNA'S FACIAL PACK WILL ABOLISH wrinkles, pimples, blemishes, large pores. Package 25¢. Mme. Juanna, 102 West 75th, New York. my6x

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS. FIFTY All-Electric Machines cheap. Burch, Advance, Crestors, Dunbar, Kingery, Peerless, others. If you want any special type machine we possibly can supply you. Get our prices on best seasoning made. Also will buy any quantity of French Fry Machines. Caramel Corn Equipment, 120 S. Halsted, Chicago 6. ap29x

ALL KINDS POPCORN MACHINES - ALL-Electrics, Burch, Star, Crestor, Carmelcorn Equipment, Burners, Tanks, Fittings, cheap. Northside Sales Co., Indianapolis, Iowa. je10x

BARGAIN - 6 35-FT. SKRIBALLS, 4 18-FT. Bowling Alens, 1 Miniature Golf. All good. Louis Donati, 1364 Cardia Rd., Manchester, N. H.

"BOMB THE JAPANESE" - A BRAND NEW dart game concession. Send stamp for illustrated circular today. Frank Welch, 735 E. Main St., Rochester 5, N. Y.

BUTTERKIST POPCORN MACHINE, 110 VOLTS, oak cabinet model. Fifty dollars takes it. Herman Happy, Traverse City, Mich.

ELECTRIC FANS - CORRECTLY BALANCED 16" aluminum blades, 1/2" bore, \$3.00; Heavy Guard, \$2.00. Use 1/4-1/8 H.P. electric motor and make your own fans. Ted Riseman, 427 E. Jefferson, Springfield, Ill. ap15

FOUR METAL TURNSTILES WITH METER equipment. What am I offered? Earl W. Newton & Assoc., 1563 Merchandise Mart, Chicago 54, Ill.

FOR SALE-SECOND-HAND SHOW PROPERTY

AT BARGAIN PRICES - BALLTOP AND CATS, Large Concession Wheel, Electric Poker Roll-downs, Animals and Birds for Shooting Gallery; Change Makers, makes fast, accurate change for ticket sellers; Check Protector, Duplicate Order Writer, Loud Speakers, Collapsible Nickel Plated Music Racks; Penny Jackpots; Carl Size Filing Cabinets. Glazier, 10021 Grayton, Detroit, Mich.

BELL AND HOWELL FILMSOUND PROJECTOR, 110 volts a.c., factory reconditioned, 1600 foot reel arms, sound and silent speeds; 750 watt lamp, microphone and phonograph plug-ins, 12 inch speaker, 125 feet speaker cord. Excellent running condition. Compact in two cases. Ideal for road-show, club or school. Price \$595.00. Write Mitchell Ginkowski, 2506 52d St., Kenosha, Wis. x

CANVAS-VARIOUS WIDTHS AND WEIGHTS. Tarpaulins, Waterproof Covers, 8x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation Leather, Paints, Enamels and many other items. Michigan Salvage Co., 609 W. Jefferson, Detroit 26, Mich. ap22x

ELECTRIC PLANTS - FROM 800 WATTS TO 10,000 watts. E. F. Schmaltz, 215 Wyoming Ave., Kingston, Pa. ap15

FOR QUICK SALE - COMPLETE BOOTH Equipment for two 500 seat theatres. Bargain. Morris Supply Co., 1318 S. Wabash Ave., Chicago. ap29

FOR SALE - COPPER WIRE, RUBBER covered, stranded single, No. 4 to 4.0, 35¢ per lb.; lengths 75 ft. and up. Switch Boxes, 60 amp. to 600, one-half price. Blowers for air conditioned tents and theaters. C. & H. Electric Co., 436 W. Juncau Ave., Milwaukee 3, Wis. ap8

FOR SALE - CAT RACK WITH FRAME, TOP like new, four dozen balls; Lord's Prayer Machine; Singer Pennant Machine, with frame; Show Top only, 16x20; four gross Hawaiian Leds; Loud Speaker System, 40 amp.; two Metal Horns; Seeburg Automatic 14 Record Exchanger; one Electric Voice Mike; all for \$425.00. N. H. W., 120 Charles, St. Paul 3, Minn. x

FOR SALE - TWO ACME PORTABLE 85MM. Sound Projectors, two Speakers, Amplifier; complete outfit in good order; first \$750.00 takes all. Owner drafted. John Kattes, 1204 E. Miner Ave., Stockton, Calif.

FOR SALE - 360' OF 7' SIDEWALL, KHAKI, green decorations one side; used one season. Side Chains for 122' tent, 16' length, \$200.00. John Conant, 127 S. Park, Streator, Ill.

FOR SALE - ROLLER SKATING NEON SIGN, 5x10 feet, used 5 months. A-1 condition, \$100.00. Elmer Johnson, Phone Regent 9002, Chicago.

FORTY FOOT PORTABLE MERRY-GO-ROUND, 24 Horses, perfect condition, balance A-1. Waterproof tent, all complete ready to go. Will sell with or without power unit. If interested write for full description. Rucker E. Granberry, Box 271, Tallahoma, Tenn.

HUNDRED 35MM. SOUND ON FILM WEST-erns, Action Features, 5 serials. Perfect condition. Six Powers Projectors. Sell, trade, rent, buy. Claberns Films, Bowman, S. O. x

MIDGET STEAM ENGINE, LARGE SIZE; ALSO Engine Patterns, Tender, good working condition, \$900.00 cash. Entire Train, 36 passenger, track optional, \$1,000.00. Fine outfit for this money, but not quick. Photo, 10¢ stamps. Edna May Wilson, 159 N. Minneapolis, Wichita, Kan.

NEW AND USED SOUND MOVIE PROJECTORS bought, repaired and sold. Dime brings details. Anchor Radio Distributing, Box 21, Ithaca, N. Y. ap8

TENT - 30x60, EXCELLENT CONDITION, NO patches or rips, nine foot wall, nicely trimmed with red, \$200.00. King Amusement Co., 39 Fessenden St., Mt. Clemens, Mich. ap8

TENTS - 12x12 TO 40x200. ALL PUSH POLE. Complete list, \$1.00. Hand roped, good as new, rented couple weeks. Sidewall, Poles, Stakes, Sledges, etc. Describe fully. Send stamp. Smith Tent Auburn, N. Y. ap8x

SIXTY FOOT TENTS WITH TWENTY FOOT middle sections. Round and dramatic ends. Good condition. With or without wall, poles and stakes. Harry Z. Freeman, 772 Century Bldg., Indianapolis, Ind.

TENTS - SKATING RINK, SHOW AND CON-cession, all khaki, new and slightly used. Tarpaulins. Campbell Tent & Awning Co., Springfield, Ill. je85

WAIKIKI DANCING GIRLS, 8MM., 50 FT., \$1.75; 16MM., 100 ft., \$3.50, prepaid U.S.A. Complete lists of pretty girl, comedy, cartoon and travel films plus glamour, sample, dime. Jenkins, Box 302-A, Elmira, N. Y. ap29x

HELP WANTED

FERRIS WHEEL FOREMAN AND HELPERS for all rides. Starting early May. Operating near Philadelphia. Mostly 10 day celebrations. About 10 to 30 mile jumps. Foreman, \$40.00 cash per week plus bonus and percentage on wheel. You are supplied with semi truck, driver preferred. Extra \$10.00 for each move. Must be sober. Also want Chair Plane Foreman. D. Van Billiard, North Wales, Pa.

FOREMAN FOR TILT-A-WHIRL AND FLYING Scooter Ride. Also Second Man for Auto Scooter. Park locations, no tear-downs. Good salary with bonus. Roger E. Haney, 113 W. Park Ave., Canton, Ohio.

GIRL MUSICIANS FOR STEADY LOCATION job. Good pay. State all details in first letter. Send photo. Box 861, Fayetteville, N. C. ap8

GIRL SAX OR TRUMPET - STEADY LOC-ation, six nights. Immediate opening. All girl unit. Box C-24, care The Billboard, Cincinnati 1, Ohio. ap15



HAMMOND ORGANIST — MALE, TO JOIN name unit. I own organ. You must read, fake, modulate, know old and new tunes. Playing best hotels. No lish, no jazz. Don't misrepresent. Orchestra Leader, Neil House, Columbus, O. ap22

PIANO MAN — MUST READ, FAKE, CUT shows; transpose for vocalist. Hotel, steady; salary, \$60.00. Union tax paid. Contact Earle Strible, Rm. 807, Seebach Hotel, Louisville, Ky.

STRING BASS PLAYER FOR PERMANENT job with cocktail unit. Draft exempt, age to forty, good reader, faker. Write Yates, St. Charles Hotel, New Orleans, La.

TROMBONE AND FOURTH TENOR—ALL work location; top salary. Must have good references. Contact Joe Cappel, Music Box, Omaha, Neb. ap8

VAUDEVILLE OR MED TEAM — CHANGE FOR week, one show a night. Year around work. Preference if you have your living trailer. Brownie's Vaudeville Tent Show, Millwheel National Drive, Newark, O.

VIOLIN OR TENOR SAX WITH A DOUBLE AND voice for name cocktail unit. Salary \$105.00 per clear, with no deductions. Union. Send photo. Write all details to Bob Roberts, Apache Hotel, Phoenix, Ariz.

VIOLINIST — EXPERIENCED FOR COCKTAIL unit playing dance and show. Must know old tunes. Permanent job. Write Box C-17, Billboard, Cincinnati 1, O.

WANT EXPERIENCED DOG AND PONY MAN. Also will consider learner or assistant for dog, pony, monkey and bird circus. Pamhasika's Headquarters, 3504 N. 8th St., Philadelphia 40, Pa.

WANTED — FIVE OR SIX PIECE ORCHESTRA, girls or boys. Play floor shows. Mgr. Jerry Carman, 402 Club, Port Huron, Mich. ap29

WANTED — MODERN PIANO AND TRUMPET. Must read, fake solid beat for location. Contact Leader, 38 S. Atlantic, Daytona Beach, Fla.

WANTED — A-1 PALMIST, GOLDEN OPPORTUNITY for right party. Reference required. Also High Striker, A-1 condition. Box C-26, Billboard, Cincinnati 1, O.

WANTED — GIRL FOR NIGHT CLUB ACT to help in novelty act. Good pay. Year around work. Everything furnished. Box C-27, Billboard, Cincinnati 1, O.

WANTED — PEOPLE IN ALL LINES FOR platform show opening about May 22. No wires. Teen all, state salary wanted for reply. Singers, Dancers, Musicians and Novelty Acts. T. C. Jacobs, Russell's Point, O.

PERSONALS
COMEDY PREPARED FOR NIGHT CLUB, Ventriloquist, Minstrel, Burlesque and Vaudeville Performers! Free details. Kleinman, 25-31-F 30th Road, Long Island City 2, New York. ap22

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog, 10c. Balda Art Service, Oshkosh, Wis. ap29x

LEARN METASCIENCE — REMARKABLE drugless healing. No manipulation. No apparatus. Unbelievable simplicity and results. Inexpensive correspondence course, Metascience, Do Land, Fla. ap8x

LEARN THEATRICAL, DIORAMA, POSTER, Lobby Painting. Practical correspondence courses only five dollars if you enroll now. Enkeboll Studios, Omaha, Neb. ap8

FLEXIBLE MOULDS FOR CASTING PLASTER Dogs, Book Ends, Whatnot Ornaments, etc. Details free. Dykes, 5110 1/2 King Hill, St. Joseph, Mo.

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. Write Nelson Enterprises, 336 S. High St., Columbus, O. ap8x

ANSWER QUESTIONS, CALL NAMES, BIRTH-dates. Professional Master Mindreading Act (no assistant). Self contained, use anywhere, \$1.00. Magical Enterprises, Roseville, Mich. ap15

ATTRACTIVE 216-PAGE ILLUSTRATED PRO-fessional Magic Catalogue of Tricks, Books, Supplies, etc. 25c. Kanter's (Magicians') Headquarters, B-1311 Walnut, Philadelphia 7, Pa. ap29x

MAGIC, FUN, MYSTERY — BOOK OF 50 CARD Tricks with regular deck. Easy to do. Catalog of 300 Magic Tricks included. Both for 25c. Fun Shop, 623-O S. Hill, Los Angeles 14. my6x

MAGICAL APPARATUS ILLUSIONS, NEW and Used. Catalog, second hand list, 10c. MAC'S MAGIC SHOP, 506-B Main, Ft. Worth 2, Tex. ap8

MAGICAL LIST — MINDREADING, ESCAPE, Publicity Stunts, Books, Illusions, Chemical. Also illustrated catalogue, 30c. Genoves, Gen. P. O. Box 217B, New York 1. ap15

QUALITY MAGIC SINCE 1907 — SEND 25c for catalog. Thayers, Box 1785, Willshire LaBrea Station, Los Angeles, Calif. ap8

MISCELLANEOUS

FOR SALE—2 LARGE KOHR FROZEN Custard Continuous Freezers, in good condition. Apply Puritan Ice Cream Co., 40 Cortlandt St., New York. Write or phone Cortlandt 7-8764.

FOR SALE—NAMEPLATE TAPE, 100 POUNDS. Used in Roovers Nameplate Machine, at \$2.00 per pound, 1/3 deposit. George Paterson, 6 West 190th St., Bronx, New York.

LUMINOUS CLOTH TAPE—HIGHEST GLOW-ing properties, made to U. S. Government stand-ards. Can be used for novelties, etc. "Glow in the Dark." Rolls 2" wide, 10 yards long. \$2.00 each roll. \$25.00 per doz. Art-Glo Mfg. Co., Wick-ford, R. I.

MANUFACTURERS WOOD NOVELTY JEWELRY — Army and Navy Stationery, 25 Envelopes, 50 8 1/2 x 9 Letterheads, \$1.00. Yankee Printing, 4701 Sheridan, Chicago, Ill.

MUSIC COVER DESIGNS—\$8.00. COMMERCIAL Art, Cartooning, Cuts, Signs, Posters. Reasonable. Send ideas. Frank Menz, 245 West 34th, New York. my8x

4 EVANS AUTOMATIC BOWLING ALLEYS, 56 ft. long, Box 428, care The Billboard, 1564 Broadway, New York 10.

PERSONALS
COMEDY PREPARED FOR NIGHT CLUB, Ventriloquist, Minstrel, Burlesque and Vaudeville Performers! Free details. Kleinman, 25-31-F 30th Road, Long Island City 2, New York. ap22

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL SUPPLIES FOR DIRPOS OPERATORS AT cut rate prices. Few 1 1/2" machines. Write for latest prices. Wabash Photo Supply, Terre Haute, Ind. ap8

CAMERAS FOR SALE — ALL OPERATIONS are done on the outside of the booth. 2 1/2 x 3 1/2 Booth Model, \$115.00; 3 1/2 x 5 1/2 Full Length Booth Model, \$180.00; 3 1/2 x 5 1/2 Full Length Table Model, \$140.00. Without lens add 25% excise tax. One-quarter down, balance C. O. D. Bilright Camera Mfg. Co., P. O. Box 452, Greensboro, N. C. ap22x

CASH FOR YOUR PHOTO EQUIPMENT—WHAT have you? Give details. P. D. Q. Camera Co., 111 E. 35th St., Chicago, Ill. ap29x

CHEAP — PHOTO FRAMES, 3 1/2 x 5, \$3.00 hundred; 5x7, \$5.00. Delivered. Deposit required. Pan American Press, San Antonio, Tex.

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. Camera Co., 111 E. 35th St., Chicago. ap29x

DIRECT POSITIVE OPERATORS — WRITE for catalog today. Glass frames in all sizes, assorted and patriotic; Folders, Chemicals, Oil Painted Backgrounds, Comic Foregrounds, Rubber Gloves at 90¢ per pair; Rubber Finger Tips, set of 3, 15¢; General Electric No. 1 and 2 Photo Floods for immediate delivery; Eastman Direct Positive Paper, all sizes. Everything for Direct Positive Operator. Take care of all your needs with one shipment. Hanley Photo Company, 1207 Holmes St., Kansas City, Mo. ap8x

DIRECT POSITIVE OPERATORS — A STEADY supply Eastman D.P.P. Prompt service, fresh stock and all 1945 dating. 1 1/2", \$5.75; 2", \$7.25; 2 1/2", \$8.75; 3", \$10.50; 3 1/2", \$11.00; 5"x7", \$6.25 per gross. Any size and any amount. 25% deposit with order, balance C. O. D. K. W. Geary Co., P. O. Box 5916, Pittsburgh 10, Pa. ap8x

E.D.P.P., LATE 1944 DATING—1 1/2", \$5.50 per roll, 2 1/2", \$8.60 per roll; 3 1/2", \$11.00 per roll; 5x7, \$7.00 per gross. One-third deposit, balance C. O. D. George Ponsler Co., 763 S. 18th, Newark, N. J.

EASEL PHOTO MOUNTS, ALL SIZES — WOOD, leatherette, glass frames, latest styles. Sizes 2x3 to 8x10. Patriotic Heart Mirrors, Frames, Easels for 1 1/2 x 2. Everything for direct positive operator. Prompt shipment. Capitol Equipment Co., Box 287, Saint George, N. Y. j83x

EASTMAN KODAK D.P. — 25 ROLLS 3 1/2 inch paper, \$10.00 each. Offers accepted, Flagler Photoshop, 263 E. Flagler St., Miami, Fla. ap22x

EASTMAN D.P.P., 1945 DATING — 1 1/2", \$4.00; 2", \$6.00; 2 1/2", \$7.50; 3", \$8.25; 3 1/2", \$10.00; 3 3/4", \$11.75; 4", \$15.00. Add 25% orders less than 10. Reliable Photo Service, 3439 S. Michigan, Chicago.

EASTMAN DIRECT POSITIVE PAPER — 50 rolls 1 1/2" at \$4.00 per roll; 15 rolls 2 1/2" at \$7.50 per roll; 24 rolls 3" at \$8.00 per roll; 6 rolls 3" at \$11.00 per roll; 1/3 deposit. George Paterson, 6 W. 190th St., Bronx, New York.

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FOR SALE — 2 PHOTO MACHINES, TAKES 1 1/2 x 2 1/2 strips of 4. Anderson, Kansas, Mo., make. Both have top signs, one neon, 2 enlargers, 1 roll film, extras. Operated last at McCrory's Dime Store. Price, \$425.00 for all. Shooting Gallery, 1783 E. 9th St., Cleveland, O. ap15

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MILLMAN'S NEW DEVELO-MATIC DEVELOP-ing Racks (Pat. Appl. for #526890), a necessity for every direct positive operator. Keep your hands out of strong acids. Produce more and better pictures. Special D.P. Cameras made to order. Herman Millman, 17 West 20th St., New York 11, N. Y. ap15

MY AD HERE LAST 2 ISSUES ABOUT MY NEW Photo Lockets brought stacks of mail. Boys, it's hot. Holds 2 pictures for 1 1/2 x 2 or service insignia. What it looks like, send 25¢ stamps for sample and particulars and go to town. Watch the imitators. C. Gamelsor, 146 Park Row, New York 7.

NATURAL WOOD FRAMES WITH GLASS, 5x7, \$18.00 per 100; 8x10, \$29.00 per 100. Sam-ples, \$1.00. One-quarter cash with order, balance C. O. D. Photo Service Co., Jasper, Ala. ap15

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PHOTOMATON 4 FOR 25 CENTS AUTOMATIC Machine, in very good working condition with five extra conveyors and additional parts. \$750.00. Open for offers. Flagler Photo Shop, 263 E. Flagler St. Miami, Fla. ap22

SELL OR TRADE — 40 ROLLS 1 1/2"; 24 ROLLS 3 1/2 Eastman, 1945 dating. Want 2 1/2, 5, 5x7, Grecco, 858 DeKalb, Brooklyn, N. Y. ap15

WANT TO BUY COMPLETE PHOTO GALLERY. Will consider good camera, no junk. Must be good enough for big railroad show. Write W. J. Levi, care Mighty Sheesley Midway, Columbus, Ga. giving complete details.

WE BUY, SELL EASTMAN D.P.P., ANY SIZE, at your price. Will accept reasonable offer. Write what you have or need. We make new Verticle D.P. Cameras and Equipment, 1 1/2" x 2 Photo Comic Cards, \$2.00 hundred; Foregrounds, \$7.50. Bonomo, 25 Park St., Brooklyn 6, N. Y. ap29x

WILL SELL PRACTICALLY BRAND NEW Hassan 2 1/2 inch Camera complete for \$125.00. 1/2 deposit. Apply Box 342, Starke, Fla.

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BEST CARNIVAL AND CIRCUS BANNERS — Positively no disappointment. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. ap8

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FOR SALE — COMPLETE PROFESSIONAL Tattooing Outfit, 5 machines, designs, inks; in large case. Ready to go. Box 537, Leesville, La.

TATTOOING OUTFITS AND SUPPLIES — Send for illustrated literature. Also Diamond Equipped Engraving Outfits for concessionaires. Moore, 651 S. State, Chicago ap15x

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A-1 CIGARETTE AND CANDY VENDING Ma-chines. Will pay \$15.00 for Blondie, Power-house, Formation. Mac Postol, 6750 N. Ashland Ave., Chicago, Ill. ap22

BALLOONS — CAN USE ANY SIZE, QUAN-tity, kind, printed or unprinted. Send samples, prices. Can also use Flying Birds, Fur Monkeys, Bats, Metal Horns. All circus novelties. Ben Stone, Concessionaire, 406 S. Main, Los Angeles 13, Calif. ap22x

CANDY OPERATORS, JOBBERS — IF YOU have any Candy or Gum to sell contact me. Name and price of merchandise first letter. Ottawa Sales, Iron River, Mich. ap15

CASH FOR BABY Q MERRY-GO-ROUND. First class condition. Write Ralph S. Smith, 2385 S. Bannock St., Denver, Colo.

LOOKING FOR GOOD 35MM. SOF. SEND FOR free list. We buy and trade. U. S. Films, Box 117, Passaic, N. J.

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WANT TO BUY ANYTHING PERTAINING TO Jungle Folks, Cannibals, Headhunters; also Freaks, Mummies, Curiosities. Write Tates's Curiosity Shop, Safford, Ariz. ap8

WANTED — ALL KINDS POPCORN POPPERS, gasoline, electric; Kettles, Peanut Roasters, Ven-ders, Adding Machines, Office Supplies. Northside Sales Co., Indianola, Iowa. j83x

WANTED — RHINESTONES, ANY SIZE, LARGE or small quantities. Harry Klitzner Co., 433 Westminster St., Providence, R. I. ap22x

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. ap8

WANTED — MINIATURE CAGE WAGONS, Cross Cages, Small Cages. Give size, condition and address. Write Animal Farm, Richmond Hill, Ga. ap15

WANTED TO BUY — DAISY AIR RIFLES IN any condition, any number. Write or wire Bill Calamari, 1622 Fullerton Ave., Chicago, Ill.

At Liberty Advertisements

5c a Word. Minimum \$1. Cash With Copy.

AT LIBERTY AGENTS AND MANAGERS

RINK MANAGER — OVER DRAFT AGE, 20 years' experience. Will go anywhere. A-1 refer-ence. Now employed but wish to make a change. South preferred. Box C-23, care The Billboard, Cincinnati 1, O.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY JUNE 2D 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.

AT LIBERTY MAGICIANS

"LA-MAR" THE MAGICIAN — LADY ASSIST-ant. One-hour show. For club, floor shows, lodges, entertainments. Myers, 519 Wheeling Ave., Cambridge, O. ap22

AT LIBERTY MUSICIANS

ALTO, DOUBLING CLARINET — DEPEND-able, neat, sober. Experienced, ad-lib, read. In need Chicago only. Give top salary and details in first letter. Address Musician, 511 W. Ann St., Knoxville, Ill.

AT LIBERTY — TRUMPET PLAYING AR-ranger, Union, 4-P, conservatory graduate. Semi-name experience; also small group work last two years. Will travel. Available June 1. Stu Dumás, Bennington, Vt. ap15

AT LIBERTY IN 2 WEEKS — DRUMMER. Union, sober, 4-P, age 33. Reliable, dependable. Fine outfit. Name and semi name. Hotels, theaters, night clubs, dance work experience. Tenor or jump bands. Prefer hotel or steady location. John J. Gaston, Broadway Hotel, Louisville, Ky.

AVAILABLE — TRUMPET MAN AND DRUM-mer, Drummer: Tony Papa, 520 S. Fourth St., Elkhart, Ind. Age just 17, 2 years' experience. Have white pearl drum set. Trumpet: Bud Schultz, 309 S. Fifth St., Elkhart, Ind. Two years' experi-ence, age 17. Both will be available on or about June 20. Will travel or locate. Both would like same band. Members of Local 102.

DRUMMER — SEMI AND NAME EXPERIENCE. 4-F, single, dependable, union. New equipment. Will travel or locate for summer. State top war-time salary. "Hob" Rankin, Ahsokie, N. C. ap15

DRUMMER — 4-F, RELIABLE, SOBER, FOR-merly with name band. Show experience. Play any style. Local 5 member. Double Trumpet. Box 72, College Park Station, Detroit 21, Mich.

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.

GIRL ALTO SAX DOUBLING CLARINET AND Vocals. Experienced in all lines. Prefer West. Box C-19, Billboard, Cincinnati 1, O.

GOOD STRAIGHT TENOR SAX, CLARINET — Excellent tone. Union, draft exempt. Wm. Gennert, 9702 Robinson Ave., Garfield Heights, Cleveland, O.

PIANO AND DRUMMER — PREFER WORK together; 4-Fs, 22 and 27. Good beat, show experience. Not cats or lishes; semi name experi-ence. Must give notice. Box C-28, The Billboard, Cincinnati 1, O.

STRING BASS — SEMI-NAME EXPERIENCE; 28, 4-F, reliable. Finish with Hal Saunders April 16. Prefer locations. George Lesser, The St. Anthony, San Antonio, Tex. ap15

TROMBONIST — UNION, 21. WOULD LIKE change. Read, fake, takeoff and specialize in sweet solos. Available April fifth. Good com-mercial band preferred. Classification 4-P. Johnnie Ansley, Ivanhoe Hotel, Ft. Worth, Tex.

TRUMPET DOUBLING MELOPHONE — READ and go on both; 2d or 3d in large band. Union, 4-F. Eastern states only. Consider small go band. Write John Kinkaid, General Delivery, Allentown, Pa.

YOUNG LADY — VIOLIN DOUBLING VIBRA-phone, after April 10. Excellent musician. Grace Long, 828 St. Louis, New Orleans, La.

AT LIBERTY PARKS AND FAIRS

F. E. D. (DAREDEVIL) MARTISH SPECIALIZ-ing in latest thrills, "headstand" atop auto at 30-45-60 M.P.H. Latest out because no one else is doing same. Offering anyone one hundred dollars (\$100.00) to do same. Have few good booking dates open. Write or wire P. O. Box 3353, Port-land 8, Ore. ap8

E. R. GRAY ATTRACTIONS — SENSATIONAL Spiral Tower, Swinging Ladder, Rolling Globe, Single Trapez, Comedy Acrobats, Posing, Contortion. Can be booked separate. Harding and Kock, Evansville, Ind.

GUTHRIES, FRED AND MARIE—FOUR DIF-ferent Free Attractions. Dancing Tight Wire, Balancing, Trapez, Iron Jaw Butterfly and Double Trapez, Lady and Gent. Beautiful wardrobe. Reasonable. 220 W. 9th St., Cincinnati, O.

PAMAHASIKA'S ACT BEAUTIFUL — WHITE Australian Cockatoos, Military Macaws; also Dog, Pony and Monkey Circus. This is the only and original Prof. Pamahasika himself. Permanent ad-dress: Geo. E. Roberts, 3504 N. 8th St., Philadel-phia 40, Pa. Phone Sagamore 5536.

THE SKY THRILLER, HIGH POLE ACT — Write for publicity matter. Beautiful lighting effect. The Sky Thriller, The Billboard, Cincinnati 1, O. ap8

AT LIBERTY PIANO PLAYERS

LADY PIANIST, DOUBLING PIANO AC-cordion. Read and fake. Play nine out of ten requests. Cocktail bar or lounge. Mature, good appearance, wardrobe. Must pay good salary and tips. Proximity New Orleans. Have trailer home. Write Spencer, 2654 Tulane, New Orleans, La.

PIANIST — UNION, SINGLE, MALE. YEARS of professional experience all lines of the busi-ness from concert to dance. Trained musician. First-rate offers only, top salary. Particulars ex-changed. Box C-22, Billboard, Cincinnati 1.

PIANIST — UNION. SWING COMBO OR small band. Preferably New York City. Write, phone A. Reens, 180 Riverside Drive, New York. TRafalgar 7-6765.

AT LIBERTY VAUDEVILLE ARTISTS

COMIC, M. C.—HAVE TESTED. SURE FIRE audience participation act. Entirely new. Suit-able for theater or club. Write for particulars. Box C-25, Billboard, Cincinnati 1, O.

# EASTER, EXCISES BOOST SALES

## Tax Deadline Causes Early Holiday Trade

Newspaper publicity on collections skyrockets buying of furs, jewelry, cosmetics

CHICAGO, April 1.—The buying rush to beat the luxury tax deadline today was added to the Easter influence to pyramid specialty sales in all parts of the country this week. By midweek even radio news broadcasts were reporting a heavy rush on jewelry in San Francisco and other West Coast cities and a rush on furs in Chicago and some

other points. Earlier it had been reported that no marked rush on jewelry had been observed.

News reports one week ago helped to accelerate the rush during the current week. One week ago news releases told the public how the new tax on luxury specialties would be collected by the stores. Many papers featured the OPA ruling which said that stores could pass the tax on to the customer provided the customer was plainly told just how much he was paying as a tax. Sunday editions of the papers the next day also published display charts of merchandise items and how much the new tax would be. All this publicity on the prospect of a new tax really sent the public to the stores for any specialties they might be thinking of buying in the future.

### Easter Influence

The merchandise trade had reported a gradual increase in buying for the past four weeks due to an early Easter this year. The Easter season is always a direct boost to wearing apparel, and that means more accessories also. Trade reports said that handbags and jewelry were benefiting by the Easter influence this year. All trade reports have mentioned increases in sales of cosmetics as the tax deadline approached.

Altho a higher tax went into effect today on retail sales of luggage, yet this merchandise was not mentioned so frequently in reports this week. Reports from the luggage trade are usually slower than on other merchandise and more information will be available next week. Some merchants say that the heavy Christmas buying rush on luggage may still be having some effects, and the vacation spirit has not yet reached the public.

### Next Few Months

The natural sequence of a buying spurt is a lull of at least a few weeks' duration. Easter follows the tax deadline of April 1 by one week and the last-minute (See Easter Boost Sales on page 52)

## Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, April 1.—No merchandiser will deny that it's the lady of the house who's always done the shopping and buying for her family, and not many women will come right out and say that her purchasing is uninfluenced by her husband's preference in the way of style and color. One result of the army's heavier demands for man power may be reflected in the not too distant future in ma's independence when it comes to choosing not only her hats and her nail polish but the kind and color of home furnishings and gadgets. Draftie's wife may not wave him off to camp with the happy thought, "Now, I can do over the bedroom in cyclamen pink ruffles," but sooner or later she's apt to start wearing and using those colors and effects pop didn't like and wasn't hesitant to say so either, if only because she needs some kind of a morale booster herself. There'll be more women going to carnivals and fairs, playing bingo and taking the kids to circuses now than ever before, and smart sellers are going to watch m'lady's color schemes with an eye to real business.

**WINDPROOF LIGHTERS**—Unverified reports will have it that Mexican-made cigarette lighters are being seen in Southwestern stores. They're said to be the "windproof" type, very similar to a popular American lighter now being made for our armed forces only, but priced considerably higher. Regardless of price, these would go over big thruout the country right now.

**POST-WAR PRICES**—The Westinghouse Economic Research Committee and the publication Modern Industry have recently announced that American manufacturers predict a rise in price of consumer goods after the war. The magazine surveyed producers

about post-war prices and found that the majority expect substantially higher prices after the war, anywhere up to 40 per cent, in fact. It was found that candy, fountain pens and electric razors will probably show no change from 1941 prices, and leather products might even be lower, due to the competition in that field, but most products will carry a 10 to 20 per cent increase, altho a good many manufacturers expect a drop after the first sharp jumps. Westinghouse's research was concerned mainly with household appliances and the report stated that its findings could be supported by the fact that prices jumped after World War I.

**MAIL-ORDER HOUSES**—Two of the country's biggest mail-order houses are said to be holding to a very conservative merchandising policy for the duration, probably due to the huge number of orders they had to turn down last year. Montgomery Ward last year had more than \$100,000,000 in orders which could not be filled because of merchandise scarcity.

**PAPER CLOTHES?**—Predictions of a

### Concessionaire's Plans

LOS ANGELES, April 1.—Ben Stone, well-known concessionaire, returned here recently from El Paso, where he went on business. He is getting ready for a big season and plans to work the beach sections with novelties. He also anticipates bringing out a new item. "It will certainly be a hot one," Stone said. "We are now working on details and want to have everything right before we start." Matter of materials has been solved to a great extent, and the manufacture of this item for concessionaires is only awaiting the addition of the final touches.

plastic cloth-like material which can be made by paper manufacturing techniques were made by a chemist of the B. F. Goodrich Company recently. He even foresaw the day when we can have fresh clothes whenever we desire. Well, (See Merchandise Trends on page 53)

### HANDMADE LEATHER NOVELTIES

Registered  
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 Boot 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.

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A Real Flash— NOTE THESE FEATURES:

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- ARMS & LEGS MADE OUT OF HIGH PILE BROWN MOHAIR WOOL PLUSH
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PRICE: \$48.00 PER DOZ. 5% Discount in Gross Lots

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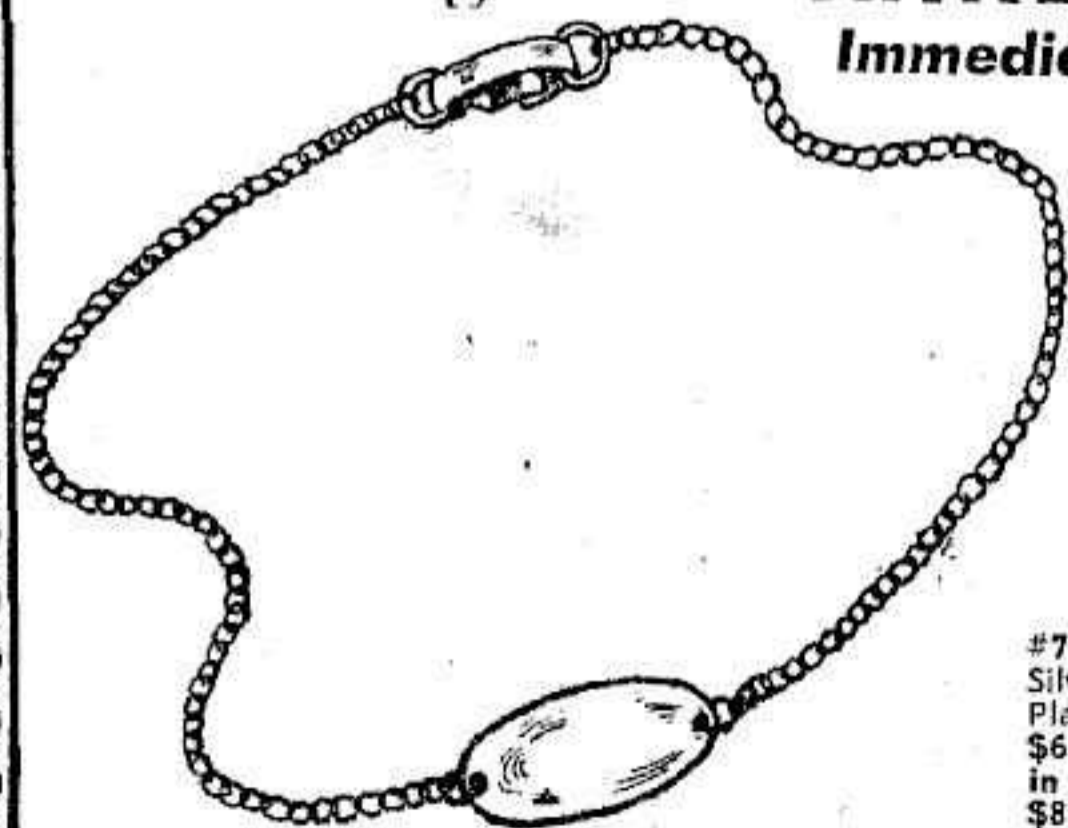
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- No. 316—STANDING SQUIRREL, 10 1/2"x7 1/2" ..... 2.50
- No. 310—STANDING DOG, 14"x10" ..... 2.75
- No. 311—SENIOR DOG, 16"x13" ..... 3.00
- No. 311A—JUMBO DOG, 17"x14" ..... 3.75

25% Deposit, Balance C. O. D., F. O. B. New York City

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#705, Gold Plated Sterling Silver, Rounded Oblong Plaque with Cable Chain, \$6.50 Doz.; \$75.00 Gross, in Bulk; \$7.00 Doz.; \$81.00 Gross, Carded.

#707, same style as #705, of 1/20 12 Karat Gold Filled Sterling Silver, \$9.00 Doz.; \$102.00 Gross, in Bulk; \$9.50 Doz.; \$108.00 Gross, Carded.

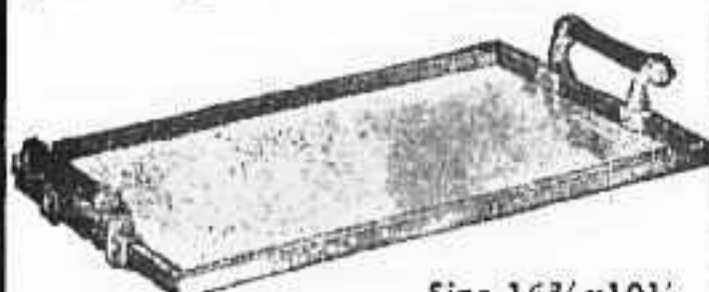
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Chrome frame, walnut and plastic handles. Attractive, practical and useful—and at a price so low you can't afford to pass 'em up.

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B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each. . . \$4.10  
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Sizes 5 to 7

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CHICAGO 6, ILLINOIS

**Popular Items**

**Ice Cube Trays**

Hot weather means cold drinks and the pop-out ice cube trays with individual plastic cups will make it easy to serve frosty glasses of soft drinks or better. Swift Manufacturing Company, Detroit, says fingertip pressure on the bottom of the cup will push out one cube. The trays come in 8 and 12-cup sizes.

**Kitchen Novelty**

A hanging kitchen file for letters, bills and family reminders made of decorated wood is one of a new line of novelties put out by Superior Fastener Corporation, Chicago. This particular file has a cute verse on it and will serve as a wall decoration, at the same time it helps the housewife keep her kitchen uncluttered.

**Luminous Pictures**

Madison Mills, New York, offers a line of pictures that glow in the dark and are just as attractive in daylight. The reproductions of religious and floral subjects are beautifully framed in harmonizing glass and come all ready to hang up. They're 10 by 12 inches.

**Under Glass**

See National Novelty Manufacturing Company for a variety of religious figures under glass domes, 8 1/2 inches high. With the definite trend toward Victorian effects and emphasis on religious items now, these would grace many an occasional table in millady's parlor.

**Fortune Teller**

Leo Industries, Chicago, has the Mystic Ouija Board which is so immensely popular right now. In times like these with everyone trying to read the future, these inexpensive, sturdily built and attractively finished boards have a big appeal.

**ORDER YOUR SLUM from this list**

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| 27" Shoe Laces . . . . .                     | Gross \$1.00 |
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| Plaster Slum, Asst. . . . .                  | 1.25         |
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Write or Wire Your Wants, No Matter What They May Be.  
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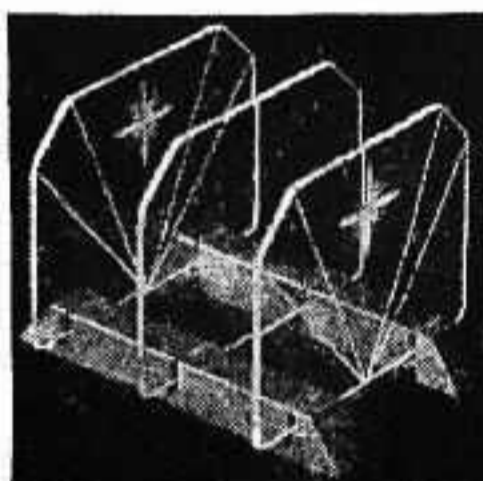
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Exclusive New York Distributors  
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**#4086K Fashionable Letterholder**

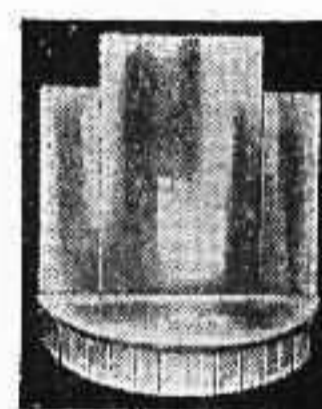
VERY REFINED AND CULTURED LOOKING



Made of black walnut with felt pads, partitions of very fine clear glass, hand engraved with smooth edges. 5 inches wide, 4 inches high, 6 inches long. \$18.00 per dozen. Boxed individually, 1/3 dozen smallest quantity sold.

**#4174K Mirrored Whatnot Shelf**

TO HANG OR TO STAND



Front completely mirrored, thus they not only sell themselves, but they double the sale of goods displayed on them. 8 inches high, 6 inches wide, with shelf 6x3 3/8 inches. \$7.50 per doz., packed 1 doz. to carton. In three doz. lots, \$7.20 per doz.

We carry a tremendous line of GIFT GOODS, ranging in price from \$1.80 to \$90.00 per dozen. Complete set K of illustrated price lists mailed on application.

**LEO KAUL** IMPORTING AGENCY, Inc.

115-119 K South Market St. Chicago 6, Ill.



**LOOKING FOR IDENTIFICATION BRACELETS?**

Gold-Filled — Sterling Silver

No. 3G92—Sterling Silver \$3.75 Each Boxed  
Sterling Identification Bracelet. Heavy curved oblong plate and link chain. Each in cloth lined gift box.



No. 3G116—Gold-Filled \$6.75 Each Boxed  
1/20th—12K Gold-filled identification Bracelet. Heavy oblong plate and flat link chain. Each in gift box.



"Yes"—If you are looking for Identification Bracelets in Sterling Silver or Gold-Filled your search is over. Our line is complete—unlimited quantities of "Best Sellers"! Priced for quick turnover  
WRITE FOR IDENTIFICATION BRACELET CATALOGUE

**BIELER-LEVINE** 37 So. Wabash Avenue. Chicago 3, Ill.

**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.

# CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise

CARNIVAL SPECIALS		U. S. MADE SLUM	
	Per Gross		Per Gross
Hawaiian Leis	\$ 3.25	Paper Flag Bows	\$.90
Hawaiian Leis, Med. Size	3.75	Felt Wisecrack Pennants	.95
Hawaiian Leis, Lge. Size	6.75	Comic Paper Masks	1.00
Bamboo Canes	13.50	Engraved Wedding Rings	1.15
Jr. Chesterfield Canes	12.00	Shoe Laces	1.15
Straight Heavy Maple Canes	24.00	Muslin Flags on Sticks	1.15
Medium Size Plaster Dogs, Etc.	6.50	Plaster Dogs, Ducks, Etc.	1.25
Straight Wood Canes, Per 100	6.50	Plastic Thimbles	1.35
Animal Shaped Glass Liquor Bottles.		Cloth Flag Bows	1.35
Per Case (36)	9.00	Lead Pencils	1.85
U. S. Weighted Darts, Doz.	1.20	Humorous Mirror Folders	2.95
4 to 7 Inch Hoop-La Hoops, Doz.	.55	Whiskey Glasses	3.00
8 Inch Hoop-La Hoops, Doz.	.65	Glass Tumblers	4.00
Shooting Corks, Per 1000	2.25	Glass Ash Trays	4.50
		Mirror Memo Books	4.50
		Jitter Beans, Per Box (240)	1.70
		Puzzle Pictures, Per Bale (250)	1.50
		Comic Buttons, Per 100	2.25
		Motto Buttons, Per 100	1.25
		Powder Puffs	3.00

## BINGO SPECIALS

Lunch Kits, Each	\$.85
8 Pc. Fire King Cooking Set, Each	.85
7 Pc. Whiskey Set, Each	1.25
Glass Coffee Maker, Each	1.50
Straw Horse and Rider, Doz.	6.75
3 Pc. Fire King Mixing Bowl Set, Each	.40

Order from this ad. All prices F. O. B. Indianapolis, No order shipped C. O. D. without 25% deposit.

**KIPP BROS., 117-119 S. Meridian Street, Indianapolis 4, Ind.**

## EASTER BOOST SALES

(Continued from page 50)

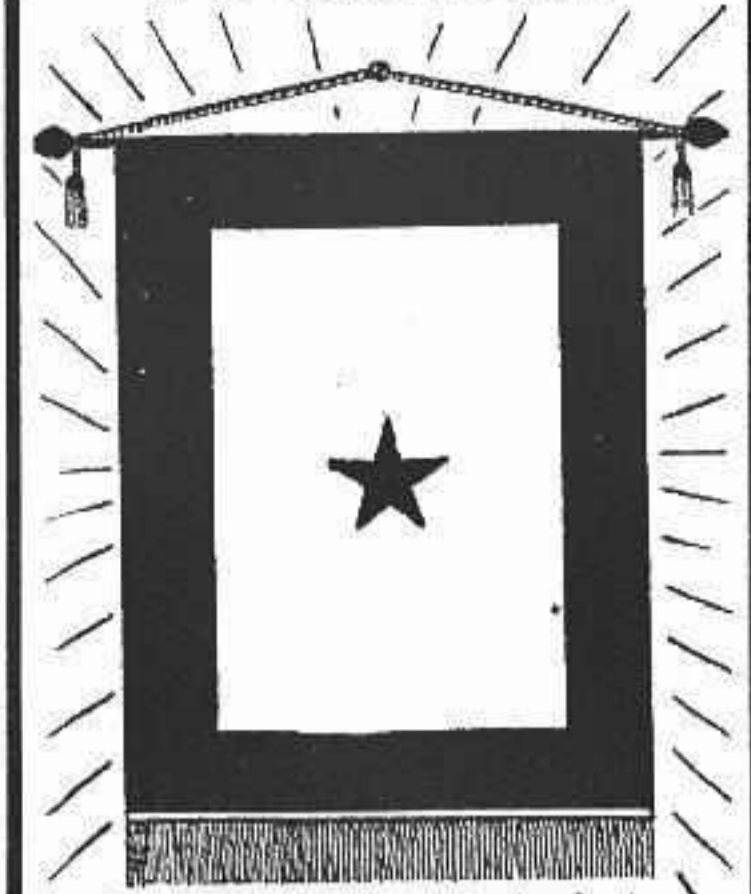
holiday trade is expected to put the drop in trade at least a few days ahead, and then it is not certain how much help the coming vacation season will be in maintaining the increasing rate of sales that began four weeks ago.

Buying sprees always compel a check on stocks of merchandise in wholesale and retail circles. Recent reports are very much on the favorable side. The Department of Commerce began to report increasing stocks of most merchandise by the end of January. At that time the department reported that stocks of manufactured goods had reached an all-time high valued at \$18,000,000,000. This grand total included a mass of durable goods that has no direct interest to the novelty trade, but the same general trend was said to have reached even the specialty fields.

The current week began to reveal some crucial trends on some of the war fronts, and these reports may help to slow up trade within a short while. Recent changes in the war picture have also suddenly compelled the Allies to shift to infantry on most of the fighting fronts. This shift has called for big changes on the home front, including big changes in war production, new problems in man power and decided changes in the outlook for materials for civilian goods. The net effect of this change may be to upset at least for a few weeks some of the recent plans for converting a lot of plants to civilian production at an early date.

## NEW—LUMINOUS SERVICE FLAG!

It's Sensational!



AGENTS—GIFT SHOPS—HUSTLERS

At last a Luminous Service Flag that really glows (guaranteed afterglow of 12 hours). Recharges itself in any light within one minute. The luminous material used prepared under highest U. S. Govt. specifications. Flag is very attractive, fashioned in Celanese, red, white and blue with gold fringe and tassels. Each star individually stitched, standing out in bold relief on a glowing luminous background.

**\$7.00 PER DOZ.**  
In Gross Lots, \$6.80 Per Doz.  
Extra Stars (Individually Stitched on), Blue, Silver or Gold, 10¢ Each.  
1/3 Deposit, Balance C. O. D.

Send in your order NOW! We ship by return mail. We will make to your order any item in Luminous Flags or Banners. Prices quoted on receipt of specifications. Thousands now being called to service every month. New fields opening up every day for this fast \$1.25 seller. **BUY THE BEST, IT COSTS NO MORE.**

**ART-GLO MFG. COMPANY**  
475 FIFTH AVE. NEW YORK, N. Y.

# WOMEN WANT ...

## Florita WALLETS

MEET THE DEMAND—**CARRY FLORITA** it's fast-selling and profitable! Florita's the new style concept:

- Gay colors in authentic Aztec.
- Snap button change purse.
- Ample room for tokens, photos and passes.
- Neat and compact—with snap button closure.

Individually boxed in assorted feminine colors . . . \$1.50 Each . . . \$16.50 Doz. 1/3 Deposit—Balance C. O. D.

**ORDER TODAY!**

FASHION FADS · 1265 BROADWAY, NEW YORK 1, N.Y. DEPT. B-B

## WOOD JEWELRY

Lapel Badges • Pendants • Pins • Photo Lockets • Gold Wire Mother Lears

**\$10.00 For Sample Assortment**

Or Write for No. 43

### New Catalogue

Charles Demec  
WOOD PRODUCTS  
PHONE 6116, WALNUT ST.  
LOCUST 3913, MILWAUKEE, WIS.

## FIRE EXTINGUISHER

Limited Supply Going Fast—Hurry!

Only 800 Left!  
**CLOSE-OUT**  
**38c**



Easy to Operate Sturdy! Effective! Non-Poisonous!

**\$1.00 SELLER ON SIGHT!**

Here's a fast-selling, low-priced product that's different and in demand. Popular plunger-type. Made of non-critical materials. Puts out fires instantly. Safe to use. Nothing to get out of order. Can retail for \$2. Only 800 left. Closing out at 38¢ each in gross lots. Dozen price 50¢ each.

Send 25¢ Dep., Bal. C.O.D.  
**ILLINOIS MERCHANDISE MART**  
500 N. Dearborn St., Dept. AL, Chicago, Ill.

## RELIGIOUS

**GLASS DOMES**

8 1/2" High

**GOOD PROFITS QUICK SALES**  
Eight Figures



- #101 Sacred Heart of Jesus
  - 102 St. Anthony
  - 103 Lady of Grace
  - 104 Little Flower
  - 105 Lady of Lourdes
  - 106 St. Joseph
  - 107 Nativity
  - 108 Infant of Prague
- each Individually boxed.

\$12 per doz.—1/3 Dep., Bal. COD, FOB N. Y.

**NATIONAL NOVELTY**

MANUFACTURING COMPANY  
155 West 46th St. NEW YORK 19

## BINGO MARKERS FOR SALE

Heavy Paper, Limited Supply, Minimum Order, 100 lbs., 50¢ pd., F.O.B. Ocean Park, Calif. Fifty Per Cent Deposit Required With Order.

Samples on Request. Write  
**EMPIRE AMUSEMENT CO.**  
BOX "C," OCEAN PARK, CALIF.

## FINE WATCHES

And Novelty Jewelry. Wholesale Only.

**MARLENE SALES**

105 N. Clark St. Chicago 2, Ill.

## FOR RENT

100% LOCATION FOR

# SOUVENIR AND NOVELTY BUSINESS

Store adjoining year 'round park for exclusive sale of Souvenirs and Novelties, size 13x44, with both sidewalk and park entrances in heart of Norfolk. Address

**VICTORY AMUSEMENT CORP.**

230 EAST MAIN STREET

NORFOLK, VA.

## AN ITEM THAT WILL SELL F-A-S-T

Fine Reproductions in **COLORS** of

Artistic composition frames, trimmed in gold. Durable wired for hanging.

## OLD MASTERS

Flowers • Landscapes • Religious

Size 4x5, Assorted in Related Pairs.  
\$36.00 gross, figures at 25c pair

Size 7 1/2 x 6 1/2, Individually Boxed.  
\$36.00 gross, figures at 25c each

25% Deposit With Order, Balance C. O. D. IMMEDIATE DELIVERY.

Artistic **FLORAL PLAQUES**  
333 Fourth Ave., New York City

**INTRODUCTORY LISTINGS** Covering All Items NOW READY  
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.

## COMIC CARDS

Over 25 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 8, Calif.

## 5000 ITEMS

At Factory Prices

Bobby Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise, Gum, Candy and many other items. Send 3¢ stamp for price list.

**BLAKE SUPPLY COMPANY**  
219 E. Markham LITTLE ROCK, ARK.

## Last Will and Testament of Adolph Hitler

(Copyright 1942)  
Printed in 2 colors with seal, 8 1/2"x11". Funniest thing you ever read. A terrific seller. . . big profit. 100, \$2.00; 500, \$7.50. 8 Samples, 25¢. Full cash with order. Satisfaction guaranteed. We pay postage.

**JAY-JAY CO.**  
1603 SURF AVE. BROOKLYN 24, N. Y.

**MERCHANDISE TRENDS**

(Continued from page 50)

If the time ever comes when we can discard our garments like a piece of Kleenex, it's our bet that costume jewelry for both men and women will sell like cigarettes. Mass production of clothes indicates standardization, and who wants to look like everyone else?

**GADGETRY**—The specialty merchandise field ought to do all right with some of the new items just patented—luminous knitting needles, illuminated darning egg and dispenser for hairpins, which delivers one pin at a time. The last item is really needed right now.

**FROM WASHINGTON**—War Production Board on March 23 said that core wire in plastic temples of sunglasses may be manufactured from wire obtained from any source. The amended order L-238 restricts use of metals and certain plastics in sunglasses and cases for them. . . . Tightening of controls on shipping containers was effected in the amendment to WPB order L-317, which extended controls over the use of new solid fiber and corrugated shipping containers; quotas for a number of products were reduced as follows: Ornamental china and glassware, formerly allowed 60 per cent of base period shipping carton supply, are reduced to 50 per cent. Jewelry, games and toys, greeting cards, flowers and plants, perfumes and cosmetics are cut 5 per cent on shipping cartons to 60 per cent of the base period. Wholesalers and retailers, in mailing any goods, or expressing or shipping any goods by common carrier, must limit themselves to 70 per cent instead of 80 per cent, of base period fiber cartons within controlled weights. For other types of delivery, retailers are reduced from 65 per cent of controlled cartons to 60 per cent.

A recent amendment to the lumber control order put restrictions on the delivery of many types of lumber from sawmills producing over 5,000 board feet per day, instead of 10,000 feet as contained in the original order issued in December; major consumers of lumber must file applications for their requirements in the second and third quarters of this year before April 25, which indicates a first step in WPB's program to establish strict controls over all lumber consumption.

**New Luggage Tax**

WASHINGTON, April 1.—Because of the nature of the regulation covering luggage (MPR-476, Luggage), as distinguished from small leather goods, the new retail federal excise tax on this commodity will be handled differently. The new tax law changes the excise tax on luggage from 10 per cent at the manufacturing level to 20 per cent at the retail level.

An amendment to MPR-476, covering luggage, which will be issued shortly will require that the retail federal excise tax be separately stated on all tags.

Previously luggage manufacturers were required by MPR-476 to add the 10 per cent tax to the ceiling price and place the ceiling price inclusive of federal excise tax on the tag. Because the new revenue act provides that the tax shall be on the selling price and not on the ceiling price, and because retailers sometimes sell below the ceiling price, manufacturers cannot in all cases compute the proper amount of the tax to be added.

**Put Price on Tag**

Retailers will, as a result of the contemplated amendment, figure the tax on their selling price for luggage and separately state it. A space will be provided on the tag to allow retailers to insert the tax. The ceiling price which the manufacturer places on the tag will be a price exclusive of the retail excise tax.

The new revenue act provides that the retailers must pay the 20 per cent retail tax on the selling price of all luggage sold after April 1, 1944, regardless of whether the manufacturers' excise tax has been paid. Retailers will have in inventory after April 1, 1944, stock for which title passed prior to April 1, 1944, and on which they paid the 10 per cent manufacturers' tax. In these instances, under the amendment to MPR-476, retailers may pass on to the consumer the 10 per cent manufacturers' tax as well as the new 20 per cent retailers' federal excise tax.

**PREPARE FOR MOTHER'S DAY NOW**

with this 1944  
**TREND  
CREATOR!**



No. 816—Gold Plated Sterling Silver Heart Locket with Mother of Pearl Center and 1/20 10 Karat Gold Filled Wire Work.  
**\$32.50 Doz.**

1/3 Dep.; Bal. C. O. D.

**SEND FOR CATALOG!**

**TREND CREATORS**

1265 BROADWAY

NEW YORK, N. Y.

**HERE'S SOMETHING NEW!!!**

**HAWAIIAN LEIS**

Made of  
**CELLOPHANE**

Price \$4.50 per 100.  
F. O. B. New York.

**IN SPARKLING  
BRIGHT COLORS**

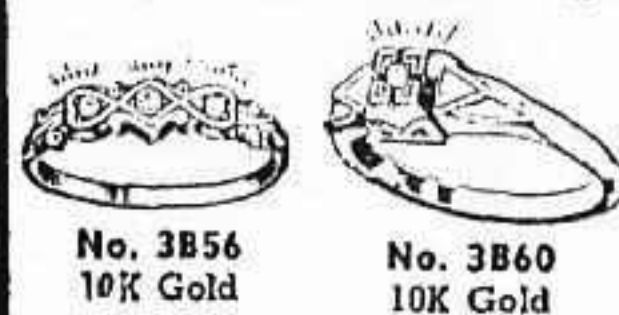
Enclose money order with order to avoid delay.



**PHOENIX  
MERCHANDISE CORP.**

Manufacturers & Distributors  
**913 BROADWAY  
NEW YORK 10, N. Y.**

**"Chip-Diamond" Rings  
in 10K and 14K Gold Mountings  
Unlimited Quantities**



No. 3856  
10K Gold

No. 3860  
10K Gold



No. 38201—10K Gold  
No. 38206—14K Gold

One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.

(State your business)

**HARRY PAKULA & CO.**  
5 N. Wabash Ave. Chicago 2, Ill.

**10K GOLD**  
No. 3860 Solitaire \$2.25 each Bulk  
No. 3856 Wed. Ring \$2.25 ea. Blk.  
No. 38201 Bridal Set \$4.50 ea. Box.

**14K GOLD**  
No. 38206 Bridal Set \$5.25 ea. Box.  
Sizes 5-7

THE FIRM THAT HAMMERS PRICES

**ATTENTION**

**PARK AND CONCESSION OPERATORS**

We have a large variety of U. S. Slum, Plaster Novelties, Glassware, Novelty Hats, Canes, Wallets, Stuffed Dolls and Animals, Leis, Baseballs, etc.

Big assortment of Plaster Figures for SCALEMEN, GUESS-YOUR-AGE and BALL GAME OPERATORS.

WRITE FOR FREE ROCK-BOTTOM PRICE LIST.

**HAMMER BROS.  
NOVELTY CO.**

114 PARK ROW, N. Y. C. 7, N. Y.

THE FIRM THAT HAMMERS PRICES

**NEW LINE OF NOVELTIES**

We manufacture and have for immediate delivery an attractive line of small novelties, such as Scotty Dogs, Kittens with Brooms, Novelty Ash Trays, Colonial Ladies, etc. Material used is Marbleite imported from England and produces a very beautiful hard, snow white, sparkling appearance, proclaimed by many as being more beautiful than marble itself. All items are attractively tinted in water colors. Price per gross \$14.95 F.O.B. San Francisco. Full line of novelty samples prepaid \$2.50.

**ELEPHANT BOOK ENDS:** We can also furnish a very dashing design in these ornaments made in Plastex. Finished with Hi Lustre Enamel in Chinese Red, Ebony Black, Jade Green and Antique Ivory. Felt on entire bottoms. Price \$11.95 dozen pairs and a great flash. Sample set prepaid \$2.25.

**PLASTEX PRODUCTS**

339-41 BALBOA

SAN FRANCISCO, CALIFORNIA

THE FIRM THAT HAMMERS PRICES

**IMMEDIATE  
DELIVERY  
GUARANTEED!**

WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVICE YOU IN ANY QUANTITY WITHOUT DELAY.



**I-100  
SWEETHEART  
Diamond Ring Sets**

10-K. Gold Mounting

- I-100-1-Diamond Engagement Ring, 3-Diamond Wedding Ring . . . \$4.50
- I-200 3-Diamond Engagement Ring, 3-Diamond Wedding Ring . . . 6.00
- I-300 3-Diamond Engagement Ring, 6-Diamond Wedding Ring . . . 8.25

Beautiful Box, specially designed for the above sets, can be furnished upon request for an additional charge of 40¢ per set.



D400—3-Diamond Dinner Ring, selected crystal Diamonds . . . \$5.25

**SUPER JEWELRY MFG. CO.**

45 Astor Pl. New York 3, N. Y.

**"SPRING SPECIALS"**

**RAZOR BLADES.** Per 1,000 . . . \$7.95

Double edge surgical steel, 5 blades in a package, 20 packages in a carton. Send \$1.00 for sample box of 100 blades.

**POCKET COMBS.** Per Dozen . . . \$8.00  
1 dozen on a display card.

**EAR RINGS.** Per Gross Pair . . . \$8.95  
Assorted designs. Latest style. Plastico. Pair on card.

**PLASTER SLUM.** Per Gross . . . \$1.25  
20 varieties. Made in U. S. A.  
25% Deposit With Order.

**OPTICAN BROTHERS**  
300 BB W. Ninth St., KANSAS CITY, MO.

**SALESBOARD  
ITEM!**

We have available for the trade over 10,000 1 lb. Chocolate Covered Cream Leaves—all fresh stock! Packed 6 leaves to the carton.

Sample Dozen . . . \$5.00  
12 Dozen Lots or More . . . 4.50 Doz.  
36 Dozen Lots or More . . . 4.00 Doz.  
If Desired in Individual Cartons, as Pictured, \$1.00 Extra Per Dozen.  
Can Be Used in Conjunction With a 1000 Hole Salesboard!  
Full Payment With Order. No. C.O.D.'s  
**RAKE COIN MACHINE EXCHANGE**  
2014 Market Street, Philadelphia 3, Pa.



**MILITARY RINGS**

10 K. Solid Gold, Navy Insignia on Top . . \$9.75  
14 K. 1/30th Rolled Gold Plate, Pro-Wez Quality, Army, Navy or Marine Insignia Rings . . . 3.50

(Samples at above prices, plus 25¢ mailing fee.)  
**Gold-filled LOCKETS . . . Gold-plated COMPACTS**  
(For Resale Only)

**BIRD TRADING CO.**

P. O. Box 262, Crosstown Sta., Memphis, Tenn.

**Nite Glow Products Co.**  
will be located in its  
new  
**Showrooms and Plant**  
at  
**106 West 46th Street**  
**New York, N. Y.**  
on April 15, 1944

**WANT BALLOONS**

Any size, kind, quantity. Send samples and prices. Also want Flying Birds, Fur Monkey, Dolls, any kind of Circus Novelties.

**BEN STONE**

Concessionaire and Wholesaler  
408 S. Main St. LOS ANGELES 13, CALIF.

# DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By **BEN SMITH**

The salescard and salesboard can make money for any man who is willing and able to give the business half a chance to produce for him. We know of a man who started out with a 100-card placement and inside of four years built his operation to the point where he was placing 300,000 cards a month. And the not everyone is geared to develop so large an operation in so short a time,

anyone with a desire to work can make a living in this field.

Why are consolation awards offered on a deal? A simple question to answer isn't it? Yet, despite the fact that consolation awards are offered for a definite purpose—to stimulate sales—operators sometimes take the line of least resistance and play follow the leader with an item that can mean the difference between a successful deal and a floperoo.

A good major award will whet the appetite of a prospective purchaser . . . a good consolation award will help knock him over. For the prospect will shell out much faster when he realizes he has one or more chances on another appealing item besides the big one. There is no argument on this. Any operator who has ever placed a deal knows that he has made sales because of the consolation he would not have been able to make otherwise. And yet the extra award is almost treated like a stepchild.

There are plenty of inexpensive items on the market which can be used as consolation giveaways and it should certainly be worth your while spending a little time and effort to run them down. The pay-off will be in greater turnover and a higher percentage of completions.

HAPPY LANDING.

## Form Trade Group At Leather Goods Meeting in Chi

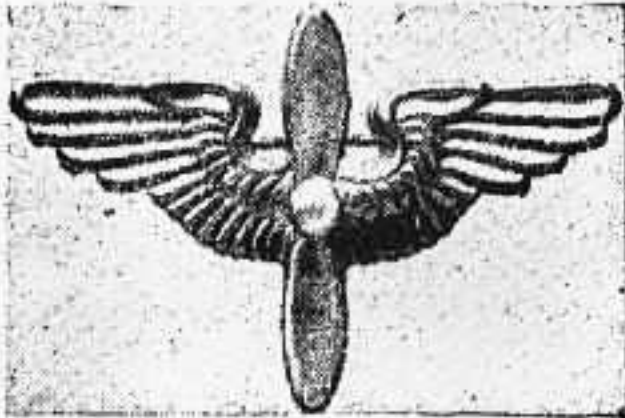
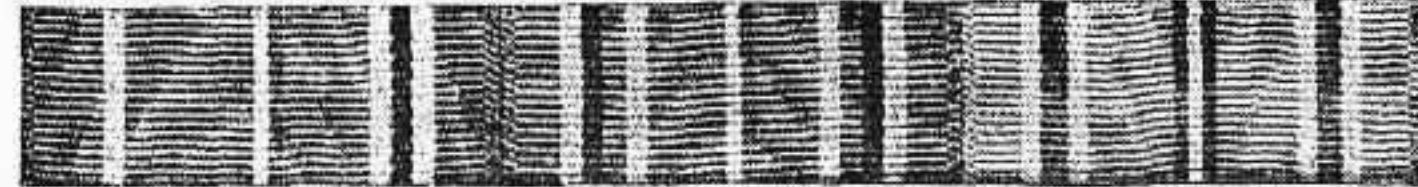
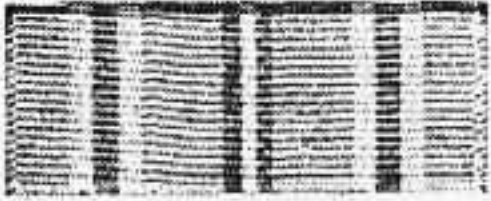
CHICAGO, April 1.—Representatives from about 10 manufacturing firms in Chicago and near-by cities attended a recent meeting here and formed the Midwest Leather Goods Manufacturers' Association. The group includes firms that make a variety of merchandise, such as handbags, leather novelties, wallets, belts and other accessories.

The announced purpose of the organization is to improve trade standards and to promote better relations between the industry in this area and the government agencies that member firms contact.

The following temporary officers were chosen: Harry Morris, Harry Morris Associates, president; William Tashman, Tashman & Dorfman, vice-president; A. Morscher, Harry Morris Associates, secretary, and J. H. Swerdlow, of Gross Malow & Swerdlow, treasurer.

The only paid employee will be an attorney who will represent the group in dealings with OPA, WPB, WLB and other agencies, and also assist on labor matters and help draft a code of fair practice.

## Cellophane Covered CAMPAIGN RIBBONS for ARMY & NAVY MEN



Sterling Silver Brooch  
packed individually boxed, \$4.25 Doz.

1/4 Deposit, Balance C. O. D.  
Send for Complete Folder.

WHOLESALE DISTRIBUTORS OF ARMY and NAVY CAMPAIGN

Ribbon Bars, Single, Double and Triple Official Insignias Of U. S. Navy and U. S. Army

Belts - Chevrons Sterling Silver Novelties

All Styles of Official Aviation Wings



Mother, Sweetheart and Flying Eagle Brooches, with Locket, Army, Navy, Air Corps and Marine.

\$7.50 Doz.

**MANHATTAN GLOVE & NOTION CO.** 27 Orchard St. NEW YORK CITY

## SALESCARDS

You can get any stylo, size, type or shape of Salescard from us. We are the largest Salescard MANUFACTURERS and carry the biggest stock in the world.

You can get fine cards, fast service and lowest prices from us always. And you can also get special cards made to your own special design. Just tell us what.

**FUND-RAISING TYPE DIE-CUT CARDS NOW AVAILABLE**

Special: 600-Hole Big Display Push Cards with 6 Colored Sections only 1.4¢. You save plenty by using them instead of boards during paper shortage.

Get our free catalog listing hundreds of cards. Get it today. Write right now to

**W. H. BRADY COMPANY**  
Manufacturers

EAU CLAIRE - - - WISCONSIN

Salecards, Push Cards, Jackpot Cards, Bookboards

## 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.

**CANDY**  
ALL YOU NEED!  
IN FANCY BOXES AND PACKAGES  
WRITE FOR DETAILS  
**NEW ORLEANS CONFECTIONS**  
4837 ELSTON AVE., CHICAGO 30, ILL.

### 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-bead key chain.



**B241K17—PER DOZEN** . . . . . \$ 1.45  
**KEYCHAIN BRACELETS, Per Gross 15.00**

### 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 carved, hand-painted bird heads. In gift boxes.  
**B17N98—Dozen, Postpaid** . . . . . \$1.75

**Hagq** JOSEPH HAGN COMPANY  
WHOLESALE DISTRIBUTORS SINCE 1911  
217-223 WEST MADISON ST., CHICAGO 6

### CARTOON-BOOKLETS

AGENTS—SELL Vest Pocket Size Cartoon-Comic Booklets and other items. Samples 10 different ones for 50¢, 25¢ assorted for \$1.00. Wholesale Price List with order only. Send cash or stamps. No C. O. D.'s. Fast sellers—big profits.  
**RAY CO.**  
P. O. Box 976, Church St. Annex, New York

## Salesboard Operators STUFFED FRUIT DEAL



Size 11x6x4 Fast Action  
**31 Attractive Awards**

Board has 10 sections . . . last punch in each section receives 1 lb. box of delicious STUFFED FRUIT. Also twenty 1-lb. boxes Stuffed Fruit as additional awards. Last punch on board receives 2 lbs. of Stuffed Fruit in beautiful solid CEDAR CHEST—colored gloss finish paneled in center of ornately carved lid; full size decorated mirror when lid is opened. 1000-hole board takes in \$50.00. Cost of deal complete \$25.00.

CEDAR CHESTS, as described above, each with 2 lbs. of Stuffed Fruit, \$31.50 per doz. In 6 doz. lots, \$30.50 per doz.  
Sample Chest \$3.50 in full with order.

SUGAR COATED JORDAN ALMONDS, Assorted Colors, 2 lbs. (in same Cedar Chest), definitely a HOT WEATHER item—Sample Doz. \$33.00.

Delicious 2 Lb. Packages of Stuffed Fruit . . . \$15.00 per doz. 1 Lb. Packages of Same . . . \$7.75 per doz.  
All Prices F.O.B. Chicago.  
25% With Order, Balance C.O.D.

### Earl Products Company

1144 S. St. Louis Ave., Chicago 24, Ill.

## Continental Write for these Items

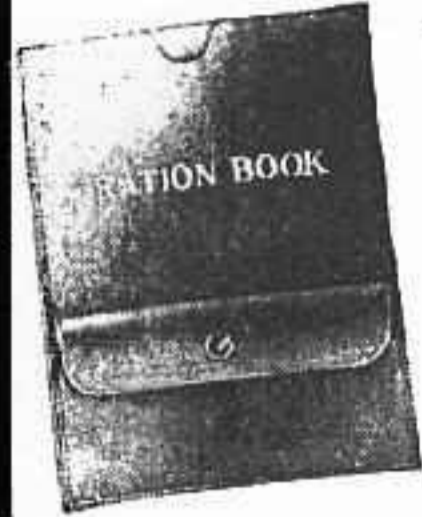
- GLASS**  
#3883—Glass Coaster Ash Tray . . . . . \$3.50 Gr.  
7899—6q. Glass Ash Tray . . . . . 3.90 Gr.  
3871—Footed Glass Nappy . . . . . 4.32 Gr.  
#7841—Sugar Crystal . . . . . 5.40 Gr.  
7842—Creamer Crystal . . . . . 5.40 Gr.  
3913—Glass Handled Mug . . . . . 3.50 Gr.  
38004—5 Oz. Juice Glass . . . . . 3.90 Gr.
- SLUM**  
#2300—Plaster Animals . . . . . \$1.50 Gr.  
1698—Comio Hat Bands . . . . . 1.75 C.  
2206—Crickets-Tin (IMP) . . . . . 1.75 Gr.  
2287—Jitterbeans . . . . . 1.25 Gr.
- NOVELTIES**  
#2771—50 Ligno Comic Buttons \$22.50 M  
2768—70 Ligno Comic Buttons 4.50 C  
1697—Comio Felt Yodler Hats with Feathers . . . . . 12.00 Gr.  
8800—Felt Robin Hood Hats with Feathers . . . . . 12.50 Gr.  
1627—Felt Spanish Hats . . . . . 26.00 Gr.  
390—Hawaiian Lols (10 Gr. Lots, \$3.50 Gr.)  
1623—White Sailor Hats . . . . . 10.00 Gr.  
9439—Cardboard Carnival Horns 8.00 Gr.  
1677—Blue Yacht Hats . . . . . 2.25 Dz.  
24.00 Gr.  
433—Blowouts (IMP) . . . . . 4.50 Gr.  
1639—Felt Baseball Caps . . . . . 12.00 Gr.  
Plastic Military Brooch Asst. . . . . 10.80 Gr.  
1513—Plastic Whistles . . . . . 6.00 Gr.  
1958—Red, White and Blue Cans . . . . . 3.75 C.  
35.00 M
- LAMPS**  
#6884—Crystal Boudoir, with Shade . . . . . \$1.85 Ea.

**Continental Distributing Co.**  
822 N. THIRD ST. MILWAUKEE 3, WIS.

**MAGIC RACES**  
Don't Pass This By If You Want Something Hot That Sells Fast At **BIG PROFITS**  
Touched with cigarette & horses are off. 40 Races \$1, quantity prices, sample free.  
**BARKLEY**  
1316 Arch, Philadelphia 7, Pa.

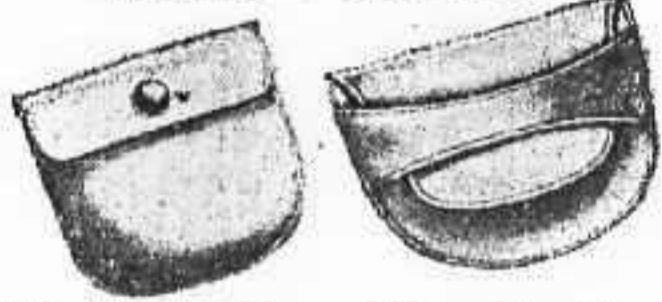
**3 "BEST SELLERS"**

GENUINE LEATHER  
RATION BOOK and  
Token Holder



The holder is large enough to hold cards and ration tokens of the average household.

GENUINE LEATHER  
COIN PURSES



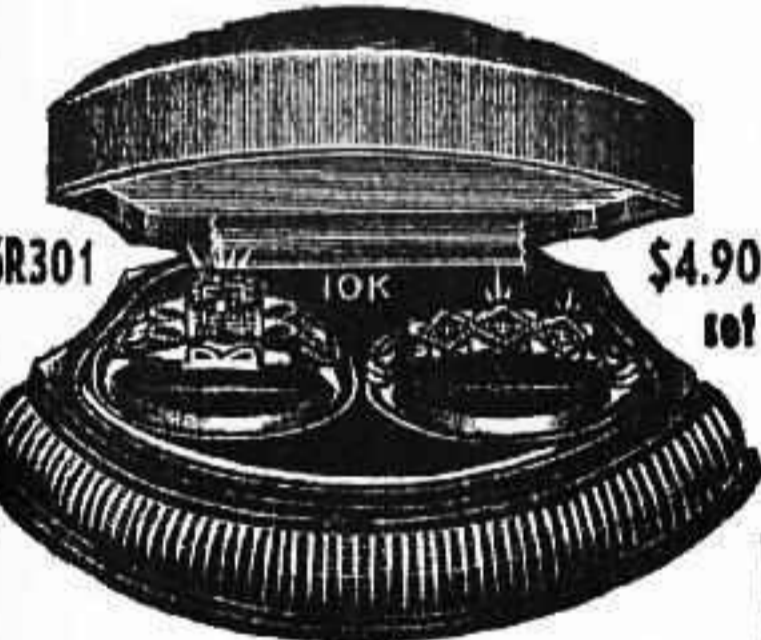
Will be in great demand for ration tokens. They come in assorted colors.

GENUINE LEATHER  
CIGARETTE CASES

with PICTURE FRAME.  
Come in assorted colors, and are mounted on a 2 color display cards.



**R. A. GUTHMAN & CO.**  
600 W. JACKSON BLVD. CHICAGO 6, ILL.



**DIAMOND RING SETS**  
10K Gold Mountings

- 6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set \$4.00
- 6R305—3 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . .Set 6.40
- 6R302—3 Diamond Engagement Ring and 5 Diamond Wedding Ring . . . . .Set 8.65

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

**BIELER-LEVINE**  
37 South Wabash CHICAGO 5

**WANTED — WANTED — WANTED**

50 Traveling Representatives, Concession People, Pitchmen, Phone Workers or any person connected with a one night or week stand trick willing to work a few minutes each day can really cash in. Nothing like it being offered. Full particulars by mail. Nothing to buy. Can be worked out of your pocket.

**Ohio Valley Novelty Co.**  
BOX 301 HENDERSON, KY.

**THE BIGGEST 5 60-GETTERS!!!**

HELPS FOR SERVICE MEN in and out of ranks — 27th YEAR. Snappy breathing illustrations, Wit and Humor. Sell at sight. One man sells 4,000 per month at \$600 profit. One crew sells 40,000 monthly. Samples 10¢. Full protecting laws free. Lawyers everywhere.

AMERICAN CITIZEN devoted exclusively to service men's help. Subscriptions on 85 per cent basis. Get aboard summer boom.

**Service Men's Magazine**  
169 Duane Street N. Y. 13, N. Y.

**PIPES**  
FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

**RAY HERBERS . . .**  
will be in Chicago for a few more weeks and then will jump east to take the front of Carroll Miller's Side Show on the King Reid Shows.

**MONEY IS PLENTIFUL.** No reason to lay eggs this Easter.

**T. D. (SENATOR) ROCKWELL . . .**  
cards from Los Angeles that only a few boys are working around there. Al Atkinson and Phil Green have gadgets on a Hill Street lot, while Art Davies is near the Central Market with cleaner crystals. Pete Korte has a museum on Hill Street, working 18 acts, including Rockwell, who asks for lines from Herb Johnstone, Whitey Elm and "Coal-Oil" Johnnie and the rest of the gang.

**MADALINE E. RAGAN . . .**  
is promoting a rummage sale for the benefit of Show Folks of America, Inc., at the home, 1839 West Monroe Street, Chicago, the latter part of April.

**ARE YOU** April foolish or starting to get it with spring cleaners?

**MADALINE E. RAGAN . . .**  
is busy promoting a rummage sale for the benefit of the Ann Lynch Home, national headquarters of Show Folks, Inc., 1839 West Monroe Street, Chicago. Affair is skedded for last of April.

**RAY HERBERS . . .**  
set for front of Carroll Miller's Side Show on King Reid Shows this season.

**SGT. MORRIS BLUESTEIN . . .**  
V-mails from England: "The people here know there is a war going on. If the people in the United States knew how things are over here they would buckle down and we could get this war over quickly."

**MATTHEW ARNOLD** said genius was mainly a matter of energy.

**BARNEY KAPLAN . . .**  
of Detroit, pipes from Milwaukee, where he took in the recent "Don't Buy Another Depression" parade. While there Barney spotted Dave Winnecour, recently discharged from service, who is returning to the amusement biz. Dave's brother, Jack, former carnival worker, is the proprietor of a cigar store in downtown Milwaukee. King Doodle is king of the peanut peds there, and with all the boys in war work, Joe Lubarsky has the X on all novelties. Kaplan asks for pipes from the boys in New Orleans.

**FAT HINKEY . . .**  
has left the carnivals for sports and trade sub work in Milwaukee.

**PEELER PITCHMEN** do not always work in front of a burly house.

**WHITEY ROTTMAN . . .**  
has a big jewelry display in a downtown arcade in Milwaukee.

**BIG AL WILSON . . .**  
inks from Scranton, Pa., that he plans opening with combs in the Boston Store, Boston. He was in Washington recently and says the boys there are in the money. "Keep out of Washington if you don't have a bank roll," warns Wilson.

**BERT GOLDEN . . .**  
has new letterheads and cards ready for the Golden Family Show. Unit gives a free performance, pitching med.

**PICKING SPOTS** shows a pitchman's ability.

**JACK (BOTTLES) STOVER . . .**  
and Pat Malone are working in the Blue Ridge Mountains of Virginia. Stover relays the info that Shorty Williams made Harrisonburg, Va., recently, and that Judge Patterson is going back with a carnival this season. He also says that Willie Dorman is getting set to open a grab joint, and Fred and Blackie Shiftlet are set for the season.

**DOC E. S. RAGGETT . . .**  
called at the desk last week and infoed that his Ozark Company and everything else down in the Nashville hills is going

okay. He reported seeing Blackie Cummings, Ralph T. Myers, Fred and Bennie Stewart and Al Tracy, and said they reported things fine. Doc was in Cincy on a buying trip for more vitamin material for his biz.

**DID YOU** make a deposit in the Red Cross blood bank?

**GRADY TIDWELL . . .**  
and wife recently spent a week with the Doc Raggett folks in Nashville. They had just returned from the Rio Grande Valley of Texas.

**FRENCHY THIBAUT . . .**  
expects to be moved soon from his Great Lakes, Ill., navy spot to a new location.

**CHARLES HENDERSON . . .**  
is at Fort Bragg, N. C.

**DOC SCHNEIDER . . .**  
still getting mazuma in Birmingham.

**SALESMEN GET** gas coupons. Are you a salesman?

**KID CARRIGAN . . .**  
has opened his med store on Sixth Street, Cincinnati, and is getting folding mazuma. It is decked out with Indian and cowboy wares. The Kid received flowers on his opening day from well-wishers.

**GEORGE HANEY . . .**  
former pitchman who worked a downtown Cincinnati spot for several years, is now employed by the officials of that city.

**BEN (HORSEBACK) MEYERS . . .**  
working in the East, heads westward soon to work with Ben Stone in Los Angeles. Latter has the inside track on a hot item and the tie-up with Meyers will be to promote the sale of the novelty.

**FORMER PITCHMEN** now in the armed service are writing for pipes from you folks over here. Don't let them down.

**TOM KENNEDY . . .**  
cards that he was at the H. L. Green store in South Bend, Ind., for two weeks to good takes and followed with Flint, Mich., and La Fayette, Ind. He'll open in Rockford, Ill., April 17, to be followed by Des Moines May 1.

**JEAN RAGGETT . . .**  
son of Doc E. S. Raggett, Nashville, escaped with minor injuries when his car overturned near his camp base at Malden, Mo., recently.

**TRY ENTERTAINMENT** along with your pitches. It paid in the past, and radio still does it today.

**Signs by Pitchman**

By E. F. HANNAN

**ONCE** you get into selling, there is no knowing where your efforts will end. A Baltimore friend who has been a pitchman and demonstrator for years, is now doing sign lettering in off hours. It came about in this way. He was working a drugstore with a med preparation and noticed that the store owner was strong for showcards and store signs. The store carried a lot of them, and the owner used a sign-lettering outfit to make his own cards. The pitchman got the necessary supplies and made some signs for his own items and then a merchant asked him to make him up a few window cards, and so from that he went

**GUM SORRY!**

No new Agents! Victory open for Duration! FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

**AMERICAN CHEWING PRODUCTS CORP.**  
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

**America's Latest Craze**

ONE CUSTOMER ALONE SOLD OVER  
**\$80,000.00**

Worth of our jewelry last year. Gift Shops, Novelty Workers, Beach and Park Operators, Camp Workers, get wise to these fast-selling

**KILLER DILLERS**

Sea Shell Necklaces, Per Dozen,  
\$2.40, \$3.00, \$3.60, \$4.50,  
\$6.00, \$9.00, \$11.40, \$18.00.

Sea Shell Bracelets, Per Dozen,  
\$1.50, \$1.80, \$6.00.

Sea Shell Earrings, Per Dozen,  
\$1.00, \$1.25, \$1.65, \$2.64,  
\$2.75, \$3.00.

Sea Shell Brooches, Per Dozen,  
80c, \$1.00, \$1.25, \$1.65, \$2.75,  
\$3.00, \$4.20.

Sea Shell Ash Trays, Per Dozen,  
\$2.40, \$3.00, \$3.60, \$4.20.

Samples of Our Best Sellers, \$15 Returnable, 50% Cash With All Orders, Balance C. O. D. All Merchandise Sold With Money-Back Guarantee. Complete Price List On Request.

**J. A. WHYTE & SON**  
LITTLE RIVER, MIAMI, FLA.



**AFTER VICTORY**



**WE'LL BE SELLING YOU**

The **OAK RUBBER Co.**  
RAVENNA, OHIO

**NOTICE . . .**

**PAPER MEN, BOOK MEN, SPECIAL EDITION AND INTANGIBLE SALESMEN,** those qualified to sell executives. Here's a deal—you lay down the tools you're working with now and join a live, timely proposition. Bulk circulation and patriotic advertising for a weekly Republican newspaper, being distributed on a national scale. Endorsed by leading executives. We supply clubs, committees and leading Republican groups with copies. Best of references. Protected territory with a list that will stand on its own. Washington offices. We want men in every State. Leaders in Washington associated. Answer all particulars in first letter, give references, what you've been doing, age, what territory interested in. No drunks or paper smashers wanted. If you can qualify your troubles are over. Answer full particulars about yourself or we don't reply. Answer to **BOX 582, The Billboard, Ashland Building, Chicago 1.**

**E-Z WAY STROPS & STROPPERS**

We will be back in business in the next 30 days.  
**WALLENBECK MFG. CO.**  
Sandwich, Illinois

**MEDICINE MEN**

Write today for new wholesale catalog on Tonics, Oil, Salva, 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**

to another merchant for whom he made a hundred or more during the holidays. It was small money but hardly anything but outside time went into it. The signs he has shown me are as good as anyone can do. It sure is funny what a turn in the road will lead to.

Pitchdom Five Years Ago

Harry Mairs left a hospital in New York to take to the road again. . . Eddie Deloy was selling comedy around Miami, working with Morris Kahntroff on electric razors to good takes. . . Dr. George M. Reed inked from Columbus, O., that Dad Morris was getting it with O. U. Dogs, and that the city was closed tight except for walking readers with photo attached. . . James L. Osborne worked thru Missouri. . . Docs Jay Ross and Jerry Coates were getting lucre in Wilmington, Del. . . Jack A. Ryan was in his 11th week with herbs in Neisner's, Cincinnati. . . Doc J. L. Raye was in Cincy from the West Coast, where he had his med show working to good takes. . . George Haney was clicking with graters in a downtown spot in Cincinnati. . . John Sullivan and George Yerdan had their wild life exhibit in Lansing, Mich. . . Spencer Mattson was getting his in Kansas City, Mo. . . That's all.

Events for Two Weeks

- April 3-8
GA.—Augusta, Pat Cattle Show, 5.
LA.—Delhi, Livestock Show, 4-7.
N. J.—Atlantic City, Dog Show, 8-9.
TEX.—Corpus Christi, Dog Show, 4.
San Antonio, Dog Show, 8-9.
April 10-15
ARIZ.—Phoenix, Rodeo, 14-16.
ILL.—Chicago, Olympia Circus at Stadium, April 13-May 7.
LA.—New Orleans, Fiesta, 5-16.
MINN.—Minneapolis, Sportsmen's Show, 8-16.
St. Paul, Dog Show, 16.
MO.—Dexter, Celebration, 10-15.
N. Y.—Buffalo, Shrine Circus, 10-15.
White Plains, Dog Show, 16.
O.—Youngstown, Dog Show, 16.
PA.—Pittsburgh, Dog Show, 14-15.
TEX.—Austin, Dog Show, 11.
Dallas, Dog Show, 16.
Fort Worth, Dog Show, 16.
Mercedes, Livestock Show, 13-15.
Plainview, Dairy Show, 11-14.
Waco, Dog Show, 13.
WASH.—Seattle, Dog Show, 15-16.
CAN.—Edmonton, Alta. Livestock Show, 11-13.

Canada Fair Dates

- ALBERTA
Calgary—Calgary Exhibition & Stampede, July 10-15, J. Chas. Yule.
Red Deer—Red Deer Agrl. Soc. Aug. 3-5. D. W. Robertson.
Vegreville—Vegreville Exhn. Assn. July 31-Aug. 2. J. Fitzallen.
Vermilion—Vermilion Exhibition, July 27-29. S. C. Heckbert.
MANITOBA
Brandon—Provincial Exhn. of Man. July 3-7. Miss B. M. Benson.
Carman—Dufferin Agrl. Soc. June 29-July 1. Gordon Peck.
Deloraine—Deloraine Agrl. Soc. June 20-22. A. Ready.
Portage la Prairie—Portage Indust. Exhn. Assn. July 13-15. Keith Stewart.
NOVA SCOTIA
North Sydney—Cape Breton Co. Exhn. Sept. 4-8. Chas. Munn, N. Sydney, Cape Breton.
ONTARIO
Avonmore—Roxborough Agrl. Soc. Sept. 28-29. E. R. McMillan.
Belleville—Belleville Agrl. Soc. Sept. 18-20. E. S. Denyes.
Collingwood—Nottawasaga & Great Northern Exhn. Sept. 21-23. O. G. Bernhardt.
Dresden—Camden Agrl. Soc. Sept. 12-14. H. J. French.
Durham—Durham Agrl. Soc. Sept. 7-8. W. G. Bayley.
Elmvalle—Elmvalle Fair, Sept. 25-27. T. E. Smith.
Kenora—Kenora Agrl. Soc. Aug. 24-25. G. F. Bourke.
Leamington—Leamington Dist. Agrl. Soc. Sept. 25-30. Emma Atkins.
McKellar—McKellar Agrl. Soc. Sept. 19-21. L. Moffat.
Midland—Tiny & Tay Agrl. Soc. Sept. 14-16. Robt. G. Nesbitt.
Port Perry—Port Perry Agrl. Soc. Sept. 2 and 4. R. D. Woon.
Simcoe—Norfolk Co. Fair, Oct. 2-5. Harold I. Pond.
Springfield—S. Dorchester Agrl. Soc. Sept. 12-13. E. E. Ward.
Thorold—Thorold Agrl. Soc. Sept. 19-20. Dave Crysler, Allanburg, Ont.
Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 8-9. J. L. Campbell.
PRINCE EDWARD ISLAND
Charlottetown—Provincial Exhn. Assn. Aug. 14-18. J. W. Boulter.
QUEBEC
Aylmer—Gatineau Co. Agrl. Soc., Div. A. Sept. 7-9. R. K. Edey.
Bedford—Missisquoi Agrl. Soc. Aug. 31-Sept. 2. Paul O. Roy.
Chapreau—Chapreau Agrl. Soc., Div. B. No. 2. Sept. 18-20. Irvine Cahill.

- Lachute—Lachute Fair, June 14-17. Alex Bothwell.
Maniwaki—Gatineau Co. Agrl. Soc. Div. B. Sept. 11-13. Palma Joanis.
Quebec—Quebec Provincial Exhn. Sept. 1-10. Emery Boucher.
Richmond—Richmond Co. Agrl. Soc. Aug. 17-19. W. R. Stevens.
Shawville—Shawville Fair, Sept. 21-23. R. W. Hodgins.
Waterloo—Shefford Co. Agrl. Soc. Aug. 10-12. R. R. Bachand.

SASKATCHEWAN

- Estevan—Estevan Industrial Exhn. July 3-4. Irwin Dean.
Lloydminster—Lloydminster Exhn. Assn. July 25-27. George K. Ross.
Melfort—Melfort Agrl. Soc. July 20-22. J. H. Stewart.
Moose Jaw—Moose Jaw Exhibition, July 5-8. J. C. MacDonald.
North Battleford—North Battleford Agrl. Soc. Aug. 7-9. F. Wright.
Prince Albert—Prince Albert Agrl. Soc. Aug. 10-12. Gordon M. Cook.
Regina—Regina Agrl. Exhn. Assn. July 17-22. James Grassick.
Saskatoon—Saskatoon Industrial Exhn. July 24-29. Mrs. Letta Walsh.
Weyburn—Weyburn Agrl. Soc. July 10-11. Fred C. Zabel.
Yorkton—Yorkton Agrl. Exhn. Assn. July 17-19. Antoinette Draffenza.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo Expo.: Victoria, Tex., 3-5; Conroe 7-15.
Allen & Nickerson: Evansville, Ind., 8-15.
All-American Expo.: Albany, Ga.; Macon, 10-15.
American Beauty: Chaffee, Mo., 8-15.
Arcade: Rio Grande City, Tex.
B. & H.: Varnville, S. C.
Bantly's All-American: Asheville, N. C., 6-15.
Baysinger, Al: Poplar Bluff, Mo.
Beaty's Rides: Lexington, Miss.; Pickens 10-15.
Bee's Old Reliable: Lake City, Tenn., 6-15.
Berryhill United: Conyers, Ga.; Avondale 10-15.
Bistany's Greater: Melbourne, Fla.
Buckeye State: North Little Rock, Ark.; Newport 10-15.
Byers Bros.: Texarkana, Ark.
Capell Bros.: Shawnee, Okla.
Central Am. Co.: Beaufort, S. C.
Cetlin & Wilson: Petersburg, Va.
Colley, J. J.: Durant, Okla.
Crafts 20 Big: Pomona, Calif., 3-9.
Craig, Harry: Abilene, Tex., 3-8.
Crescent Am. Co.: Gaffney, S. C.
Dick's Paramount: Burlington, N. J., 12-15.
Dodson's World's Fair: Alexandria, La.; Monroe 10-15.
Dudley, D. S.: Childress, Tex., 8-15.
Dumont: Goldsboro, N. C.
Dyer's Greater: Greenwood, Miss.
Elite Expo.: Coffeyville, Kan., 8-15.
Eddy Bros.-Prell's Combined: Charleston, S. C., 14-23.
Fay's Silver Derby: Americus, Ga.
Fidler United: (Gravois & Chippewa) St. Louis, Mo.
Fleming, Mad Cody: Hinesville, Ga., 8-15.
Francis, John: (22d & Franklin Sts.) St. Louis, Mo.
Garden State: New Holland, Pa., 8-22.
Gentsch & Sparks: McComb, Miss.; Vicksburg 10-15.
Gerard Greater: Bronx, New York, N. Y., 7-15.
Gold Medal: Columbus, Miss.
Grady, Kellie: Florence, Ala.
Greater United: Austin, Tex.
Groves Greater: Oakdale, La.; Glenmora 10-15.
Heth, L. J.: Birmingham, Ala.
Hyalite Midway: Tishomingo, Okla.
Jones, Johnny J., Expo.: Charleston, S. C.; Florence 10-15.
Kaus Expo.: Jacksonville, N. C.
Keystone Expo.: Manning, S. C.; Orangeburg 10-15.
Kirkwood, Jos. J.: Baltimore, Md.
Lake State: (Ohio & St. Vincent) St. Louis, Mo.
Lawrence Greater: Rockingham, N. C.
Lone Star: Indianapolis, Ind.
McKee, John: Gideon, Mo.
Magic Empire: Hot Springs, Ark.
Maher's Midway: (Broadway & Hickory) St. Louis, Mo.
Marks: Richmond, Va.
Mound City: (Washington Ave. near Vandeventer) St. Louis, Mo.
Najib, C. W.: Delhi, La.
North State: Asheboro, N. C.; Concord 10-22.
Omar's Greater: Harrisburg, Ark.
Ozark: Van Buren, Ark.
Parada: Caney, Kan.
Park Am. Co.: Alexandria, La.
Playland Am.: Rome, Ga.; Chattanooga, Tenn., 10-15.
R. & S. Am.: Holly Ridge, N. C.
Reynolds & Wells: Wichita, Kan.
Rogers Greater: Paris, Tenn.
Rogers & Powell: Eupora, Miss.
Scott Expo.: (Blvd. & Ewing Sts.) Atlanta, Ga.; Dalton 10-15.
Sheesley Midway: Columbus, Ga.
Shugart, Doc: Paris, Tex.
Siebrand: Douglas, Ariz., 5-15.
Snapp Greater: Webb City, Mo., 8-15.
Sparks, J. F.: Prattville, Ala.
Strader, M. A.: Salina, Kan., 13-23.
Star Am. Co.: Monticello, Ark.
Strates, James E.: Washington, D. C., 5-15.
Tassel, Barney: Kenbridge, Va., 8-15.
Tivoli Expo.: Pittsburg, Kan.
Tower Am. Co.: Ware Shoals, S. C.
United Expo.: Leesville, La.
Victory Expo.: Taft, Tex.
Virginia Greater: Suffolk, Va.
Wallace Bros.: (Legion Fair) Grenada, Miss.
Ward, John R.: Baton Rouge, La.; Lake Charles 10-15.
Weer, J. C.: Norfolk, Va.
West Coast Victory: Pittsburg, Calif., 4-9.
Wolfe Am. Co.: Royston, Ga.; Thomson 10-15.
Wonder City: Metairie, La., 1-10; Ponchatoula 11-24.
World of Today: Oklahoma City, Okla.
Zacchini: Bennettsville, S. C.; Raleigh, N. C., 10-15.

CIRCUS

- Arthur Bros.: Fresno, Calif., 4-6; Merced 7; Modesto 8; Manteca 9; Stockton 10-11; Pittsburg 12; Oakland 13-16.
Beatty, Clyde-Russell Bros.: Long Beach, Calif., 3-5; Los Angeles 7-30.
Cronin's: Pasadena, Calif., 4-8; N. Hollywood 10-12; Hollywood 14-20.
Dalley Bros.: Giddings, Tex., 4; Cleveland 5; Lufkin 6; Nacogdoches 7; Jacksonville 8; Palestine 10; Crockett 11; Conroe 12.
Hamid-Morton: (Shrine Auditorium) Buffalo, N. Y., 10-15.
Pelack Bros.: Sacramento, Calif., 13-22.
Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York City, April 5-May 21.
Wallace Bros.: York, S. C., 12.

MISCELLANEOUS

- Basile, Joe, Band: Buffalo, N. Y., 10-15.
Birch: Oklahoma City, Okla., 5; Drumright 6; Sapulpa 10; Seminole 11; McAlester 12.
Carapell, Loring: Fargo, N. D., 3-8; Pequot Lakes, Minn., 10; Akeley 11; Frazee 12; Hawley 13; Mayville 14.
Daniel, B. A.: Indianapolis, Ind., 3-10.
Davis, Glenn: Savannah, Ga., 5-6; Macon 7; Augusta 8; Montgomery, Ala., 9-11; Mobile 12-13.
Lee's Colored Minstrels: Opelika, Ala., 5; Eufaula 6; Ozark 7; Panama City, Fla., 8-10.
Lippincott, Magician: Warren Robins, Ga., 8; Gray 10; Milledgeville 11; Forsyth 12.

- Louis & Cherie (Gay '90s Club) San Diego, Calif., 5-18.
Princess & Willie Hawaiians (Villa Bee Club) Jackson, Mich., 3-8.
Rielon's Dogs: Fayetteville, Tenn., 3-8.
Texas Cattle King, Geo. M. Bragg's: Maysville, N. C., 3-8.
Turtle, Wm. C. (Children's Community Hall) Portland, Ore., 3-8.
Virgil: Wilbur, Wash., 6; Coulee City 7; Grand Coulee 10-11; Ephrata 12; Ellensburg 13; Yakima 15.

INSURANCE
CHAS. A. LENZ
The Showman's Insurance Man
A1338 INSURANCE EXCHANGE
CHICAGO, ILL.

INTERNATIONAL CONGRESS OF ODDITIES
NOW SHOWING 520 WOODWARD AVENUE, DETROIT, MICHIGAN
Can place to join now Freaks of all kinds, Novelty and Working Acts. Six weeks' work here, April 1 to May 15; then all season at Riverview Park, Chicago. Particularly want Oasified Man, \$125 per week; real Snake Act, \$60 per week; Ada Mae Moore, wire. Will advance transportation to anyone, anywhere. Joe and Rosita Formando, report here now. The Shepherd, be at Eastwood Park Easter Sunday. We just closed nine weeks in Kansas City, Missouri, Wednesday, March 29th. Jumped 800 miles and opened here April 1. Get with a show that does things, no ups, no downs here, and the highest salaries of any show paid promptly each Tuesday. All reply to
RAY MARSH BRYDON
520 Woodward Avenue or Suite 1052-54, Hotel Detroit, Detroit, Michigan.

GOLD MEDAL SHOWS
OPENING TUESDAY, APRIL 4, COLUMBUS, MISSISSIPPI
Want Bingo, Penny Arcade and legitimate Merchandise Concessions. Want Monkey, Animal and Snake Shows. Will book or buy Kiddie Auto Ride. Want Second Men on all Rides, top salaries and bonus. Buck McClanahan wants Foreman for Octopus, top salary and bonus. Want Side Show People; Don and Pansy DuVault and Jean Martin, write Sam Golden. Want Scenic or Pictorial Artist to join at once. All address
GOLD MEDAL SHOWS, Post-Office Box 32, Columbus, Mississippi.

AL BAYSINGER SHOWS
WANT FLAT RIDES WITH TRANSPORTATION. CAN PLACE SHOWS OF ANY KIND (OTHER THAN SIDE SHOW). Will furnish outfits or book yours. ALL STOCK CONCESSIONS OPEN EXCEPT BINGO AND PHOTOS. Want no Ride Foremen, but can use Second Men and Help for Front and Light Towers. All address:
AL BAYSINGER, Mgr., Poplar Bluff, Mo., this week; Paducah, Ky., next week.

PLAYLAND AMUSEMENTS, INC.
Want either of the following Acts for 30 weeks' work
CANNON ELEPHANT or AERIAL
Want To Buy Small Cage Animals.
Rome, Ga., this week; Rossville Blvd., Chattanooga, next week.

WANT SHOWS
Wild Life, Unborn, Monkey, One-Ring Circus, Animal, Full equipment for Dope Show. Want Metadrome. Have some 20x30 and 20x40 tops with pits for Snake or other small Grind Shows. Ride Help in all departments that drive semis. Ruby wants Ball Game Agents. Pat Burko wants Mitt Readers (American only). Al Wallace wants Cookhouse Help. All wire:
BANTLY'S ALL AMERICAN SHOWS
COLUMBIA, S. C.

NORTH STATE SHOWS
Playing All Industrial Towns and Camp Sites in North Carolina; Short Moves.
WANT Ride Help for Merry-Go-Round, Ferris Wheel, Mix-Up; top salaries plus bonus. No trucks to drive. Want Clusters, Popcorn, Diggers, legitimate Concessions only. Concession Agent and Bingo Help. Want Dog and Pony Act; Bernice Kelly or any family troupe, answer. Also High Act to feature, come on or wire. All address:
MANAGER, ASHEBORO, NORTH CAROLINA, THIS WEEK.



## 100 at Banquet Of Siegrist Club

CANTON, O., April 1.—More than 100 members and guests attended the fifth anniversary banquet and ball of the Charles Siegrist Showman's Club in Belden Hotel here March 26 and heard Floyd E. Gooding, Columbus, O., president of the Showmen's League of America, review the activities and speak on plans. He told the audience that never before in the history of show business was there a time when clean entertainment was needed to bolster the morale of our fighting forces at home and abroad and predicted a good season for outdoor showmen. It was his first guest appearance before a showmen's group since his election last fall in Chicago. He was accompanied by Johnny Enright, of the F. E. Gooding Amusement Company, of which Gooding is general manager.

The celebration included a brief speaking program during which Mayor Carl F. Klein welcomed the guests and Doc Waddell gave invocation. Ted Deppish screened movies he had taken of Cole Bros.' Circus. His movies were accompanied by recorded circus music which he has acquired from the radio and press departments of circuses. Bill Stewart presented an excellent 10-act variety show and acted as emcee. Harry Woodfield's orchestra played for the show and ball.

Among active troupers in attendance were Jack and Jake Mills, James Dewey and Doc Waddell, of Mills Bros.' Circus; Lester Rodgers, Steubenville, O., of Cole Bros.' Circus; Ray Wallace, Alliance; Dick and Helen Johns, Penny Arcade operators, Coshocton; Louis Leichtamer, Gooding Amusement Company; A. D. Michele, Hudson (O.) Fireworks Company, Hudson, O., who provided favors for party; R. Shrimplin and wife, Alliance; George Ankrin, World of Pleasure Shows; Edythe Siegrist and Buck Maughman; Texter B. Clark; Mrs. Thomas Drukenbrod, mother of Duke Drukenbrod, the club's executive board chairman, who is with the Beatty-Russell circus.

John Drabble, treasurer, was toastmaster, and the writer, Rex McConnell, secretary, was co-chairman in charge of arrangements.

## Hailstorm Damages San Antone Playland

SAN ANTONIO, April 3.—Most devastating hailstorm to hit here in years destroyed practically all neon light decorations in Playland Park with damage of \$5,000, just after opening yesterday.

Park is insured and everything will be replaced immediately. Easter Sunday egg roll and bunny hunt will be held. Many showfolks' trailers were damaged, including that of Publicity Director Frank J. Lee, he reported.

## HM Folks Stage Parties

WICHITA, Kan., April 1.—Hamid-Morton Circus crowds were large here during early part of the week, but business fell off during the latter part, no doubt due to the Lenten season. Many parties were staged during the show's stay.

Jean Evans, "Papa" Baracini and Master Miles Orton Fanning celebrated birthday anniversaries. The Don Franciscos celebrated their 16th wedding anniversary with a St. Patrick's Day party with entire cast on hand. A stork shower was given for Mrs. Walkmir, who left for her home in Chicago.

Jennie Rooney and Bette Stewart will go to New York in company of Winnifred Colleano after the HM Washington engagement to visit the Ringling show. Bob Stevens has been honorably discharged from the U. S. Army and will again have concessions on the Kelly-Miller Circus.

During the date at Camp Campbell, Ky., a Sunday morning performance was given for 1,500 German prisoners. The Rudynoffs presented their dressage horses. They visited the Polack circus in Chicago. Terrell Jacobs bought the Russia tableau wagon from the Cole show and will rename it the McArthur. He will use it for a ticket wagon on his new show, reports Bette Leonard.

## RED CROSS EXHIBITS

(Continued from page 43)  
which can be provided to smaller chapters for smaller fairs. The plans are still in a formative stage and I do not know what action will be taken on these proposals.

Of course, I fully realize the value of these exhibits but national headquarters had a few experiences which were distasteful. One of these experiences was at a major fair where the chapter attempted to provide sufficient literature to pass out during the run of the fair. Hundreds of dollars were thereby wasted at the exhibit. My recommendation this year was that the fair did not want literature passed out, as in most cases it merely cluttered up grounds or floors of buildings.

**Chapter for Every Fair**  
Practically every chapter in America can furnish a first-aid tent and I am sure that a large number of fairs have been availing themselves of this opportunity for a number of years. However, now it is possible to get these tents manned largely by uniformed volunteers, which makes a very pretty picture. There are 3,756 chapters in America and probably not a fair in this nation where there is not a Red Cross Chapter, so this first aid is available to all fairs.

The Red Cross is doing a tremendous job both at home and on 53 fighting fronts. This organization has found its charter obligating duties multiplied many times as the intensity of the war grows. During the past year more than 6,000,000 cases were handled by chapter, camp and hospital workers and home service for men in uniform and their families. Not only has war intensified the task of the American Red Cross but the obligated duties at home have been multiplied many times. The job this organization did following the devastating floods which destroyed crops on 3,000,000 acres of land in six States was a magnificent one.

These duties are multiplied daily. These duties are carried to a successful completion only by the volunteer efforts of America. More than 4,000,000 men and women during the past year con-

tributed 225,000,000 hours of work in carrying out these projects. The American Red Cross is a partnership of the people and is worthy of the heartiest support of every American.

## AGRICULTURAL

(Continued from page 43)  
the South Central States reduced production was also notable—3 per cent below the 10-year average and 6 per cent below January 1, 1942—due to unfavorable weather in December and feed shortages in States where drought conditions occurred last fall. In other regions the usual seasonal changes took place between December 1 and January 1, except for a contra-seasonal rise in the South Atlantic area, and a decline in production of 8 per cent per cow from January 1, 1943, in the West North Central region.

## BIRTHS

(Continued from page 33)  
restaurant-night club company that bears her family name.

A son to Mr. and Mrs. Ralph Binge March 10. Father is star of *Early Morning Frolic* on CKLW, Detroit, and also of *Ralph and Joe*, network show.

A daughter, Donna Elaine, to Billy and Rosalie Siegrist, of Siegrist trapeze troupe, in Outhman Hospital, Canton, O., March 6.

A son to Mr. and Mrs. Charlie Spivak in New York March 14. Father is orchestra leader.

A son to Mr. and Mrs. Ken Murray at Cedars of Lebanon Hospital, Hollywood, March 18. Father is star of *Blackouts of 1944*, in second year at El Capitan Theater, Hollywood.

# ALLEN & NICKERSON SHOWS

Opening Saturday, April 8, Evansville, Ind.

SHOWS—Can place good Girl Show, must have own equipment. RIDES—Can place two good Foremen, also other Ride Help; top salaries, best treatment. Chick Allen can place Grind Store Agents, also Counter Men for Bingo.

## ALLEN & NICKERSON SHOWS

BOX 94, EVANSVILLE, IND.

# ENDY BROTHERS-PRELL SHOWS, INC.

OPEN CHARLESTON, S. C., APRIL 14

Can place on America's finest Midway, Ride Help, Truck Drivers, General Help. Have complete Fat Show outfit. Can place Rotarys, Penny Arcade, Guess Weight and Age open. Want Custard Workers. All answer

## ENDY BROTHERS-PRELL SHOWS

Charleston, South Carolina

# JOHN R. WARD SHOWS

MIKE DRESSEN, PHONE ME 33400

Want Secretary, sober, capable all office duties, \$75 week and bonus; Lot Superintendent, \$75 week and bonus; Electrician for G. M. Diesels, \$50 week and cut-ins one dollar each joint; Mechanic, \$60 week and bonus; Builder and Scenic Artist; Ed Hildebrand, answer; no drunks wanted. Want Shows—Side Show Talker, Manager and Acts all kinds; Scottie, bagpiper, answer; top salaries from office; Annex Attraction, or will furnish complete outfit to capable manager with worth-while attractions. 120 foot top, 150 foot banner line with banners and all inside equipment and sound system for front. All loads on one semi-trailer, all in first class condition. Want Musicians and Performers or organized Minstrel Show; top salaries from office or P.C. Want Monkey Show Manager capable handling and training Monkeys and Chimp. Want Motordrome Manager and Riders, salaries or percentage. Want Stock Concessions, Grind Stores, Bowling Alley Pins, Knife Rack, Blower, Rat Game, Ball Games. Agents for Grind Stores, Pea Pool, Ball Game. Want Ride Foremen for Wheel, Chair-o-Plane and Octopus, Second Men for all Rides: W. E. Jacks, Geo. Sanders-Wife, Baton Rouge, La., this week; Lake Charles, La., next week.

# SCOTT EXPOSITION SHOWS WANT

Manager that can Talk and Manage Minstrel Show, Musicians and Performers for Colored Minstrel; salary from office. Ferris Wheel Foreman and Second Man, Ride Help in all departments that drive semis, Man to Handle Front Gate and Marquee. Girl Show open. Will book or buy Rolloplane. Will book first-class Kiddie Auto and Pony Ride. Grind Shows—Legitimate Concessions.

Boulevard and Ewing, Atlanta, Ga., this week; Dalton, Ga., next week; Knoxville and Nashville to follow. P.S.—Rocco Aleo, answer.

# EXPOSITION AT HOME SHOW

ROX GATTO, General Manager

## LAST CALL

Big Spring Opening, Elkton, Md., April 15th. 100,000 Servicemen to Draw From. Can place Bingo, Ball Game, Pitch, Lead Gallery, Custard, Fishpond, Hoopla or any other Concession that works for ten cents. F. W. Pauli, contact at once. SHOWS—Man with complete Minstrel Show, will furnish top. Crime, Unborn, Dog and Pony. Bull Martin can place Freaks and Midgets for Side Shows, also Girls for Posing Show. Will buy or book Tilt, Octopus or Roll-o-Plane. Roy Dailey can place Ride Help and Concession Agent. All Address: ROX GATTO, Genl. Mgr., 300 Huntley Road, Upper Darby, Pa.

## RIDES WANTED

Will book set of Rides with own transportation for one of the best routes in the country. See large ad on page 58. Address: JIMMY BROWN, EMPIRE STATE SHOWS, 712 Mary St., Utica, N. Y.

## G. E. WAIT

### Greater United Shows

Wants Ball Game, Wheel, Huckley Buck and Hoop-La Agents. Austin, Tex., April 4-11; Temple, Tex., April 13-27.

## RIDE HELP

Want First Man for Chair-o-Plane, Second Man on Wheel, Second Man on Merry-Go-Round and Kiddie Auto Ride. Must be Truck Drivers. Address: LEW HENRY, Henderson, N. C., until April 15, on White House Restaurant lot.

## WANT

Second Agent that handles press and publicity. Good salary to a top man. Wire only.

### BANTLY'S ALL AMERICAN SHOWS

COLUMBIA, S. C.

## GEO. ATKIN WANTS

Agents for Ball Game, Pan Game, Penny Pitch; located care L. ED ROTH'S RIDES, Jacksonville Beach, Fla. No tear downs or putting up. Pay your own wires, I'll pay mine.

## LONE STAR SHOWS

Now open at 5400 W. Washington St. Indianapolis, Ind. Can use Ride Help on Merry-Go-Round, Speedway and Chair-Plane. Can use few more Concessions. Address: J. R. McSPADDEN, Gen. Del., Indianapolis, Ind.

## HARRY CRAIG SHOWS

### WANT

Girl Show Operators and Snake Show Operator. Address: Abilene, Texas



## CHAIRS

Many Styles

PROMPT  
SHIPMENT

We Can Still Ship,  
But Don't Delay.

**ADIRONDACK CHAIR CO.**

1140 Broadway NEW YORK, N. Y.  
Dept. 5 Corner 26th St.

## Gentsch & Sparks Shows

### HAVE FOR SALE

Two-Abreast Merry-Go-Round. Can be seen at McComb. Jack Oliver wants one Skillo Agent, two Razzle-Dazzle Agents. Give you plenty action. McComb, Miss., week April 3; Vicksburg, week April 10th; then north.

### CAN PLACE

Cookhouse, Corn Game, Diggers, Fish Pond and any 10c Concessions. Rev. Rubby, come on. Girl Show open. Tex. answer. Will pay good salary to Ride Help that can produce. Playing Malden, Mo., soldier camp, until April 15th.

### MOORE'S MODERN SHOWS

## EMPIRE STATE SHOWS

Gala opening April 29, with one of the best routes in the East. Three months in Central New York. Mostly heart-of-town locations in large industrial centers.

If you can stand prosperity book with us now as space is going fast.

CONCESSIONS: Want Frozen Custard, Candy Floss, Novelties, Jewelry, Scales, Guess Your Age, Hi Striker, Penny Arcade, Bowling Alley, Fishpond, Lead Gallery, Cork Gallery, Dart Stores, Hoopla, Coca-Cola, Pitch-Till-Win, String Game, Root Beer and any legitimate Concession or Grind Store. Must be neat appearing stands. No slap-ups.

RIDES: Will book set of Rides with own transportation.

HELP: Want capable Help in all departments. Canvasman, Carpenter, Sign Painter, Ride Help and useful people in all lines. Want capable Manager for large complete 120-Seat Bingo; 50-50 basis.

FOR SALE—Beautiful set of Diggers and will book same for the season. Committees in Central New York, have several open dates. All write or wire:

JIMMY BROWN, EMPIRE STATE SHOWS, 712 Mary St., Utica, N. Y.

## Lawrence Greater Shows

WANT—Capable Show Secretary due to a last-minute disappointment.

WANT—Ride-O Foreman, top salary and percentage. Second Men and Ticket Sellers for Shows and Rides. Also good Canvasmen.

WANT—Fun House, Snake Show, Monkey Show, Life Show.

WANT—Arcade, Ball Games and all Stock Concessions.

WANT—Special Agent that can handle press.

All address Rockingham, N. C., until April 15; High Point, N. C., follows. Blackstone, May 1 for 2 weeks.

## Joseph J. Kirkwood Shows

Eastern and Dundalk Avenues, Week April 3; Catherine and West Baltimore Streets, Week April 10, Baltimore, Md.; Then Proven Money Spots of East. Positive Route To Interested Parties.

RIDES—Will book Merry-Go-Round, Octopus, Roll-o-Plane, Chair Plane with own transportation; 25 P.C. Help for Tilt and Wheel; Man to operate two Kiddie Rides.

SHOWS—Will book small Animal or Snake Show, 25 P.C. Want Side Show People and Girls for Dancing and Posing Shows.

CONCESSIONS—Pop Corn, Frozen Custard, Candy Apples; any Legitimate Concession. All address 415 Delaware Ave., Essex Branch, Baltimore 21, Md. P. S.—FOR SALE—Loop-o-Plane; will book on Show.

## JONES GREATER SHOWS

With  
**RED BRADY'S MODERN RIDES**

Opening Charleston, W. Va., April 22 (Heart of Town Location on Virginia St.)

CONCESSIONS: Want legitimate Concessions of all kinds except Percentage. Good opening for Custard and Photos. SHOWS: Can place one worth-while Feature Show. HELP: Want Help on the following Rides: Merry-Go-Round, Roll-o-Plane, Octopus, Spit-Fire, C-Plane and Ferris Wheel. Address: PETE JONES, 727 6th Avenue, Huntington, W. Va. Bud Dunavant, write!

## SOUND POST-WAR PLAN

(Continued from page 44)

Germany, (2) after the defeat of Japan, (3) and long-range and total peace. It observed, too, that financial questions will often determine post-war programs, but that in any case the financial foundation must be prepared to carry out plans.

Full employment means everything to the success of amusement enterprises, and one of the leading problems will be the finding of jobs for returning servicemen. And a final general consideration will be the post-war state of unions and government labor relations machinery.

The committee took an optimistic and wise view of post-war taxation, speculating that taxes will very likely be eased to stimulate full employment. Probable changes in the tax structure were summed as follows: Excess profits taxes will probably be repealed or substantially reduced within a year or so of final peace; corporate income taxes will probably be lowered, while personal income taxes will probably be reduced below war levels but not below pre-war levels.

In forecasting business trends the committee took its lead from the U. S. Department of Commerce, which figures that recreation expenditures by consumers will increase 23 per cent in 1946 over 1940. At the same time a period of steady decline in business volume was forecast for shortly after Germany's defeat and lasting well into 1946. The committee felt that operations should be adjusted to meet this decline thru the half of 1944 and beyond 1946, but long-range plans should expect an upswing about the middle of 1946.

### Local Problems Important

Other problems, which apply variously

in under either general or local conditions, were discussed in forum. Questions which must be decided with mainly local application include population shifts and local pay roll deflations because of completed or canceled war contracts; the regaining of markets lost because of gas rationing; curtailed transportation. Of more general application were the recommendations for investigation into improved post-war transportation; new features and new ideas to meet the greater competition for the post-war amusement dollar, plus their attendant advertising and publicity; finally a betterment of individual finances and labor and public relations.

Upon these sound and general principles operators should be able to formulate plans on which to take action. They demand, however, the gathering of facts of local importance, their analysis and interpretation for local application.

The members of the post-war planning committee are Edward J. Carroll and Henry G. Bowen, co-chairmen; Fred L. Markey, secretary; Joseph Cohen, Burton T. Gates, Fred H. Freeman, Arthur W. Abbott, A. F. Gardella, John T. Clare, Wallace St. C. Jones and Harry Storin.

### Convention Registrations

Following are those who registered at convention headquarters at the Parker House, Boston, March 22:

T. W. Gibbs, A. R. Eldred, Clementon Lake Park, N. J.; A. W. Blendow, International Mutoscope Reel Company, New York; Barney Williams, Manchester, N. H.; Leonard B. Schloss, Washington; Mr. and Mrs. Fred L. Markey, Exeter, N. H.; A. W. Abbott, Rye, N. Y.; Harry A. Ackley, War Production Board, Washington; Mr. and Mrs. Wallace St. C. Jones, Boston; Mr. and Mrs. Edward J. Carroll, Harry Storin, William Stevenson, Mr. and Mrs. Vernon Trigger, Al Lombard, Riverside Park, Agawam, Mass.; Henry G. Bowen, Edward H. LeVenture, Whalom Park, Fitchburg, Mass.; J. W. Riley, *The Billboard*, Boston; Harold Gilmore, Riverside, R. I.; Joseph J. Godin, Springfield, Mass.; R. S. Uzzell, New York; Lena Keeney, Springfield, Mass.; John T. Clare, William McLaughlin, John R. Harwood, Paul Haney, Charles Kronson, Crescent Park, Rhode Island; Fred H. Freeman, Revere Beach, Mass.; Norman Alexander, Philadelphia; Mr. and Mrs. Daniel E. Bauer, New Bedford, Mass.; N. George Sabbagh, Mr. and Mrs. Andrew A. Casassa, Louise Sterner, Revere Beach, Mass.; Burton T. Gates, New London, Conn.; Mr. and Mrs. E. W. Burr, Quincy, Mass.; Herbert P. Schmeck, Philadelphia Toboggan Company, Germantown, Pa.; E. E. Fochl, Philadelphia; Charles A. Beares, Pittsburgh; Henry C. Martineill, Springfield, Mass.; Frank Brandes, Riverside Park, Agawam, Mass.; J. E. Lels, Charles Weygand, Charles E. Lake, Howard E. Miller, Philip Gladue, Albert Lake, Philip Palbotto, Crescent Park, Rhode Island; Fred Bergin, Medford, Mass.; J. Victor Shayeb, Saul Feldman, Revere Beach, Mass.; Mr. and Mrs. J. A. McLees, Joseph Drambour, Morris Spitkove, Riverside Park, Agawam, Mass.; John Logan Campbell, Baltimore; Henry A. Guenther, Newark, N. J.; E. V. Hickey, Regional Office, Civilian Requirements, Boston; L. Pieri, Providence; M. Hicks, Regional Office, Civilian Requirements, Boston; Mr. and Mrs. Joseph Haballa; Miss Korey, Salisbury Beach, Mass.; George A. Hamid, Sam Hamid, New York City; Mr. and Mrs. E. R. Enegren, Wrentham, Mass.; George Priest, Sid Kirk, Worcester, Mass.; A. S. Davis, Boston; Harry Cummings, Old Orchard Beach, Me.; Joseph L. Carolo, Oakland Beach, Mass.; John Collins, Harry Prince, Richard Bailey, Lincoln Park, North Dartmouth, Mass.; George Lake, Salisbury Beach, Mass.; F. Tische, George I. Feldman, M. H. Young, Boston; James A. Donovan, George Smith, Lawrence, Mass.

### AREA

(Continued from page 44)

times on the program. A. R. Eldred, of Clementon, N. J., is a booster for the organization. Edward J. Carroll has never shown to better advantage and worked like a beaver to make his second year as prey the best.

The program drove constantly at present-day problems. No long-winded speeches or side play. On the whole, the conclave was a gem. Taxation and insurance are supposed to be dull and perfunctory subjects, but at the Boston meeting they took on new meaning and were re-enforced with the relating of practical and first-hand experiences.

Leonard B. Schloss, of Glen Echo (Md.) Park, analyzed the 1944 amusement tax on admissions so no one need

go wrong. Governor Leverett Saltonstall's second appearance before us indicates his interest in our business. He told us we must carry on. Andrew A. Casassa, treasurer, hobbled over on two canes to lend his help and mingle with his nine fellow directors of the national association who were present. He owns amusement property at Revere Beach, Mass., and keeps abreast of all operating problems. Wallace St. Clair Jones, an old war horse, always stands by ready to lend a hand in keeping up a discussion and is really a one-man reception committee. Fred L. Markey, secretary of the organization, never has an idle moment but always has time for a word with everyone he meets.

Two summer meetings have been passed up, but 1944 will mark a renewal of the summer get-togethers. It goes to Whalom Park, Fitchburg, Mass., Harold D. Gilmore, manager. Henry G. Bowen, the president of New England men for 1944, is the active factor in the ownership of Whalom Park. As program chairman of the Boston meeting, he hit on all six. They thought him a quiet, retiring individual before they saw him in action. He will make an excellent president and will have unanimous support of the membership.

## DOUGHBOYS SEE PIX

(Continued from page 46)

ambulatory patients in the hospitals. No difficulty has been too great to surmount in the operation of both the 35mm. and the 16mm. program. Hospital Motion Picture Service of the American Red Cross is determined to continue its efforts until every convalescent soldier is assured of being furnished with his favorite entertainment. Much is owed to the splendid contributions and co-operation of the film industry and all those connected with it; the film transportation companies, 50 per cent of whom deliver films free of charge to the Red Cross recreation houses; to the hundreds of workers in the film exchanges thruout the country who work with the service in booking the 35mm. films. Their tireless efforts have helped to build this gigantic program into what it is. It is their contribution to Red Cross and one of their countless contributions to the war effort. Indeed it may well be said that show people are among the most generous on earth.

And what of those men and women who comprise the Red Cross staff of Hospital Motion Picture Service, those Red Cross recreation workers in the field who assist in the operation of the program in the hospitals? Their reward is long hours of work, long trips under the most adverse traveling conditions, a constant fight against shortages and wartime restrictions and, at the end, the smile of a man who, having fought the good fight for his country, finds many hours of peace and happiness in one of the favorite American pastimes—the movies.

## BOOM SEEN FOR CHI

(Continued from page 44)

considered, and their backers plan to go ahead with them when restrictions are removed.

At present Chicago, with a population of 3,500,000, has but one amusement park, with the exception of a few kiddie-land spots on highways radiating from the city. The teeming South Side, formerly served by White City, has added tens of thousands to its population during the war years.

New communities have sprung up on the prairies south and southwest of the city proper, and in this expanding population showmen see a demand for amusement and recreation facilities that are not now available. Several prairie sites adjacent to the city have been surveyed by promoters, and one tract has been acquired with a view to establishing a park when building conditions permit.

Several years ago land was acquired on the North Shore for an amusement park, but zoning and other restrictions compelled dropping of the plans. Efforts are now being made to secure a site north of the city which may be developed into an amusement spot after the war.

Promoters also see an opportunity for an amusement park on the far West Side. Thousands of homes have been built in the district to house workers at the Buick airplane plant and other huge industrial establishments now doing war work but which are expected to continue after the war as producers of civilian products. Amusement park men are looking over the district with a view to building a park after the war.

# Augusta Initial Spot for Jones

AUGUSTA, Ga., April 1.—Johnny J. Jones Exposition opened here March 25 on the Exchange Club Fairgrounds to about 3,500. Grounds were soft and several of shows were unable to open until Monday, when another rain hampered business. Engagement was under auspices of Augusta police and fire departments' benefit funds. The *Follies of 1944*, Mrs. Hody Jones impresario, presents dancing girls, orchestra and new costumes and lighting effects. Carl J. Lauther returns with a new edition of the Circus Side Show and Art Converse has the Wild Life Exhibit. C. S. Groscurth has two-headed baby and Fred Sawyer again manages Gay New Orleans Minstrels. Harvey Wilson is manager of

Noah's Ark, and Bertha (Gyp) McDaniels has Rocky Road to Dublin and Arcade. Several shows will be added in Charleston, S. C.

The *Augusta Evening Herald* ran a full-page co-op March 25, followed by two full pages in *The Sunday Chronicle* March 26 and a half page by a bakery March 29, advertising a Children's Party. The *Herald* also devoted three columns to an opening story by Sam Moss, managing editor.

Visitors included Tom M. Allen, former Jones manager, en route to join J. C. Weer Shows at Norfolk, Va.; G. C. Mitchell, general agent Zucchini Bros. Shows; Ed Wynn, stage, radio and screen comedian, and members of his troupe appearing at the Oliver General Hospital, as guests of Morris Lipsky and Walter D. Nealand, and State, city and county officials.

George Reinhardt and William C. Martin have the cookhouse and cafeteria. Martin left for Tampa after the opening. Joe Pearl is again mailman. W. A. (Bob) Hallock is general agent.

plug Hall, John Lewis, Leroy Williams, comics; chorus, Mary Brown, Eunice Moore, Mrs. Taylor, Caroline Davis, Band, Jimmie Powell, trumpet; George Harris, trombone; Jesse Brown, trumpet; Bertha Harris, sax; Pewee Taylor, drums. James Bowman is mechanic, assisted by Arthur Hicks. Free act is Bruffy, the man who hangs himself.

Staff: J. F. Sparks, owner-manager; Joe J. Fontana, general representative; R. L. Overstreet, secretary; Bill Dollar, special agent; John Linton, electrician and Diesel man; James Lockwood, watchman; O. S. Batto, builder and *The Billboard* agent; Hughie Waters, scenic artist. Visitors included Charlie Estes and Earl Warren and Joe Steen and daughter, Hazel. Lee Houston received word of the sudden death of his father, whom he was expecting to visit the show shortly. His house trailer also was severely damaged by fire of undetermined origin, in which all wardrobe of the free act was lost.

Mrs. Herman Q. Smith, tickets. Octopus, Curley Ward, foreman; Ired Keene; Ruby Gill, tickets. Roll-o-Plane, Kenny Etzel, foreman; Smokey Johnson; Melvina Gibson, tickets. Ridee-O, Fred Cantrell, foreman; Jimmy Flannagan; Mary Bolding, tickets; Roy Lutz, Bill Dawson, Venetian Swings, E. Heller, foreman. Chairplane, Amos Hartzberg, foreman; Joe Baber.

Shows: Hall of Science, film and medical exhibit, Dick Wilson, manager. Tex Dean's Rodeo, featuring Pearl and Tex Dean, Buck Goggins, bronk rider, and Blackie Hansford, roper. Walter Lankford's Wild Life Exhibit; Snake Show, Ray Wooley, manager. *Follies Revue*, musical comedy, Carlton Smith, manager; Curley Thompson on front and Jimmy O'Connor, tickets, with cast: Tiny Smith and Jimmy Harris, musicians; Tex Malone, Ann Johnson, Marjorie Phillips, Carolyn Lawrence, Alma Roberts.

Concessions: Charles (Whitey) Hardman, hoop-la and penny pitch; Mr. and Mrs. H. J. McAllister, ball game; Mr. and Mrs. J. Hansen, fishpond; Pat Brady, cigarette shooting gallery, penny pitch; Mr. and Mrs. H. F. Ingleking, dart; Madame Vanette, American palmistry; O. C. Cunningham, cookhouse; E. Heller, fishpond and hi-striker; Mr. and Mrs. E. B. Martin, cork gallery; Dick Wilson, photo, with Ed Zimmerman and Roy Scott, agents; Kenny Etzel, one, with Bob Wells, agent, and Don Myers.

Dick Taylor has popcorn and candy floss, duckpond, blower and penny pitch, with these agents: Esle Lee Craig, Marvin Bromlow, Lawrence Joyce, James Ring, Avery Jenkins, Mr. and Mrs. Luke Adkins. Mrs. Dick Taylor was seriously ill in Atlanta and unable to troupe with her husband at the opening.

Staff: Shan Wilcox, owner-manager; Evelyn Forrester, secretary; O. C. Cunningham, assistant manager and lot superintendent; R. W. Wooley, electrician and superintendent of the two Diesel plants; Herman Q. Smith, general agent; Tom Niswanger, billposter; Kimsey Harris, front gates; Mrs. Carlton Smith, in charge of tickets.

## SUNFLOWER STATE SHOWS

Opening April 15th  
All people contracted with this show acknowledge this Ad. Join by April 10th. Want Foreman for Smith Mix-Up, Single Loop-o-Plane, Kid Ride, Second Men all Rides. Salary no object if you drive. Two weeks' stands, short moves. Will place any show except Big Snake. Will place useful Carnival People in all lines. New canvas. Good transportation. Plenty of everything. Will book or frame any show. Want Man to set up and handle three new show tops and fairs. Good salary. Few Concessions open. Bob Leavitt, Rex Rupe want Agents for legitimate Concessions. Earl Pounds, WIRE me at once. Can furnish everything. For Sale: Athletic Show Top, 30x50 ft.; Side Show Top, 20x80 ft. Off center. Needs minor repair. Single Loop, good small Merry-Go-Round. Want to hear from good Free Act; High Act preferred. Salary per cent. Ride Help and Show People, come on; quarters now open. HIPP, wire me at once. C. A. GOREE, Sharon, Kansas.

## Glades (Fla.) Fair Is Good for Bistany

MELBOURNE, Fla., April 1.—Glades Fair, Belle Glade, Fla., March 8-17, was one of the best spots played by Bistany's Greater Shows, reported F. E. Kelly. Attendance was between 18,000 and 20,000, and sale of War Bonds amounted to over \$25,000. Mayor J. K. Baker and the police chief lent co-operation, as did the American Legion post, the fair auspices. Commander Thomas Breggar and Fair Manager Joe Freidheim said net earnings were largest of any fair they had held. American Legion and Lions' Club did over \$2,000 on their soft drink and candy stand in the exhibit top furnished by the show.

Leo M. Bistany, owner and manager, has six rides and six shows. There were 40 concessions, and Madame Malkova, high wire, was free attraction. Show gave away \$350 worth of War Bonds. Rides and shows did near-capacity business and concessions clicked. Mrs. Vie Bistany purchased \$1,000 worth of War Bonds for her three children. F. E. Kelly is buying a house trailer.

Tony Mazellas, who has been with Billie Clark the past nine years, developed acute asthma and had to leave the Glade section, and Kelly took him to Melbourne. He was later advised by Commander Jack Shick, American Legion post here, that Mazellas had been found dead in bed March 25.

Kelly arranged with Manager Freidheim to play the fair next spring. Show will remain in Florida for the duration. Owner Bistany purchased a new Buick for Mrs. Bistany.

## BUCKEYE UNIT RUN

(Continued from page 37)  
Sinclair, who has been engaged as secretary.

Recent visitors were J. C. (Tommy) Thomas, Royal American Shows; Curly Spheres, Magic Empire Shows; Harry Bannister and several of the cast of a play at Robinson Auditorium here; Zeke Youngblood and F. L. O'Rear, Hollywood Ice Revels of 1944, and Frank Clancy. New arrivals are Sammy Stern, Herman (Beanzy) Britz, Carl Parks, Milwaukee Red, Charles and Evalyn Levine, Maury and Gladys Brod, Jimmy and Cecil Allen, Jerry O'Reilly, Mr. and Mrs. Charles Roach, Mr. and Mrs. L. B. Laster, and Bruffy, the man who hangs himself. Mr. and Mrs. Laster are managing Mrs. Rosen's bingo. Gladys Brod is in Baptist Hospital here.

## RAIN SOURS SPARKS BIZ

(Continued from page 37)

ball game, Mr. and Mrs. C. B. Wallis; rotary merchandisers, Mr. and Mrs. Warren Murphy; age, C. A. Kirkland; O. E. Bradley's popcorn, Carl Simmons; Bradley's fishpond, Anthony Pietro; country store, H. D. Donovan; novelties, Mrs. B. G. Freeman; wheel, B. G. Freeman; cookhouse, I. Firesides, owner; H. Marcus, manager; bingo, Mrs. J. F. Sparks, owner; Bill Richardson, caller; Billy Rose, counter.

Shows: Funhouse, George Kelley, manager; Society Circus, Capt. Lee Houston, owner; Mr. and Mrs. Gel Wilson, clown and magic; Dime Wilson, talker. Wild Life Show, Lee Houston, owner; Mrs. Dime Wilson, manager. Cotton Club Revue, Walter Baker, talker; George Harris, producer; Pewee Taylor, dancer; Mrs. James Powell, blues singer; Spark-

## PAGE PATRIOTIC MOTIF

(Continued from page 37)  
house. Eddie Brenner is awaiting a new top for bingo. John and Eddie Lewellyn, who have their concessions ready, returned from a trip in quest of novelties. Rastus Jones, back from Miami, and crew are readying the Minstrel Show, which he will again produce and manage. Jack and Ressie Smith, who arrived to handle some concessions, took positions in an eatery here, he as night manager, and they may not troupe this year. C. F. Tidball is night manager at Housner's restaurant. Visitors included Bob Coleman, former concessioner, here on ODT business, and Hobe and Maggie Cole back from Hot Springs.

## WILCOX PLAYLAND

(Continued from page 37)  
with employees of rides, shows and gates neatly uniformed.

The roster—Rides: Merry-Go-Round, Marvin Shipp, foreman; Jimmy Wilson; Jennie Smith, tickets. Ferris Wheel, Frank Allen, foreman; Norman Reynolds;

## WANT

Drome Riders, men and women, trick and straight, with or without machines, for new Motor Drome; top salaries. Wire, state all, name salary expected. Wire, don't write, to **CAPT. ROBT. PERRY** DODSON'S WORLD'S FAIR SHOWS This week, Alexandria, La.; Monroe, La., next.

## WANT

Fat Girl. Want a real Talker. Shackles and side, wire collect your lowest. Address: **T. W. KELLEY** **J. C. WEER SHOWS** NORFOLK, VIRGINIA

## BEN HERMAN & SAM LEVY

Want Concession Agents. Also Man to work on Roll-Down. Wheel Agents. **FRANK MURPHY** Wants Help for Octopus and Roll-o-Plane. Top salary. Address: **BRIGHT LIGHT SHOWS** Opens April 15, Buchanan, Va.

## WANTED TO BUY FOR CASH

Ferris Wheel No. 5, Chair Plane, Kiddle Rides, Miniature R. R., Dodgem, Octopus & other Rides. **MILAN DIKLICH** Ideal Park, P. O. Box 111, Johnstown, Pa. Phone F-34501

## RIDES WANTED

Want 2 or more Riding Devices (also Concessions) for 9th Annual Community 4th of July Celebration in Brazil, Ind., Tuesday, July 4, 1944. Privilege to set up Rides and operate July 2 and 3 also. Write at once to **NICK MILLER, Chairman** Brazil, Indiana

## GOLDEN GATE SHOWS

Will open April 15, Pembroke, Ky. Want Stock and Grind Concessions, Ball Games, Mug Gallery, Pop Corn, Penny Pitches, Mitt Camp. Have outfits for Jig Show, Girl and Geek Show. Want Shows with your own outfit. Ride Help that can drive trucks. Concession Agent for office. **FRANK OWENS, Mgr., Golden Gate Shows** Box 625, Pembroke, Ky.

## AL G. KELLY AND MILLER BROS.' CIRCUS WANT

Man to take care of Elephant, Side Show Ticket Seller; also Dancer, Working Men and Truck Drivers. Show opens here April 29, Hugo, Okla.

**LAST CALL** **LAST CALL**

### Bright Lights Exposition Shows

Opening April 15-22, Buchanan, Va., Spring Festival—7 Days.

Can place Fish Pond, Devil's Bowling Alley, String Game, Diggers, Snow Cone, Bumper Store, Cigarette Shooting Gallery, Lead Gallery, Penny Arcade. Want Working Acts for 10-1 Shows not conflicting. Can place Second Men on Ferris Wheel, Chairplane, Octopus and Roll-o-Plane. Frank Ware wants Girls for Revue. Top salaries. Bennie Herman wants Agents and Dealers. Our route covers proven territory in Virginia, Maryland and Pennsylvania. Get with a winner. Can place Free Act. Address: **JOHN CECOMA, Gen. Mgr., or LOU HECK, Asst. Mgr., Box #152, Buchanan, Va.**

## Virginia Greater Shows

Norfolk, Va., two weeks, different locations, April 17-22, Princess Ann Rd. and Little Creek Rd. Want at once, Mechanic for Trucks. Want Scales, Penny Arcade, American Palmist. Lou Augustine wants Concession Agents. Sol Speight wants Musician for Minstrel Show. Suffolk, Va., this week.

## Want Immediately for Seaside Park, Virginia Beach

### RIDE SUPERINTENDENT

Very good proposition for capable man.

**ALSO WANT GENERAL RIDE HELP FOR FOLLOWING:**

Skooter, Ferris Wheel, Whip, Tilt-a-Whirl, Ridee-O. Permanent location, top salaries, pleasant living conditions. Everybody wire or write: **ART LEWIS, SEASIDE PARK, Virginia Beach or Hotel Monticello, Norfolk, Va.**

## COLEMAN BROS.' SHOWS

OPENING AT MIDDLETOWN, CONN., APRIL 20

WANT SHOWS—Monkey, Reptile, Midget, Fat Show, Penny Arcade, Revue, Posing, Pit or Platform Shows. Have outfits for same. Foremen for Rides, Truck and Trailer Drivers. Long season, good salary.

**THOS. J. COLEMAN, 508 Main St., Middletown, Conn.**

## O. C. BUCK SHOWS

OPENING APRIL 20

Want Silodrome Operator, have complete outfit. Can place any Show of merit, will furnish outfit. Want Ride Help on all Rides, also Concession Agents.

Address **O. C. BUCK, Troy, N. Y.**

## Arthur Bros. Staff, Program

ALHAMBRA, Calif., April 1.—Arthur Bros. Circus, which opened here March 15 and 16, story of which appeared in last week's issue, has this staff, personnel and program:

Personnel includes Martin E. Arthur, owner and operator; Everett W. Coe, manager; James L. Woods, general manager; N. Edward Beck, personal representative; Robert O'Harra, assistant manager; Julian West, secretary; Theo Forstall, treasurer; Harvey Walters, press representative; Frank L. Anders, legal adjuster; Poodles Hanneford, equestrian director; Charles (Spot) Redrick, musical director; Mrs. M. E. Arthur and Cal Hicks, front door; Betty Coe, downtown ticket sale; Fred Stewart, electrical superintendent; Willie Mitchell, head mechanic; Elmer Voorhies, cookhouse; Warfield Wood, announcer; Tex Orton, props; Joe Webb, superintendent; Julian West and Larry Black, white wagon sales.

Side Show personnel: Cal and Betty Lipes, midget horse show operators; Rudy Jacobi, manager; Verna Jacobi, secretary; George Surtees, talker; Tom Murray, talker and tickets; Russell Purves, tickets; Billy Pilgrim, armless wonder; Schlitzie, pinhead; Dolores Surtees, Buddha; Jollie Lee Harvey, fat girl; Jeff Griffin, human pincushion; Tim Dalton, "world's smallest cowboy"; Betty Turner, London Punch and Judy; Rose LaRoss, Chinese torture cabinet, and Gilbert Sisters, dancing girls.

Candy department personnel: Laura M. Anderson, owner; Chester Pelke, manager; Cathie J. Matchett, assistant manager; Charles Johnston, Arthur C. Barton, George Thompson, Harold Barbre, Lester White, Thomas Eisentrager, Francis Veltri, Lon Hartsell, William Barrickman, Elmer Mead, John Perrino and Robert Alton.

### Performance in Three Rings

The performance, presented in three rings, very commendable, runs as follows: Spec, *Bagdad*. Imposing and a suitable opening. No. 2. Sonny Moore's Shetlands and dogs, Christiansen's ponies, and Mary Thorne with a six-mule group. No. 3. Avila is a good ring worker, altho he has but one leg. The Coteras turns flips on the trampoline. Escalante Troupe offers serious as well as comedy aerial bar act in the spotlighted ring. No. 4. Mary Thorne with a Liberty horse act, Jorgen M. Christiansen with a Liberty, and Gracie Hanneford, baton twirling on horseback. No. 5. Clowns. Kenneth Waite, Peggy Waddell, Archie Silverlake, Mel Henry, Corry Windecker, Sonny Moss, Doodles DeGar and Jinks Falkenberg (not the movie actress). No. 6. Captain O'Connor and his wagon-wheel balancing is good entertainment. Starts with hoop juggling and then rides wagon wheel up steps to a jump off. Alex Acevedo and Maurice Marmalejo are on slack wires.

No. 7. Whitey Thorne being featured in center with the twin elephants, Moe and Joe. Jerry Casey and Mary Thorne in other rings. No. 8. Clowns. No. 9. Theresa Morales in flashy aerial act. No. 10. The Craigs in balancing act, and Avila in a hand-balancing turn. No. 11. Mrs. Tom Mix around track astride a Palomino. Pitch for after-show. No. 12. A good act, Ruben Castang and Hollywood chimps. He makes track turn with one chimp on a bicycle. No. 13. Miss Maxine (Contreras) in aerial acrobatics. No. 14. Thorne on the track with elephants; Moe and Joe center of attraction in center ring. Elephants are a feature of the show. No. 15. Acevedos, jugglers,

and Marcellos on rolling globe. Dog on a high pole perch and holding flaming torch makes Acevedos turn outstanding. No. 16. Gaited horses featuring Christiansen on the Palomino stallion Sunburst is a big feature. No. 17. Clowns. No. 18. Poodles Hanneford Family. Bareback riding at its best, with Poodles adding the comedy touch. No. 19. Mabel Mix and the Sugar Brown Indians. No. 20. Tex Orton, on tight wire, and Contreras Sisters. Sisters accent their turn with a hoop walk. No. 21. Poodles Hanneford and Mel Henry in a comedy boxing match. No. 22. Arthur's Criollo stallions handled by Christiansen. Outstanding in the show is this Liberty act. Also Billy the Shetland.

After-show. Benny Petti gives roping exhibition along with Sugar Brown's tribe in war and ceremonial dances. Petti's whip cracking is good. Mabel Mix and Petti are featured in trick and fancy roping. Bernice Dean turns in nice bit of trick and fancy riding.

Big show performance when caught ran two hours and 15 minutes. It has much good entertainment for the money.

CHATTER: Martin Arthur nursing a cold at the opening. Alligator Tex handling a peanut and popcorn machine. Pauline Webb getting a greeting from the Arthur show girls as they passed by in the *Bagdad* spec. Bill Meyer, of Frock & Meyer Combined Shows, on hand to get the show off the lot and on its way to Pomona. Rudy Jacobi welcomed back into the show field following the army. Does a nice job of talking. Dwight Pepple and G. O. Dupuis, of Polack Bros. Circus, visiting around the lot. Arthur Hockwald, of P. C. S. A., also on lot. Jack Joyce watching the show from a vantage point. George Coe directing the crowds to seats. A girl clarinetist in the band.

### Fair To Good Biz for Arthur

LOS ANGELES, April 1.—Arthur Bros. Circus, playing its last local date in this section in Glendale Tuesday night, moved north toward Taft, Bakersfield and other cities. Starting out near here March 15, show has played Alhambra, Pomona, San Bernardino, Riverside, Long Beach, Santa Monica and Glendale to crowds ranging from fair to good.

Labor to get the show up and down is difficult, but it is believed that sufficient help will be available to keep the show moving on schedule. Late arrival and inability to get things rolling caused the show to blow the Glendale matinee.

Crowds welcomed the show in Long Beach with a good matinee crowd, with the nights holding up well. Show had a straw house in Santa Monica Monday night.

The Olvera Troupe joined, with Ruben Castang and his chimps bowing out. Cheerful Gardner handled the bulls at the Glendale stand.

### DAILEY EQUIPMENT

(Continued from page 34)

barns. First is the animal barn; second, the canvas and equipment storage barn, with rehearsal quarters in back, and third, the shops. They are equipped with the latest type forges and electric welding machinery. At the back of the grounds is barn after barn, in tip-top shape, where the horses and ponies are kept. Davenport informed me he has 76 horses that he's working every day.

While Van Pool was at quarters Rosie, an elephant which Davenport bought from the Honest Bill show and Dailey Bros. was first on the road, died from injuries received in an accident. This makes three elephants Davenport has lost this winter.

Van Pool states that the show's train, in charge of Pete Lindemann, who was one of the owners of the old Sells-Sterling Circus, is beautifully painted; the flats in silver, stocks in orange, and sleepers all red. Show will use the callope belonging to the Merle E. Evans Tent No. 27, CFA, which has been loaned to Dailey Bros.

## Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

Walt Tyson, prexy of the CHS, has acquired an old Currier & Ives print of the original General Tom Thumb. Print shows the dwarf standing on a regular-sized chair against a draped red background. Chair seat is green and the chair is gold. Around the outside center panel are nine smaller pictures done in black and white and show Tom Thumb "as he appeared before Her Majesty, Queen Victoria." Commencing at lower left corner and running up, they are "Gladiator," "My Mary Ann," "American Tar," "Villikins." A fine cut of the little carriage appears at the top of the heading "Equipage." The next cut is "Court Dress" and below this "Highlander," "Napoleon" and, lastly, "Samson." To make this print even more unusual to the collector, it is autographed "Compliments of Charles S. Stratton, known as General Tom Thumb," and appears at the lower right-hand side of the bottom margin. Those collectors who have a copy of the guide to the Harry Hertzberg Collection of Circusiana, as issued by the San Antonio Museum, will find a framed print similar to this one on the page where Tom Thumb's carriage is shown. It is the upper of the two framed prints at the front of the carriage.

A suggestion comes from Hen Lofgren, of Illinois: Maybe it would interest you to know that I never paste clippings in a scrapbook. I trim and space and hinge them in. It looks better and holds just as good. It also saves a lot of time and there is no mess and you can hinge them in as soon as you clip them. I use loose-leaves and separate the old from the new. Also hinge photos, route cards, etc. Where there is printing on both sides, such as programs, newspapers, etc., I make a pocket and use a whole page. I transfer the loose-leaves once a month. That is, clippings, route cards, photos, programs, newspapers, etc., each in separate scrapbook.

### Miniature Display Attracts Folks in Chi

CHICAGO, April 1.—Thousands of people have been intrigued during the last couple of weeks by an interesting display of miniature circus equipment occupying a large window of the Surf Theater here. Shown with the display is a small photograph of a complete miniature circus with young Charles Conley, its owner, on one side, and Charles Ringling, son of Robert Ringling of the Ringling show, on the other.

Young Conley is the son of Dr. H. H. Conley, physician, surgeon and circus fan of Park Ridge, Ill., and he has inherited his father's strong love for the circus. His miniature circus was displayed at the Park Ridge Theater during the Christmas holidays and attracted so much attention that Robert Ringling, on a visit to the Conleys, suggested it be shown in Chicago. The display was installed during the time Polack Bros. Circus was playing the Shrine Auditorium and proved such an attraction the management of the theater asked that it be allowed to remain thru the Olympia Circus engagement at the Stadium 40 April and May.

The display occupies a large window with a background showing a big top and marquee and above them a poster bearing the picture of a boy shouting "Hey, Skinnay! The circus is coming to town." At either side of the marquee are cage wagons, band wagon, callope, the band boys, a herd of elephants, menage horses, camels and other animals, and at either end are pole and stake wagons, stake driver and other paraphernalia. The wagons and other equipment, all built to scale, are painted in typical circus colors and the wagons bear the title "Campbell Bros. Circus."

The display at the theater does not include young Conley's entire miniature circus, as the window is not large enough to accommodate all of it. His full equipment represents everything pertaining to a 25-car show. Only trouble with the exhibit, Dr. Conley says, is that so many grown-ups stop to see it that the kids have a difficult time getting a peep at it.

### WON, HORSE & UPP

(Continued from page 34)

Bully Hackmeyer, railroad agent, to announce that this was the famous circus and to introduce Manager Upp as its

guiding genius. To make it more patriotic, Co-Owner Wrong Won, Chinese, and his other partner, Charley Horse, Indian, were presented to the crowd. There was some cheering, but one of our pushers told the workmen to shut up and continue unloading.

Having had many major circuses in quarters here, it was surprising that the people didn't recognize ours as one. The fact that the show arrived by rail should have been sufficient. Word finally got around town that an alleged one-nighter was in, which brought Freddie Freeman, wintering here on the third stool in the Jockey Club, to the runs. He advised the bosses that Peru was strictly a Seldom Scoff Circus town and resented any intrusion on its rights. Upp stated that Freeman had had the ex long enough and that our show was here to stay, and that as soon as the local press had sent its photographers to the runs for pictures the show would move into quarters, if any were available. Finally a photog arrived and the three bosses posed alongside a flatcar to let the newspaper readers know that the show had come in by rail. To their surprise, the mugger, Rubber Legs Reams, charged 'em two bucks for the picture, which included a gloss finish, frame and tinting. That proved he wasn't from the press.

By nightfall we hadn't found a place to squat. The wagons were parked on the streets, with our bull, Crumwell, and the draft stock tied to them. An officer arrived about 8 p.m. and advised that the stuff had to be taken off the thoroughfare because residents were beefing. Upp immediately produced a parade permit (which he flashed, covering up the word Illinois behind the name Peru) issued three years ago. He claimed that by keeping his four-piece band playing and his cages open he was within his rights by staging a stationary street spectacle. By midnight our band was played out and we had to move.

Pappy Kennedy, local elephant man, advised that the Terrell Jacobs Circus was out of town making indoor dates and that its quarters were only six miles out. He was certain that no one except the Jacobsses would object to the show staying there until a suitable barn could be located. Furthermore, he said, there was enough hay on the farm to make Jacobs a stockholder if we stayed long enough. The stock was hitched to the wagons, the drive started and we took squatters' rights in our new home. Hope the indoor dates last until opening day!

P. S.—The caretaker here tipped 'em off that we were in. Dolly and Terrell wired a welcome, but added: "Should you leave before we arrive, please remember those four elephants in the barn are ours."

### RINGLING WINS APPEAL

(Continued from page 3)

but it also established the importance of circuses and other outdoor showbiz enterprises in serving as a home-front morale tonic.

Altho the Office of Civilian Requirements has been encouraging adequate circus maintenance and granting of sufficient supplies and equipment, the decision given RB this week is significant in that it demonstrates that the policy actually has teeth. The circus filed an appeal with the WPB Appeals Division, asking for 9,300 pounds of manila rope, 21,700 pounds of sisal rope and 16,000 pounds of jute rope. All of this was required for the 1944 circus season, circus attorneys told the WPB.

At a hearing attended by representatives of the army, navy and Textile, Clothing and Leather Division of WPB the Appeals Division granted RB the total desired, altho the manila request was rejected and an equivalent amount of sisal was substituted. Representatives of the Textile, Clothing and Leather Division testified that while manila was extremely tight, the sisal and jute could be released in the quantities sought and recommended granting the request.

Fact that army and navy representatives were at the hearing added more significance to the action, since it showed that RB's request was weighed against military requirements. The grant applies to rope allotments for the current season only, and if the circus is in short supply again next year and if present controls still exist, the matter will have to be taken up again.

On Friday WPB was preparing a "letter of grant," which acknowledges granting of an appeal. This was scheduled to leave the Appeals Board immediately, and the permission to acquire additional rope should be received by the circus within a week.

### WANTED

Capable Manager for large 120-seat complete Bingo outfit. Wonderful territory. Will work 50/50 basis. See large show ad on page 58. Address: JIMMY BROWN, EMPIRE STATE SHOWS, 712 Mary St., Utica, N. Y.

## DICK'S PARAMOUNT SHOWS, INC.

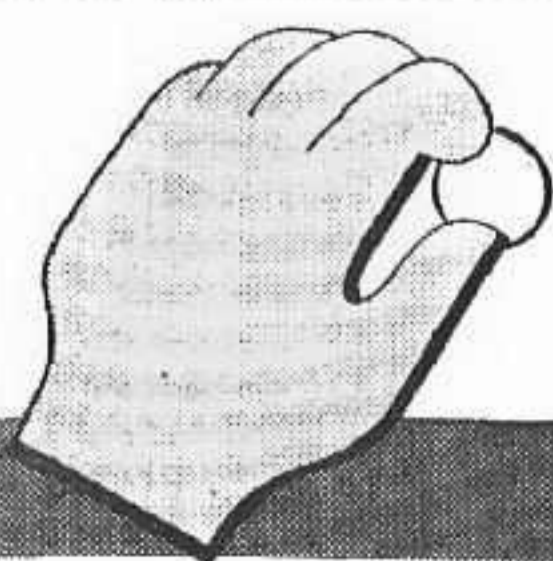
OPENING APRIL 12, BURLINGTON, NEW JERSEY

CALL CALL

ALL PEOPLE CONTRACTED, PLEASE NOTE

SHOWMEN—On account of disappointment have open complete SIDESHOW, also ILLUSION SHOW and SNAKE SHOW. Will make liberal proposition to capable parties. WANT CAPABLE CANVAS MAN, TOP SALARY. HELP—RIDE HELP, Semi Drivers preferred. Chairplane Foreman, top salary. CONCESSIONS: Photos, Scales, Guess Your Age, BINGO.

DICK GILSDORF, Box 401, Chews, N. J.



# Coin Machines

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*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—No. 12*

## TAX EDUCATION

Many people are inclined to think of taxation only as a matter of politics and subject all the time to the work of pressure groups. This may be an apt description of what actually happens, and yet a lot of true educational work in the field of taxation is being done in modern times.

So much constructive work is being done on the subject of taxation that every trade and industry should include an educational tax program in its post-war planning.

The coin machine industry especially needs to have a lot of information on the whole subject of taxes because the business is so little understood by those legislative bodies that pass taxes upon it. Likewise, members of the industry lack information on the general subject of taxes and hence cannot combat specific taxes on their own business that appear to be unreasonable.

The next two years may bring much in the way of taxes for the coin machine industry. The present year has already shown a trend among cities to tax coin machines, and this trend has especially been aimed at juke boxes. The year 1945 will be another legislative year because a big majority of the State legislatures will again be in session, and the changes due to war and politics may mean an increase in bills to tax coin machines. In 1943, when most State legislatures were in session, it so happened that an industrial boom in the United States had filled most State coffers with revenue and hence there were fewer bills to tax coin machines than had been expected. But the picture in 1945 is likely to be different because every State will be facing post-war problems, including that of getting returning servicemen back to work.

Even if the times were not abnormal, the coin machine trade some years ago reached a size to attract attention, and any business that attracts attention should educate its members on the subject of taxation.

The present time finds manufacturers too busy with war work to give time and effort to taxation, no matter how threatening such taxes may be to the future of their business. The whole operating fraternity

has also been shifted considerably by the war, and hence association work is at an all-time low. The one section of the industry that has maintained remarkable stability thru the war years is the distributing branch. While there is no way of specifying a list of official distributors for the coin machine industry, yet for practical purposes it has been generally agreed there are about 250 firms in the trade in normal times that would meet the business requirements for distributing firms.

These distributing firms may well form the groundwork for future planning for the purpose of coping with tax problems. If the subject were tackled in a logical way, each distributor would voluntarily begin to collect a file of information on taxes and other legal problems. Past experience has revealed over and over again that tax problems have a habit of appearing locally almost without warning, and that in the big majority of cases the local trade is without information and data to meet the problem. The result is not only bad for the immediate situation, but it indicates that the local trade is not prepared to forestall tax problems by being armed with proper information. The best tax program is that which informs the members of an industry in advance of bills and ordinances so that they can approach legislators and councilmen with intelligence on the whole question of taxes.

A second step that could be taken by the industry at an early date would be the naming of an Industry Tax Committee. This would have to be a voluntary committee of not more than three leaders in the trade, until the war is over. This is a time of industry committees, when the national government asks for them and listens to them. It is a time when an industry can speak thru such committees. If for no other reason, the trade needs an industry tax committee which can give the industry an outward appearance of unity and of being informed. One member from each of the three divisions of the industry would be most practical in these times for this committee. Such a committee could get the industry started on a real program of tax education, ready for the post-war era.

W. W. HURD.

# HOME AND WAR EFFORT BITE

## Ops, Distribs and Mfrs. Do a Job--But It Hurts

Everyone wants his contribution on every front, but when you get a kick in the pants for doing your best—it hurts

NEW YORK, April 1.—Prime example of an industry doing its best, and a little more, for the home and battle front war effort—and catching a fast kick in the teeth for its pains, is the amusement machine industry. Many manufacturers, distributors, associations and individual operators all over the country have gone far beyond routine patriotic activity. Lacking the more-or-less high-powered public relations machinery of other segments of showbiz (radio and pix, for instance), coinmen don't expect much recognition or thanks. They also, however, don't expect to be called a lot of unco-operative so-and-sos, nor to be branded as an industry that

is not doing its share to beat the Axis and solve home-front morale and other problems.

The routine work of the industry in the war effort, even before and certainly after the Pearl Harbor back-stab, is well known. The industry, per capita, probably has as



many members who enlisted voluntarily in the armed forces as any other. It has won many an "E" for navy and army war production. Its work in War Bond drives has been top-drawer. Industry organizations and members not only bought and are buying heavily, but the terrific job done by the music ops when they featured the *Any Bonds Today?* and *Everybody Every Payday* in their boxes was something to remember.

### Do More Than Expected

And in these ways, "beyond the call of duty," the industry has pitched in. Many manufacturers, distribs, associations and individual ops have contributed juke boxes, records, pin tables and, even in some cases, vendors to hundreds of war and home-front organizations. Amusement machines have been shipped to the boys on fighting fronts and on the home-front USO and other canteen set-ups, churches, welfare outfits and camp recreation centers, while scores of others have been given valuable irreplaceable equipment.

In normal times such co-operation might not be especially commendable, but industry leaders stress that when it is considered that no new amusement machines have been manufactured since May, 1942, it is another story. There is in 1944 a goodly measure of sacrifice involved. The trade has not stopped giving equipment despite this. In scores of instances it has also serviced the machines for the location. Since replacement parts for all kinds of coin-operated devices are, to say the least, difficult to get, and since the industry also has a serviceman-power headache of major proportions, this contribution to the war effort cannot be underestimated.

### Contrib Underestimated

Sacrifice or not, however, the industry's contributions have not only been underestimated (due, according to some members, to lack of sound public relations), but have now created a situation which is making the trade enemies.

Recently local music ops, for instance, co-operating with police precinct captains, quietly donated six juke boxes to as many teen-age clubs around town. They also supplied records and serviced the boxes. There wasn't a single line in local dailies, since the operators were not making the donation for publicity. Word-of-mouth, however, is still dynamite, and the situation locally has reached the point where a dozen people a day from every kind of org, ranging from the 61st Street Spinners Sewing Circle to the Better Babies' League, are calling local music ops for curfio juke boxes. And every time the ops say, "Sorry, can't do," no matter how sweetly, the caller hangs up in a huff and with a well-started hate for the music box segment of the industry.

No One Knows the Troubles I Bear  
The Do-Good Clubbers don't realize, of

course, that music machines in New York are scarcer than Nazis on Berlin streets during air-raid time. They naturally don't know, or care, that there are 4,000 less juke boxes in operation in New York today than there were two years ago. They are also blissfully unaware and unconcerned with operators' service problems, so they start disliking those juke-box people, and that's that.

Manufacturers, distributors, associations and individual operators from a number of territories have been receiving similar requests almost daily from organizations and have not yet found a way to turn down the "please-just-one" askers without making sour friends. It all adds up to another industry problem—and maybe one without a real answer.

## WPB Announces Meetings Of Advisory Committees

WASHINGTON, April 1.—The War Production Board, following its policy of making public industry advisory committee meetings, announces the following groups (attendance by invitation only) met during the past week:

March 20.—Broom manufacturers' IAC, floor maintenance machinery manufacturers' IAC, slack cooperage IAC, paperboard container allocation IAC (first day). March 21.—Paperboard container allocation IAC (second day), coil yarn IAC, glass container manufacturers' IAC, sole and belting leather tanners' IAC, transportation advisory committee on protective coatings and materials, wood furniture IAC.

March 22.—Bus manufacturers' IAC, clutch facing segment of asbestos friction material IAC, commercial laundry and dry cleaning machinery IAC, containerboard IAC and fiber box IAC, manufacturing cutters IAC, molybdenum and tungsten wire and rod IAC, synthetic yarn and tire cord IAC. March 23.—Bolt, nut and rivet IAC, copper wire and cable mill IAC, finder cutters IAC, incandescent and fluorescent lamp IAC, iron and steel transportation IAC, metallurgical and operations IAC, test instrument IAC. March 24.—Concrete paver manufacturers' IAC, V-box industry, wood tank IAC.

## The Blissful Viewpoint

ST. LOUIS, April 1.—Operators here who find ration tokens, streetcar checks or sales tax tokens in their cash boxes do not share the enthusiasm of Mrs. Wyllys K. Bliss, chairman of the local Red Cross campaign, for slugs.

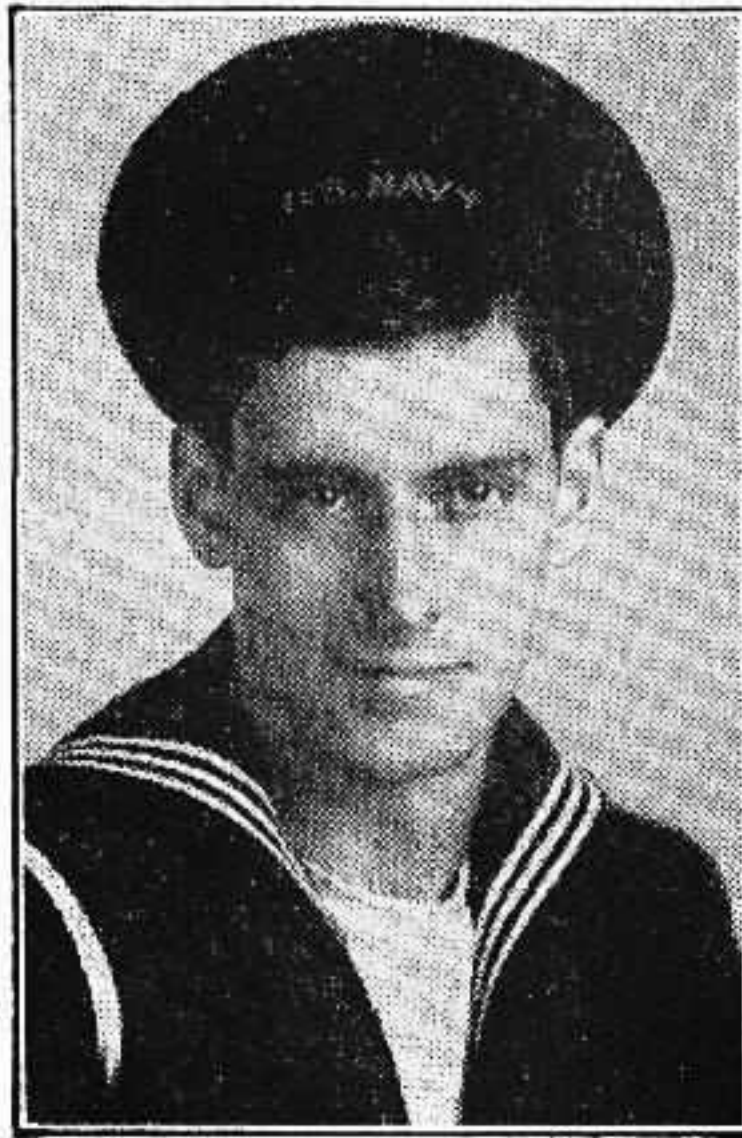
When notified that collection plates passed thru theater audiences come up with the miscellaneous tokens mixed in with nickels and dimes (maybe some quarters or halves) Mrs. Bliss's angle was:

"This is a fine gesture; apparently people are just emptying their pockets and purses when the receptacles are passed."

## Serviceman Makes Highest Grades in Navy School History

MARION, Ia., April 1.—Technical experience gained as a trouble shooter on a juke box route served Harold M. Higgins, of this city, so well that he topped all other students at the Farragut naval training station with a grade of 99.2, highest in the history of the school. Named honor man of his class, Higgins will be retained at Farragut as an instructor.

Higgins got his training working for George C. Oxley, head of Oxley Novelty



"SERVICEMAN" HIGGINS

Company, local coin machine operating organization. In telling the story of Higgins's achievement, Oxley stated:

"Harold (Babe) Higgins started working with a former serviceman of mine on Saturdays while he attended high school. When my regular serviceman went to work in a defense plant, Harold took over evening work in addition to Saturdays. The only training he had was from observation.

"In August of last year, following graduation from high school, Higgins entered the navy. In February, six months later, he was named honor man of his class.

"Harold's former associates at Oxley Novelty Company are proud of his record," he concluded.

## Federal Approval Needed To Change Vacation Plans

WASHINGTON, April 1.—Any vacation plan for employees not in operation before October 3, 1942, must be approved by WLB and the Treasury. This applies to all employees for any vacations. No vacation program existing before October 3, 1942, may be changed without approval by both agencies. No approval is required for vacations taken without pay.

Employees may be paid vacation wages or salaries if they stay on the job during the vacation period and if the amount does not exceed the regular pay for the vacation period. This applies to employees who receive up to \$7,500 a year. No work week is considered legal for the purpose that involves a basis of more than 40 hours per week.

## Wage Incentive Plans

WASHINGTON, April 1.—Wage incentive plans have received the blessing of the War Labor Board under stipulated conditions. They must be submitted to WLB by the employer, voluntarily or by the employer and the union. WLB will not order an incentive plan in a dispute case and will rule upon such a plan only in its relation to the national wage stabilization program.

A check-list questionnaire is supplied by WLB with 18 questions which must be answered by the applicants who wish to operate under an incentive plan. The nearest WLB office will supply the form, NWLB-246 (2/44).

## More Bowling Alleys Possible

OCR and WPB okeh expansion of recreational facilities where necessary for war worker morale

WASHINGTON, April 1.—The nation's 180,000 bowling alleys, which provide choice locations for an estimated 1,000,000 coin-operated machines, can be increased where necessary in order to continue to bolster morale of war workers, according to action of the Office of Civilian Requirements and the War Production Board.

Standards and criteria for determining the need for recreational services have been prepared by the creation section of the service trades division of OCR and agreed to by the facilities bureau of WPB. These standards will be used as a basis for determining the approval of applications for authority to begin construction of recreational facilities.

Theater projects have been approved recently in several communities and applications are now being studied for rebuilding bowling establishments damaged by fire in the past year and for building new facilities.

WPB field offices can supply applicants with forms and instructions for permission to begin construction of such facilities. These offices are also in position to give advice concerning necessary information to be submitted.

## Ops Find Better Tax Records Pay

NEW YORK, April 1.—Reports from coin machine representatives whose work on the road keeps them in constant touch with operators all over the country, indicate that the majority of operators today are keeping more complete and accurate figures for tax returns than ever in the history of the business.

This was revealed in an informal survey of operators' tax procedure in connection with the March 15 returns and the returns on estimated income due April 15.

One reason for this, in the opinion of manufacturer and distributor roadmen is that operators, along with other patriotic Americans in every industry, are fully conscious of their responsibility toward their government. Main reason, however, say most observers, is that it's just plain, good business. Despite the fact that keeping down-to-the-last-dime books on income and expenditures and filling out 100 per cent accurate and authenticated tax returns can be quite a headache (particularly in view of today's man-power problems), most ops realize that it can be a much bigger headache to have an inaccurate tax return kicked back at them.

## Share Buys Gillette Route

MINNEAPOLIS, April 1.—Al Share, Minneapolis, has entered the coin machine business by buying out the extensive route built up by Ernie Gillette. The route is made up of both juke boxes and pinballs.

# COINMEN YOU KNOW

## West Coast Notes

### Greebahn Takes Over

Al Greebahn, associated with the Badger Sales Company, will be around Los Angeles to help out during the absence of William Happel Jr., who is East on a business trip. Happel will be out of the city two weeks visiting Milwaukee, Chicago and other points. . . . Homer Shehan, of Acme Amusement Company, is kept busy with his arcade equipment. . . . L. B. McCreary, general manager of the E. T. Mape Music Company branches, in Los Angeles from his Northern California headquarters. McCreary is making trips thru the territory with Bert Beutler, L. A. branch manager, to see how things are clicking. . . . W. T. Culley, of Parker, Ariz., in town on a buying trip. . . . Marjorie Morgan, of Southwestern Vending Machine Company, soon to take her vacation.

### L. A. Visitors

Frank Kaiser, of Victorville, in town on a buying trip. Kaiser hails from Fontana, location of the Kaiser Shipbuilding Corporation, but is no relation to Henry J. Kaiser. . . . Archie Freeman in from Oceanside. . . . Glenn McCarter in from Beaumont and Banning to get phonographs repaired. . . . A. M. Keene, of the Keenomatic in Taft, Calif., is contemplating another jaunt to Mexico City. . . . Frank Navarro, Los Angeles and Mexico City music operator, in the States for a while. . . . Nels Nelson, Seeburg rep, back in Southern California following a sojourn to San Francisco. . . . San Luis Obispo was well represented on Coin Row during the week, with Mike Gouff and Ray Wherritt visiting here.

Some months ago it was pointed out that coin machine firms huddled in pairs along West Pico. At that time Trojan and Modern were near to each other; Milo Herring and Percy Shields adjoined, and Mac Mohr and Jean Minthorne were neighbors. These firms have moved around since then and only pairing up is in phone numbers of General Music Company and E. T. Mape. Both phonograph firms are in the DRexel exchange and numbers are 7341 and 2341 respectively.

## Here in Chicago

### Bazelon Visits Sons

Roy Bazelon, of Monarch Coin Machine Company, returned this week from an extended visit with his son, Buddy, who is attending Yale University. Buddy is studying for his master's degree. Bazelon will soon visit his other son, Eddie, 19, who is two years younger than Buddy, stationed at Fort Bragg, Fayetteville, N. C. While there, Bazelon will talk with his friend, and yours, Joe Calcutt, who is reported to have stepped up activities in the industry in recent months.

### Jones and Jones Reminisce

Lee S. Jones, ex-coinman (for the duration at least), who is now an insurance and trust fund executive with a La Salle Street firm, and R. F. Jones, ex-operator (since sale of his extensive operating routes in the Centralia, Ill., area), were seen this week at Hotel Sherman where they talked over old times in the industry.

R. F. Jones spent several days in Chicago contacting manufacturers on post-war coin machine distribution. He revealed that a competitor and friend, O. J. Houser, of Hudson Music Company, Centralia, got to talking one day on the subject of merging their routes. They put a price on their respective games and phonographs, agreed that it was fair, and flipped a coin to see who was to buy the other's route. Houser won the toss and is now the largest op in that Southern Illinois area.

### Nelson's a Traveling Man

A large percentage of music operators also use salesboards, according to Jack Nelson, Superior Products' general sales manager, back from a road trip. He mentioned this fact in citing that most of the names and faces in the salesboard field were familiar to him. Nelson spends three weeks of each month in the field. Opening his mail, he produced a couple

of news items: George Prock, Dallas music distributor, has entered the armed forces, and reports that Bill Cooper, former Rock-Ola service manager, will manage the business. Another letter was from Bill Goetz, of Capitol Music Company, New York, now vacationing in Florida.

### Eddie Ginsburg to Furlough

Eddie Ginsburg, seaman 2/c, is expected in Chicago April 5 for a five-day furlough from Camp Peary, Va. Another Atlas man was called to arms this week, Walter Lasky, who has spent eight years with the firm. Nate Feinstein, Morrie's right-hand man at Atlas, just returned from a week's trip in the Mississippi territory contacting operators.

## Eastern Flashes

### Wedding Anniversary

Phil Gould reports he had a grand time at a party given by Ed Reverby, Owl Mint Company, Boston, at the latter's home in Brookline, Mass. Party was held to celebrate Ed's 20th wedding anniversary and more than 100 friends enjoyed the festivities. A handsomely appointed bar proved to be a favorite location for the guests, and a phone behind the bar, connected by direct wire to other rooms in the Reverby home, was in constant use. Phil Gould, in particular, got a great kick out of his ability to get room service.

### Something for the Boys

Al Cohen, Asco Vending Machine Exchange, is convinced there is going to be a boom in the vending machine field in the post-war era and that a very healthy proportion of the newcomers will be comprised of World War II ex-servicemen. He has already received many letters from boys now in the service indicating a desire to become operators when the war is won, and he is making plans to do everything possible to help them get started when they are ready.

### Short Takes

Did you know that Irving Kaye, Amusement Specialties' vice-president, is a talented inventor? His latest invention is a new type of saw on which he is now obtaining a patent. . . . Bob Strange, Southern Vending Company, Danville, Va., was a visitor in town. . . . Meyer Parkoff, Atlantic Distributing Company, spent some time with Harry Rosen in Miami. . . . Leon Berman, New York Supply Company, has taken additional space on West 43d Street. . . . Willie Blatt, Supreme Enterprises, is back on the job after a short illness. . . . Max Munves is also back in harness after a sick spell. . . . Ben Schillinger had a relapse which necessitated another operation. He is now convalescing at the hospital. . . . Al Blendow, International Mutoscope Corporation sales manager, took in the NAAPPB, New England section, convention held at the Parker House in Boston.

### Visits Cincy

Lieut. Earl D. Winters, who was general sales manager for International Mutoscope Company until his induction into the army, recently spent part of a furlough from Camp Roberts, Calif., visiting friends in Cincinnati and called at *The Billboard* offices for a visit. Army life evidently agrees with Earl. He's the picture of health.

## Philadelphia

Maurice Finkel, head of the High Point Music and the High Point Amusement companies, will soon be inviting his fellow operators to a wedding. His daughter, Corrine Finkel, announced her engagement to Pvt. Irwin Medway, stationed at Rutgers University. An early date will be set for the wedding.

Carol Weatherly, in charge of the record reviewers' service at the RCA-Victor plant in Camden, N. J., and Sgt. Henry Hobart Tallmadge IV, of the army and Montclair, N. J., were married last week.

Paul Knowles, who sees to it that the music machine operators get their share of Victor and Bluebird records, will soon pass on that chore to another. In charge

of record shipments at the Raymond Rosen Company, local Victor-Bluebird distributors, Paul, who is the father of three, has passed his physical examination and is tagged for a sojourn, the army way, next month.

R. K. Sales Company, pinball jobber, is the latest business firm here in the industry to register its business with the Pennsylvania Department of State under the assumed and fictitious name act. The names and addresses of all those owning or interested in the R. K. Sales Company, at 265 South 60th Street, were given as Martin Kaufman, of 230 South 59th Street, and Ethel Heller, of Highstown, N. J.

## Detroit

Four members of the S. & W. Coin Machine Exchange, operated by Michael Weinberger and Sol Schwartz, are now in the armed forces. Harry Weinberger, older son of the senior partner, was inducted into the army last week. His younger brother has already been wounded in action. Charles Lee Gibson, S. & W. serviceman, leaves Monday (3) for induction in his home town of Cleveland, Tenn., and Harry Paul, another staff member, was inducted last week and is awaiting call to active duty.

American Novelty Company, headed by James Ashley, has taken over two stores adjoining its present location on Grand

## Op Loses Arm

SALT LAKE CITY, April 1.—Ray T. Stites, office manager for the Victor Ball Company, one of the leading operators in the Intermountain country, who broke his arm while in the prosaic duty of putting on his coat, submitted to amputation surgery March 17.

For three months his arm has been bound to his side, but failed to knit. In the meantime his associates, including the bossman, Harry Combs, have been subbing for Ray.

X-rays revealed that Stites, a former professional bike rider, had suffered an arm injury nearly three decades previously, which produced bone tumors, bone tuberculosis or bone carcinoma, and as a result, it was necessary to remove the arm below the shoulder.

River Avenue. Remodeling necessary to convert additional space into sales and stockrooms, however, will wait until war's end. Ashley recently retired as president of the United Music Operators.

Al Ash, salesman with the Brilliant Music Company for the past year, left for the navy this week. His post will not be filled at the present time, as Morry Kaplan, sales manager of the company, will double in his stead.

Pfc. Edward Zielesch, former serviceman at the J & J Novelty Company, has been transferred to Hawaii. He is serving in the ordnance division.

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## GUNS

Repainted Red, White and Blue  
Army and Navy Decals  
Look and Operate Like New

Axis Rats (Seeburg) . . . . . \$189.50	Rapid Fire (Bally) . . . . . \$249.50
Jap Gun (Shoots 20 Shots Like Rifle, Then 45 Like Mach. Gun) . . . . . 189.50	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) . . . . . 330.00
Parachute (Seeburg) . . . . . 169.50	

Following are in Original Paint—Not Repainted as Above:  
Keeney Air Raider . . . . . \$225.00 | Bally Rapid Fire . . . . . \$225.00  
Keeney Submarine . . . . . \$159.50

**WANT TO BUY FOR CASH**  
We Will Pay the Following Prices for the Following Machines:

Silver Skates . . . . . \$30.00	West Wind . . . . . \$50.00	Wurlitzer 24 . . . . . \$125.00
Zombie . . . . . 40.00	Do-Re-Mi . . . . . 50.00	Chester-Pollard Football Game . . . . . 75.00
Double Play . . . . . 50.00	Sunbeam . . . . . 50.00	
Stars . . . . . 50.00		

**WE ALSO WANT TO BUY**  
Blue Fronts, Brown Fronts and Cherry Bells, 5¢, 10¢, 25¢ & 50¢ Play. State Quantity You Have in First Letter, Giving Rock-Bottom Prices, Serial Numbers, Types and Models.

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We want to buy 500 Free Play 5 Ball Pin Games, also want to buy all Models of Wurlitzer Phonographs. Send us your list and rock bottom prices at once.

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**BUCKLEY BOXES, like new, lite-up sides, \$16.50 ea.**  
WE WILL SUPPLY ENOUGH CABLE FOR INSULATION!

**RUNYON SALES CO.** 123 W. RUNYON ST. NEWARK, N. J.

**ANOTHER WEEK NEARER VICTORY!**  
— HELP BRING IT CLOSER—BUY MORE WAR BONDS

*Wm Rabkin*

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# DEMAND PERMIT SYSTEM REPEAL

## New Cabaret Tax Will Not Silence Minneapolis Jukes

MINNEAPOLIS, April 1.—Few, if any juke boxes are going to be silenced because of the new 30 per cent cabaret tax, a survey of several music machine operators here revealed.

Situation here is a very peculiar one. Most of the juke boxes are in locations where no dancing is permitted. Taverns, in order to permit dancing, must get a license.

Even impromptu dancing on the part of customers lays the tavern proprietor open to violation of the law and subject to fine if arrested.

With the federal levy specifically declaring the cabaret tax applicable only in eating or drinking spots which furnish dancing facilities and entertainment shows for their patrons, the juke box in this area, at least, seems to be exempt from any danger.

### May Exempt Youth Clubs

The Minnesota office of the Collector of Internal Revenue said set-up of teenage night clubs in this State is such that they are not in much danger of being classified as cabarets. Given as an example was a Duluth club where the bulk of its proceeds from the teen-agers came from admissions to the club rather than from the sale of foods and soft drinks.

A ruling by the collector's office said this club was not a cabaret but a dance hall, subject to the 20 per cent admission levy.

Even those few establishments which use juke boxes for dancing by their patrons do not expect to pull out their music machines when the new tax goes into effect, operators said. The locations feel their customers will go for the upped ante.

For those who want to sidestep the cabaret tax in favor of the 20 per cent levy, a way out was suggested in that they could set their bars and eating places apart into separate, closed-off rooms, and could charge admission to the dance floor.

## Lombardo Up In Juke Tabbings

NEW YORK, April 1.—Music pop check-up in *The Billboard's* Music Department on disks that have been around for a while, shows Guy Lombardo's *Love, Love, Love* made the biggest jump, going from 11th place last week to a hot sixth in the current listing of "Most-Played Juke Box Records."

A newcomer edged into the ranks of the *Harlem Hit Parade* when Ivy Anderson's exclusive waxing of *Mexico Joe* grabbed off enough votes to tie Benny Carter's Capitol record of *Hurry, Hurry* for fourth place.

## Ohio State Phono Assn. To Frolic

CLEVELAND, April 1.—The fifth annual banquet of the Ohio State Phonograph Owners' Association will be held April 13 at the Allerton Hotel Ballroom here.

Features of the affair will be music by Russ Morgan's orchestra and entertainment by prominent stars of recording companies, stage, radio and local night clubs, according to the announcement by Jack Cohen, chairman of the committee. Other members of the committee include George DeFrieze, Harry Lief, Hyman Silverstein, James Ross, Sanford Levine, Herbert Wettawan, Douglas Forest and Joyn Bou-Sliman. Members of the association honored record artists Tommy Dorsey, Gene Krupa and Bob Allen March 14 at a luncheon at Allerton Hotel.

## Sharp Increase in Excise Taxes Show High Record Sales

WASHINGTON, April 1.—A spurt in sales of phonograph equipment for the month of January, 1944, is indicated in Internal Revenue Department figures which show a sharp increase in excise taxes collected over the corresponding month of 1943.

The January, 1944, tax on radio sets, components and phonographs was \$306,672.12 for January, 1944, and \$186,688.88 for January, 1943. The tax on phonograph records was \$256,235.30 for January, 1944, and \$83,280.35 for January, 1943.

The tax on musical instruments, on the other hand, showed a decrease, with \$33,899.63 for January, 1944, and \$58,849.90 for January, 1943.

Internal revenue officials pointed out that it is not correct to estimate, as some interested parties do, manufacturers' sales of a particular line or commodity by concluding that, if the tax represents, say 3 per cent, total sales represent 100 per cent.

Several factors make such an assumption erroneous, as, for instance, the fact that often monthly tax collections include some taxes on sales made during previous months, it was said.

It is believed, however, that the manufacturers' excise tax is a fair indication of his business. Therefore it might be concluded that the manufacture of phonograph records, for instance, has picked up considerably since January, 1943.

## Corvino Heads Decca's Richmond Branch

RICHMOND, Va., April 1.—H. J. Corvino, formerly of Decca's Newark, N. J., and Philadelphia branches, has replaced Stanley Goodman as manager of the Decca Distributing Company here. Goodman returns to the New York office.

# Juke Box Patrons Attack Phono Ban With Petition

MEMPHIS, April 1.—Another development in the "permit" control of juke box operation here, and one which local operators are watching with interest, is the filing of a petition by more than 60 customers of a juke box location in protest of police action in silencing the phonograph two weeks ago.

Richard Riley, proprietor of the B. & P. Cafe, applied for a juke box permit when he opened the cafe last October. He was told at the time that he did not need a permit. So he operated the juke box without interference. Then, at the beginning of 1944, Riley applied for a 1944 juke box permit—the juke had been operating under a 1943 permit issued to the previous owner of the cafe. Nothing was heard regarding this application until Ray Moseley, head of the Memphis beer commission, ordered the juke box cut off two weeks ago.

Customers of the B. & P. Cafe, who were friends of Riley and who learned about Riley's difficulties in obtaining a juke box permit, signed the following petition which was forwarded to Mayor Chandler and Police Chief Carroll Seabrook:

### THE PETITION

"Subject: The Non-Operation of the Juke Box Located at P. & B. Cafe, 1144 Kansas Street, operated by Richard Riley:

"The petition is to certify that the above mentioned cafe is operated legally and very respectably and there is no loitering by irrespectable people, men or women, on the premises. It is decidedly not a hangout for drunks or otherwise. Neither is it frequented by minors and is not subject to any roughness or foul play. The owner and operator is a respectable man and allows no irrespectable acts to be tolerated on his premises. Neither does he employ anyone who is

# Memphis Press Brands City Juke "Regulation" a Farce

Term police "permit system" a violation of constitutional rights—point out police have no business deciding from whom a location should get its music

MEMPHIS, April 1.—Pointing out that a music box may be a small thing to create such a stir, but that a certain revolution started over a few bags of tea, *The Press-Scimitar* twice lashed out from its editorial page this past week to brand the city's juke box regulation a "farce and a scandal" and demanded its immediate repeal. Both editorials were follow-ups of previous stories attacking the double-tax city ordinance which now requires both a police permit and a business license for each automatic phonograph, the validity of which was recently upheld by the State Supreme Court.

Pointing out that it is no business of the city police department and that it has no right to dictate to location owners from whom they may obtain a juke box, *The Press-Scimitar* in one of its two editorials stated:

"Mayor Walter Chandler, *The Press-Scimitar* says to you: 'Your administration's juke box ordinance is a farce and a scandal. Repeal it pronto.'

"Commissioner Joe Boyle, *The Press-Scimitar* says to you: 'There is nothing wrong with juke boxes in themselves and it is purely the private business of a restaurant owner to decide from whom he will rent his juke box; it's no business of Chief Seabrook. Forget about juke boxes. Get some policewomen who will go into these cafes and take the boys and girls home before they get into trouble. Stop this juke box racket which favors a syndicate and discrimi-

nates against independent business men. Give your attention to saving our young men.'

### Upholds Petition

The other editorial of the week applauded the action taken by patrons of the B. & P. Cafe (see "Juke Box Patrons Attack Phono Ban With Petition" in this department) who, calling for a square deal, signed a petition protesting the police department's action in refusing a juke box permit to Richard Riley, operator of the cafe, because an independent operator had the box in his location.

"The city administration pretends to regulate music boxes, so that only 'moral' eating places may have music," the editorial declared.

"You would think that any restaurant which was moral enough to be trusted with beer would be trusted with music also, but not in the eyes of the administration. There is no inspection. The 'regulation' consists of stopping those who do not have music boxes from the syndicate protected by the Chandler administration.

"Look at the experience of Richard Riley, operator of the B. & P. Cafe. He tried to run a nice place and has succeeded to the extent that he has many loyal customers and friends. But his music box is served by an independent operator. So, without warning and without even a pretense of inspection of his place, his music box was ordered cut off by the police department of the Chandler administration. At the same time, all over town cafes are being permitted to operate music boxes without permits, for no 1944 permits have been issued.

"Americans love a square deal and Mr. Riley's customers know he didn't get one. So they are up in arms. Their petition to Chandler and Chief Seabrook says: 'Millions of boys across the waters in foreign lands today fight for the freedom of this great nation. Many boys have already given their lives in the defense of this great ideal. We have enjoyed the privilege of freedom ever since the founding of this nation and should be allowed to continue to do so, otherwise the boys over there are fighting a vain battle. God stay the day when any one individual can take away what our forefathers before us fought for and won, and for which our boys in this generation are now fighting to uphold.'

(See Demand Permit Repeal on page 67)

# Detroit Operators Work Out Tax Agreement With Council

Win 50 per cent reduction in proposed fee—license is for regulation purposes only, not to swell city coffers—records in machines to be policed

DETROIT, April 1.—The Detroit city council Wednesday (29), at the second hearing on the proposed ordinance to regulate and license juke boxes, instructed corporation counsel to prepare a new ordinance reducing the license fee from the proposed \$15 annually per machine to \$7.50. Representatives of the music industry presented information both Wednesday and at the first hearing a week previous, to show that net profits on juke boxes could not bear the proposed taxes.

The Detroit juke box ordinance is for purposes of regulation only, but Michigan law requires that such ordinances assess a fee to cover costs of regulation.

Present plan is to assign two police-women to the duty of censoring records which have been placed on the machines. No formal censorship or approval of records before they go on machines is to be required.

## To Police 6,000 Locations

The policewomen are expected to cover a certain number of machines regularly, but it will obviously be impossible for them to visit every one of the 6,000 locations regularly.

A further element of discussion at the session was the cost of special policing required, and a system of cost accounting to set up the actual cost of such items as scout car runs caused by complaints, censoring, etc. Principal complaint has been from a few sleepers who

were disturbed by the noise.

Present plans are to have the tax placed on the machine. Some operators are in favor of taxing the location instead, but the prevailing sentiment appears to be that taxing the machine is better since it can be switched from one spot to another, and the operator will not lose the tax if the location is closed or switches to another operator.

## Idea Disparaging, Say Ops

Resentment of some outstanding operators here is somewhat strong, however, to the idea of needing police regulation. They consider that they are operating a legitimate business which does not require special police control, and (See Detroit Operator on opposite page)

# AMERICAN FOLK TUNES and TUNESTERS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

## Tunester Tattle

Irving Victor, formerly on WJJD, Chicago, and WWL, New Orleans, is now emceeing a show called *The Juke Box Jamboree* on WNOE, New Orleans, using chiefly Western and folk songs.

Matt Pelkonen, songwriter and manager of Russ Hull's Country Music during Hull's absence in the armed forces, says that when the folks in Brooklyn say *Billboard* they pronounce it "Bill-boid." "Since *The Billboard* has a lot of readers in Brooklyn," says Pelkonen, "Bill Boyd, Western singing star, inadvertently gets his name mentioned more than he realizes. Just a pun, but I thought you might see some humor in it."

Hezzie Trietsch, of the Hoosier Hot Shots, has his "plana," made of a washboard and a dozen or so assorted gadgets, insured for \$10,000. The instrument cost Hezzie around \$500, but because of priorities he'd have a hard time replacing it today.

The Cook Crick Boys, St. Louis's KWK novelty musical group, are making two

weekly platters for the Griesedieck-Western Breweries for use on 11 Midwest stations. The boys also appear twice a week on the brewery's *Funny Money Show*, a live half-hour variety program, over KWK and KWOS, Jefferson City, Mo.

## Vocalizing With Wills

Laura Lee Owens, talented young daughter of Tex Owens, is currently vocalizing with Bob Wills and the Playboys over KVOO, Tulsa, Okla. Bob's brother carries on with the program when Bob is in Hollywood or on tour.

## Prairie Swing on KHAS

Larry Gondringer and His Prairie Swingsters are dispensing real prairie swing on KHAS, Hastings, Neb., and also play week-end dances in surrounding areas. Larry, a real Western musician, has composed many Western and folk songs. Latest by him and his boys is *The Captain's Daughter, Caroline*.

## Tucker Sisters Going Strong

The Tucker Sisters, singing trio from Texas, are packing 'em in on their night (See *American Folk Tunes* on opp. page)

## POPULAR RECORD RELEASES

(Continued from page 18)

The Merry Widow Album	Decca DA-364
The Merry Widow Overture	The Merry Widow Orchestra Decca 23298
Finale	Kitty Carlisle-Wilbur Evans Decca 23298
In Marsovia	Kitty Carlisle Decca 23299
I Love You So	Wilbur Evans-Kitty Carlisle Decca 23299
Maxim's	Wilbur Evans Decca 23300
The Girls at Maxim's	Lisette Vereas Decca 23300
Finale of Act I	Kitty Carlisle-Wilbur Evans Decca 23301
Finale of Act II	Kitty Carlisle-Wilbur Evans Decca 23301
Down in Dear Marsovia	The Merry Widow Orchestra and Chorus Decca 23302
Love in My Heart	Felix Knight Decca 23302
Vilia	Kitty Carlisle Decca 23303
Women	Wilbur Evans-Felix Knight Decca 23303
One Little Lie Too Many	Lawrence Welk (Jayne Walton) Decca 4438
Russian Master Singers' Album	Standard T-511
Black Hussars	Standard 2106
Dark Eyes	Standard 2106
Down the River Volga	Standard 2109
Evening Bells	Standard 2108
Russian Lullaby	Standard 2107
Shining Moon	Standard 2107
Stenka Razin (Volga, Volga)	Standard 2109
The White Birch Tree	Standard 2108
Spring Will Be a Little Late This Year	Johnnie Johnston (Paul Weston Ork) Capitol 152
Straighten Up and Fly Right	The King Cole Trio Capitol 154
Suddenly, It's Spring	Glen Gray (Eugenie Baird) Decca 18596
Sure Thing	Glen Gray (Eugenie Baird) Decca 18596
Sweetheart, I Still Remember	"Tex" Grande and His Range Riders DeLuxe 5004
Take It Easy	Dick Gilbert Dix
Tess's Torch Song	Ella Mae Morse (Dick Walters Ork) Capitol 151
Things Ain't What They Used To Be	Cootie Williams (Eddie Vincon) Hit 7084
Thrill of a New Romance	Dick Gilbert Dix
Tico Tico (Samba)	Enric Madriguera Hit 8083

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Ask for our Tube Inventory Sheet which is mailed twice monthly to Bona Fide Operators. You know in advance what we can ship and what we cannot ship.

PLEASE do NOT order tubes until you have received this list and the necessary Supplier's Certificate for your signature.

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"The Coin Tube Man"

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WATCH FOR

## ★ THE SWOON SONG ★

ASSOCIATED COMPOSERS, INC.

265 West 54th St., New York 19, N. Y.

## Popular Record Reviews

(Continued from page 19)

### ENRIG MADRIGUERA (Hit)

"I Love You"—FT; VC. "Someday I'll Meet You Again"—FT; VC.

Highlighting the singing strings of his ensemble, and all with hyper-smoothness, Enrig Madriguera provides a fetching setting for both of these ballad favorites. Accenting class and distinction in his rhythmic patterns, and with the beguiling beguine beats sparking the setting, Cole Porter's *I Love You*, from the *Mexican Hayride* musical hit, is richly portrayed. In keeping with the musical

standard is Bob Lido's rich baritone for the song story. Also taken at a moderate tempo, and just as pleasant for the listening or the dancing, is *Someday I'll Meet You Again*, the attractive ballad from the *Passage to Marseilles* movie. The velvety fiddles featured make it all the more attractive, with Bob Lido adding the side considerably with his lyrical expressions.

Both of these ballads are reaching for prominent places in song popularity circles. At phono locations where the smarter and smoother syncos are desired, Enrig Madriguera's treatments for both of the tunes should attract the buffalo heads handily.

### BLUE BARRON (Hit)

"Don't Sweetheart Me"—FT; VC. "I'm Afraid of You"—FT; VC. "Suddenly It's Spring"—FT; VC. "Goodnight, Wherever You Are"—FT; VC.

While Blue Barron has gone off to the wars, the band carries on with Tommy Ryan out in front. It's still the same sweet style, with the singing titles, that meets the favor of ever so many dancers in many circles. The same pattern, of the sugared saxes and muted trumpet carrying the melodic theme, is cut for each of the sides. Save for *Don't Sweetheart Me*, the other three sides have Ryan's sugar-coated pipes for the lyrical delight in that "vagabond lover" manner that brings so much delight to the fillies among the fans. Cliff Friend's and Henry Tobias' *Don't Sweetheart Me*, packing all the words-and-music appeal of the hillbilly favorites, is taken up at a bright tempo with the blending male voices of the Three Blue Notes providing lyrical luster to the spinning. The remaining three sides are smooth ballads set forth at a moderately slow tempo with Ryan right at home with the wordage. *I'm Afraid of You* is one of those "magic spell of love" lullabies from the *Tornado* movie, mating the *Sweetheart* side. *Suddenly It's Spring* is from the *Lady in the Dark* screen show, coupled with a toothsome good-night lullaby in *Goodnight, Wherever You Are*.

Where the Blue Barron brand of music makes dancing feet happy, music ops should immediate play for the two more prominent tunes in "Don't Sweetheart Me" and "Suddenly It's Spring."

### DETROIT OPERATOR

(Continued from opposite page)

should not be forced to pay for such unnecessary service. They declared the proposed ordinance was somewhat derogatory to their occupation.

A proposal that drew considerable attention from operators themselves in discussion, but is not likely to be transcribed into law, was for a business occupational tax instead of a machine tax. It was the view of operators favoring this type of tax that it would tend to discourage "location selling."

### AMERICAN FOLK TUNES

(Continued from opposite page)

club engagements in Eastern cities. The girls got their start in Bill Boyd's music school in Dallas. There's a good chance that they will soon be signed for recording.

### Sheet Music for the Boys

The boys in the navy are asking for more sheet music and anyone wishing to contribute music to them can send it to Mr. Reed, director of Music, U. S. Amphibious Training Command Det., U. S. Navy, N. O. B., Norfolk, Va., who will see that it is sent to the proper place.

### Melody Boys Carry On

The Melody Boys, who had one of the most popular Western radio programs in the South, are scattered due to the war, they are carrying on thru their transcripts. The boys, headed by J. C. and Bill Case, are heard daily via transcription over WWL, New Orleans. J. C. and Bill are located at Arlington

Naval Observatory, Washington. Homer Hargrove, another of the boys, carries a lone program on their former station, KFJZ, Fort Worth, in which city he is employed in a bomber plant. Others of the group are in the service. They plan to reorganize after the war.

### Cargill-Boyd Collab

Ike Cargill, co-writer of some of Jimmie Davis's most successfully recorded songs, has combined efforts with Bill Boyd during the past several months to produce what promise to be some juke box specials. Outstanding among their numbers are *Some Day Blues* and *Oh, What Is It?* Cargill continues to write songs and entertain on KFRC, San Francisco, between shifts in a West Coast defense plant.

### DEMAND PERMIT REPEAL

(Continued from page 65)

boys in this generation are now fighting to uphold."

"Is a music box a small thing to cause such a stir? Maybe, but we remember a certain revolution that started over a few bags of tea."

**WANTED**  
MUSIC ROUTES OR INDIVIDUAL  
MUSIC BOXES

BALTIMORE  
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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 of 5.

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**NEW! "DE LUXE" RELEASES!**

75c List Excl. of Tax—19c Wholesale

- #5004 "HAVE I STAYED AWAY TOO LONG?" ("Sweetheart, I Still Remember")
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**We're filling your special requests with**

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Featuring "TEX" GRANDE and his "RANGE RIDERS"

**OTHER "DE LUXE" TOP TUNES**

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20 Records Minimum Quantity Shipped, F. O. B. Linden, N. J.

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*Why the big swing*

to MIRACLE POINT Needles  
**Pre-War Quality**

Your playing cost is lower with MIRACLE POINT needles, even on today's platters. For the precious metal tip of pre-war metal lasts longer, produces truer tones, too. Order from your record jobber . . . Lots of 100, 20c Each.

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**TUBES AND ACCESSORIES**  
FOR COIN OPERATED PHONOGRAPHS, Etc.

0Z4 . . . . . \$1.75	6B5 . . . . . \$1.00	6H5 . . . . . \$1.25	38 . . . . . \$ .85
1B5 . . . . . 1.35	6F5 . . . . . 1.10	6X5 . . . . . 1.10	41 . . . . . .80
2A3 . . . . . 1.75	6F6 . . . . . 1.15	129K7 . . . . . 1.45	45 . . . . . 1.20
5U4G . . . . . 1.00	6H6 . . . . . 1.15	128Q7 . . . . . 1.45	47 . . . . . 1.55
5V4G . . . . . 1.40	6J5 . . . . . 1.00	2051 . . . . . 2.80	58 . . . . . .70
5W4G . . . . . 1.00	6K7 . . . . . 1.10	35L6 . . . . . 1.45	57 . . . . . .85
5Y3 . . . . . 1.00	6L6 . . . . . 1.75	25Z5 . . . . . 1.25	75 . . . . . 1.00
5Z3 . . . . . 1.80	6N7 . . . . . 1.40	25Z8 . . . . . 1.25	76 . . . . . .85
6A4 . . . . . 1.50	68K7 . . . . . 1.20	70L7 . . . . . 2.85	79 . . . . . 1.15
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OHM Ohmite Dividohm 2500 Ohm 25 W. \$ .90	Power Transformers, all models . . . . . \$ 6.00
OHM Resistors, any size 10 W. . . . . .35	Chokes . . . . . 1.00
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16MF Cond. 450 Volt C.D. . . . . .85	P.M. Speakers, 8" . . . . . 5.00
8 MF Cond. Can 450 Volt C.D. . . . . 1.10	P.M. Speakers, 10" . . . . . 8.00
Box 100 Carbon Resistors . . . . . 3.00	P.M. Speakers, 12" . . . . . 12.50
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**SOLVE!**  
Your War-Time  
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**AEROPPOINT**  
COIN PHONO NEEDLES  
The Curve Shape  
Is Easy on  
Your Records!

- ★ Takes up shock of record changing, turntable wobble, dancing around machine, etc.
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**GENUINE ELECTRONIUM ALLOY TIP**  
Lasts Longer Than Any Other Make  
★ Operators report "anywheres from 4200 to 6000 plays."  
For the Name of Your Distributor  
Write  
**AERO NEEDLE COMPANY**  
208 East Erie Street  
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**GENUINE BAKELITE FIBER MAIN GEARS**  
(Brand New—Never Used), for Use on All  
**Wurlitzer Phonographs**  
Fiber Gear Only—Use Old Hub.  
All Guaranteed Perfect.  
\$6.50 Each Sample—  
10 or More, \$5.50 Each  
1/3 With Order, Balance C. O. D.  
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**FOR SALE 50,000**  
USED POPULAR PHONOGRAPH RECORDS.  
Orchestra, Hill Billy and Blues. Wholesale only.  
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**WANTED**  
A first-class Phonograph Mechanic, Wurlitzer Phonographs exclusively.  
**WOLF SALES COMPANY**  
1832 Broadway DENVER, COLO.

**WE STILL PURCHASE SCRAP FOR CASH**  
Solid shellac records only. We pay the freight. Advise us what you have.  
**J. F. BARD, 414 S. Wells St., Chicago**

# OPS HAVING TOKEN TROUBLES

## Importers of Tax-Free Cigarettes Hit By Arkansas Action

LITTLE ROCK, April 1.—Arkansans, who have been buying State tax-free cigarettes from a Missouri firm, are being "clamped down on" by the State revenue department. Altho Arkansas has no legal recourse against the Missouri firm, agents of the department are collecting the taxes from known importers of cigarettes.

Lists of customers were secured by a State agent who obtained a job with the Missouri company. Since the agent returned to Little Rock the revenue department has been busy contacting cigarette smokers and confronting them with the fact that they owe so much for back taxes. The State is expected eventually to recover about \$200.

Under a 1941 law the State is empowered to sue in a Civil Court and collect \$25 for every untaxed package of cigarettes.

The Missouri firm had violated no postal laws in making the sales and the Missouri revenue commissioner cannot stop them. Since the cigarettes are sent only by mail Arkansas can do nothing, it was said.

## Survey Reports Reveal Jamming, Loss of Merchandise Headaches

Information being supplied OPA officials who have indicated they may consider changing size or withdrawing nuisance chips if serious trouble is reported

CHICAGO, April 1.—First returns in The Billboard survey to determine the extent of trouble vending machine operators are having and will continue to have from food tokens deposited in their machines indicate that OPA officials were overly optimistic in anticipating only minor difficulties would be experienced in the coin machine industry.

In contrast to the statement by OPA that "there have been remarkably few instances of illicit use of tokens, and these isolated reports are most encouraging"—one Billboard operator-reader (Williamson, W. Va.) reported that he is finding from 150 to 300 food tokens weekly in his vending machines and added: "These tokens clog machines and cause extra service calls."

Another Billboard reader (Bridgeport, O.) said: "Out of 45 tokens found in 30 vending machines, 15 machines were jammed and 15 tokens actually caused the machines to deliver merchandise."

### Other Reports

In Chicago, down-State Illinois and other near-by areas, operators reported finding very few tokens in the machines up to now, but all reported anxiety over the tokens in the weeks and months ahead. Some areas report far more trouble than others, altho all tokens were said to be distributed by OPA to grocery stores for general use February 27.

Transit Service Sales Company, operators of several hundred penny vending machines in Chicago, when questioned, said that trouble has not yet become serious since tokens have been found in relatively few machines up to now.

Mrs. Elizabeth Atkinson, widow of the late James Atkinson, supervises the operation of more than 1,000 penny vending machines in Chicago. Mrs. Atkinson stated that very few tokens have been deposited in their machines so far, but that bent tokens had caused jamming of machines in some cases.

W. R. Greiner, of the Northwestern Corporation, this week stated that 15 operators have reported serious trouble caused by the midget-sized food tokens, both from jamming of machines and delivery of merchandise.

Said Greiner: "Altho we did not expect any serious use of the tokens while they still have a food value, a number of operators have already (The SURVEY REPORTS on page 70)

## Cig Production In Richmond Area Falls 18% in January

RICHMOND, Va., April 1.—The average daily production of cigarettes for domestic consumption in the fifth federal reserve district in January declined 18 per cent from December figures, according to the Federal Reserve Bank's monthly review of financial and business conditions.

The figure for January, however, was only 1 per cent below the same month of 1943, the report said, adding that the decline was probably due in part to the epidemic of influenza and to an increased tempo in overseas shipments.

## Wrigley Resigns As Gum Firm Head

CHICAGO, April 1.—Philip K. Wrigley this week resigned as president of William Wrigley Jr. Company, world's largest producers of chewing gum and controlling, thru a subsidiary firm, operation of extensive vending machine routes here. Wrigley stated that his resignation resulted from the growing cleavage between the policies of the company and those "upon which the business was founded and grew." He will continue as a director.

James C. Cox, first vice-president and treasurer, was chosen president following shareholders acceptance of Wrigley's resignation.

The Wrigley chewing gum business was started in Chicago in 1891 by the father of the resigning president, William Wrigley Jr. The firm expanded rapidly and in 1911 absorbed the Zeno Manufacturing Company, which controlled the nationwide operation of Zeno vending machines. The Zeno machines were the first to be operated by a clock mechanism, rather than by manual operation. The customer simply dropped a penny in the slot which tripped the dispensing mechanism.

The Zenos were the first all-enclosed machines which could be operated in outside locations in all weather.



### MAKE MONEY WITH A ROUTE OF NUT VENDORS

Plenty of good locations are now available. Start now by buying a few machines. A route of nut vendors will earn a steady income for you.

SPECIAL SPECIAL Factory reconditioned Model 33 Nut Vendors with Padlock.

100 or More \$4.95 Each

Sample, \$5.50. 10 or More, \$5.25. 25 or More, \$5.15.

With Vise Grip Lock, add 25¢ to above prices.



### QUICK ACTION OFFER

Factory Reconditioned

1¢ STANDARDS

Vends All Nuts, Confections, Etc.

Globe Holds 6 Lbs. 5 or More \$5.75

SAMPLE \$6.00

### MODEL "38" "TRI-MOR"

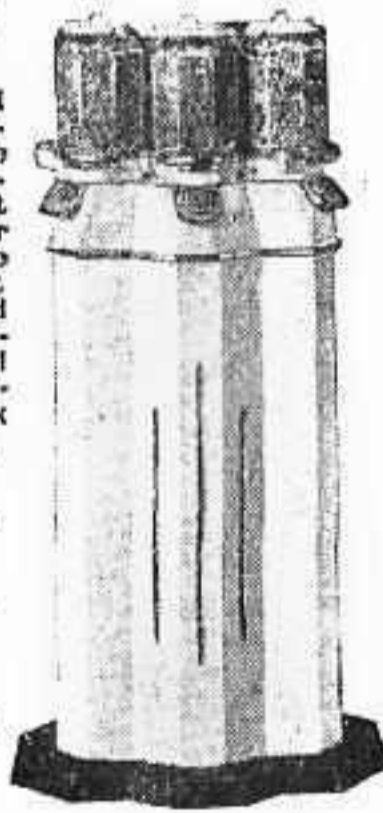
Step up sales and make more profits with these streamlined vendors. They'll get top locations for you. They're compact and fit any place. Vend all kinds of peanuts, hard shell candies, etc. Order now! Stock is limited!

"TRI-MOR" (3 Compartments)

\$25.00

"BI-MOR" (2 Compartments)

\$17.50



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 REFILLS

Spanish Peanuts, 30 lb. cartons, per lb., 21¢  
Jumbo Peanuts, 30 lb. cartons, per lb., 28¢  
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.

The Billboard,  
Chicago, Illinois,  
155 N. Clark Street,

We have received ration tokens in our vending machines as follows:

Type of machine in which found.....

No. of machines in which tokens were found.....

Total No. of tokens found in machines..... No. machines jammed.....

No. times when token caused delivery of merchandise or service.....

Comment: .....

.....

Company .....

Address .....

By ..... Date .....

### CIGARETTE AND CANDY MACHINES

Acce High—In Quality and Value—The Very Best in Reconditioned Equipment That Can Be Bought Today!

#### DuGRENIER "S" MODEL

7 Columns, Completely Rebuilt & Refinished Like New... \$30.00 Each  
In Lots of 5 or More Machines... 27.50 Each  
9 Column DuGrenier "W," Super Streamline... 57.50 Each  
Complete Parts Available for "S" and "W"

### ALL MAKES AND MODELS OF CIGARETTE AND CANDY MACHINES

Attractive in Appearance—Mechanically Perfect—Ready for Locations.

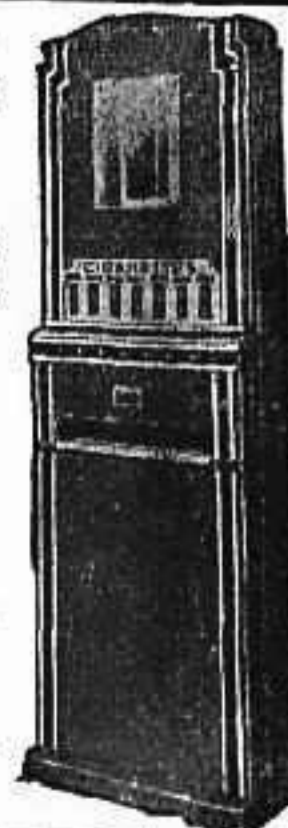
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Mirrors for All Makes and Models

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IMPS NEW . . . \$9.95  
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### 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).



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### CIGARETTE VENDING MACHINES

U-Need-a-Pak 8 Col. Cigarette Machines with Floor Std. As Illustrated. Capacity 170 packs. Slug proof. 15¢ or 20¢ Models. In good condition. Guaranteed. Terms: 1/2 with order, balance C. O. D. Write for complete list of Cigarette, Peanut & 5¢ Candy Bar Machines.

ASCO 140 ASTOR ST. NEWARK 5, N. J.

# MORE SPOTS FOR ST. LOUIS OPS?

## Proposed Bill Would Permit Coin Games in 1,700 Liquor Locations

**Alderman proposes amendment to present ordinance restricting games to 3.2 beer taverns so that all spots can share in extra revenue coin machines provide**

ST. LOUIS, April 1.—Official recognition of amusement machines as an important source of revenue to tavern owners is found in the bill introduced by Alderman Charles E. Albanese to amend the present city ordinance, which, if approved, will bring coin-operated games to nearly 1,700 establishments which serve liquor and 5 per cent beer. At the present time, amusement machines are permitted only in those locations which serve 3.2 beer, being denied to all other licensed taverns which serve stronger beer or liquor.

Albanese said he introduced the bill so that full-liquor and 5-per-cent license holders could have pinball and other coin-operated amusement machines "as a source of additional revenue the same as 3.2 establishments."

### New Field Opens

A broad new field of locations for coin machine operators will be opened under the proposed amendment to the city ordinance. At present there are 1,322 full-liquor licenses and 360 5-per-cent licenses in effect. Under present regulations, Arthur H. Bader, excise commissioner, said amusement devices are prohibited in full liquor establishments (where liquor is sold by the drink) and wherever 5-per-cent beer is sold, altho the amusement machines are permitted in 3.2 (non-intoxicating) beer places.

Bader said he would interpret the proposed bill as permitting pinball and other coin-operated amusement devices in all licensed beer and liquor establishments. The bill would not, however, permit gambling per se machines of any kind. Pinball, arcade machines and all other strictly amusement machines of coin-operated type will be permitted. Free-play tables are classed as amusement machines.

### Proposed Amendment

The proposed amendment would change the city ordinance to read as follows:

"No place where intoxicating liquor is sold at retail by the drink, shall allow or permit any gambling whatsoever, nor any other machine or mechanical device into which coins are deposited and which at irregular intervals discharges coins, tokens or other thing of value, or any other gambling device, nor any billiard or pool tables therein. . . ."

Scheduled to come up for passage last Friday, the bill was referred back to the public safety committee headed by Richard Nichols, alderman, for further amendment on suggestion by Bader. By striking the word "by the drink," Bader

said, the bill would also give him jurisdiction over stores selling package liquor at retail. Local operators believe this further amendment may also permit games in package liquor stores.

### Op's Wife To Manage Biz While He Directs Detroit Amuse. Park

DETROIT, April 1.—Management of the Stahl Specialty Company, suburban operating organization, has been taken over by Mrs. Bernice Stahl, wife of Harry Stahl, founder and principal owner of the business. Latter will henceforth devote his activities to Eastwood Amusement Park, of which he is general superintendent. Stahl also doubled for the past three seasons as president of the Michigan Showmen's Association.

Mrs. Stahl is busy adding new locations to firm's game route and pulling Panorams off present locations and re-vamping them for operation as solovues for the summer at Eastwood Park. Benefits of this shift of policy are two-fold: In the first place, firm feels the machines will be placed in the park where they will receive the most attention during the summer months; secondly, they will be fresh for former locations again in the fall.

### Operators Fail To Place a Member on Run-Off Ballot

DES MOINES, April 1.—Coin machine operators failed to get one of their members on the run-off ballot for safety commissioner in the city election here.

Johnny Critelli, tavern operator and former coin machine operator, finished in sixth place among the 14 candidates running, while Kenneth Sonderleiter, operator of a Penny Arcade, finished in 11th place.

Sonderleiter was sick with a bad case of mumps during the campaign and unable to make any campaign talks. He is now talking of running for Polk County sheriff.

Sonderleiter was the first of 14 candidates to announce for the safety commissioner race and claims that thru his early announcement and interest the race attracted a large field and much attention.

### OPA Simplifies Annual Financial Report Forms

WASHINGTON, April 1.—The Office of Price Administration has mailed a revised form on which business concerns have been asked to make their annual financial reports. Known as Form A, the form has been condensed from 19 pages to four. The former 12 pages of instruction have been condensed to one page.

Form B, interim financial report, also has been simplified and will be mailed in March. It is requested Form A be filed within three months after the close of the fiscal year, and that Form B be returned within one month after the close of each quarter.

Copies of the forms may be had by writing Office of Accounting Service, F. O. B. No. 1, Room 3320, Washington 25.

## 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	76 ... \$ .95
1H5 ... 1.60	6B5 ... 2.00	6K6 ... 1.15	6X5 ... 1.05	77 ... .05
1N5 ... 1.65	6B8G ... 1.35	6K7 ... 1.15	30 ... 1.45	80 ... .95
2A3 ... 2.00	6C5 ... 1.05	6K8 ... 1.35	33-47 ... 1.60	83 ... 1.35
2A4G ... 4.10	6C6 ... 1.05	6K7G ... 1.15	37 ... .90	70L7 ... 2.85
3Q5 ... 1.65	6D6 ... 1.05	6L6 ... 1.90	38 ... 1.15	2051 ... 2.60
5U4G ... 1.05	6F8 ... 1.25	6N7 ... 1.55	41 ... .90	25Z6 ... 1.25
5Y3 ... 1.00	6H6G ... 1.15	6S07 ... 1.85	45 ... 1.20	25Z6 ... 1.35
5Z3 ... 1.60	6J5 ... 1.20	6S07 ... 1.15	75 ... .90	117Z6 ... 2.35
6A6 ... 1.65				

## RAY GUN LAMPS, #1489, 79¢ EA. IN LOTS OF 25 OR MORE

WE ARE EXCLUSIVE NEW JERSEY DISTRIBUTORS FOR THE FAMOUS TONEDART NEEDLES \$40 PER HUNDRED AND OUR TONEARM WEIGHT SCALES MAKE \$1.00 EACH YOUR NEEDLES AND RECORDS LAST LONGER

Photo Cells for "Sams," "Japs," "Chutes," Etc. (#OE-23), Each ... \$1.35  
Rubber Balls for Pookeros, 2 1/4" Inflated ... \$1.35 Ea. (Minimum Order 25 Balls)

### SUPPLIERS CERTIFICATE

I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order under the provisions of limitation order L265 with the terms of which I am familiar.

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**RUNYON SALES CO.** 123 W. RUNYON STREET NEWARK, N. J.

## ESCALATOR BELTS FOR ALL BALLY ONE BALL GAMES

**75¢ EACH** IN ANY QUANTITY

VERY HARD TO GET — STOCK UP NOW

## GEARS FOR BALLY SPIN MOTORS



B-1A Reduc. Gear—\$1.70 ea. B-1B Reduc. Gear—\$2.20 ea.

\*Mr. Operator—If You Don't See It, WRITE

## HARRY MARCUS CO.

816 W. ERIE ST. CHICAGO, ILL.

## FOR SALE

Phonograph and Pin Ball business consisting of 92 Phonographs and 60 Pin Ball Machines, together with other Equipment as detailed:

- ROCKOLAS — 5—Commandos
- 10—Premiers
- 2—1929
- 1—DeLuxe
- 5—Low Boys
- 4—Spectravoxes
- 2—Table Models
- WURLITZERS — 1—600
- 2—616
- 4—750
- 3—800
- 2—850
- 44—Wall-o-Matic Boxes
- Miscellaneous Parts, Tubes and Records
- 75,000 Program Slips
- 4—Office Desks
- 1—Ford Truck
- 60—Pin Ball Machines and
- MILLS — 30—Empresses & Thrones
- SEEBURGS — 2—8800
- 2—9800

- Singing Towers 17—\$100
- Buckley Twins—2
- Buckley Wall Boxes—14
- Chandelier Speaker—1, and other Speakers

- 50—Dial-a-Tune Boxes
- 100,000—Tube Coin Wrappers
- 6—Lockers for Parts and Tubes
- 4—Large Record Shelves, 156 Spaces Each

- 3—Japs
- 1—Chicken Sam
- 2—Bally Alleys
- 1—Ray Gun
- 1—Ten Pin

The Phonographs and Pin-Balls on locations with City, State and County Licenses paid, and present collections range from \$950.00 to \$1150.00 per week, and an aggressive Operator can double this business. Due to several other interests I want to dispose of this business and offer same for \$49,500.00 for all. 1/2 CASH, and equitable terms will be given to a responsible buyer.

## CASINO NOVELTY COMPANY

P. O. BOX 4152, TAMPA, FLA.

### RUBBER BALLS FOR POKERENOS

2 1/4" Inflated—Hand-Finished  
Ball has no cracks or breaks. Gas will not escape. Ball is very lively. GUARANTEED PERFECT. WRITE—WIRE—PHONE.  
**MELROY BALL CO.**  
6 N. Austin Ave. VENTNOR, N. J.  
Phone: Ventnor 2-0587

FOR GUARANTEED PACE EQUIPMENT  
**BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

### SELLING OUT

EASTMAN POSITIVE PAPER  
Sizes From 1 1/2 to 4 Inches. Selling Cheap.

**ERNEST ZEECK**

BOX 1896 CENTREVILLE, MISS.

ATTENTION DIRECT POSITIVE OPERATORS

Back in  
Stock**KODAK****Direct Positive Paper, Super-Speed**

**T**HIS dependably fine paper is now available from your regular source of supply in standard rolls or cut sheets.

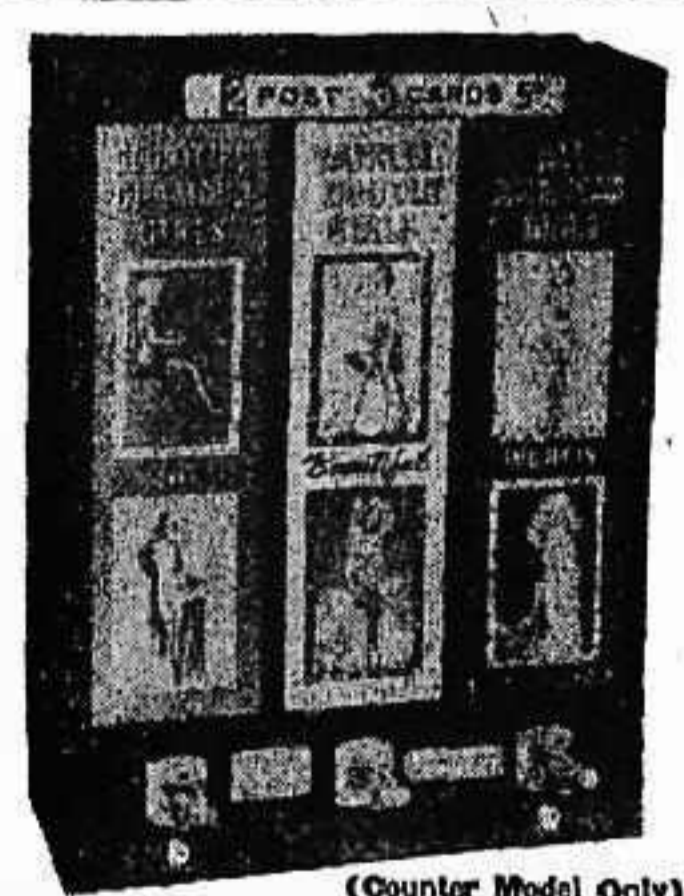
The temporary shortage was due to the pressing needs of our government and armed forces for this particular paper stock. That situation has now been largely relieved.

Your regular dealer can again supply you with Kodak Direct Positive Paper. Order now.

**EASTMAN KODAK COMPANY, Rochester, N. Y.****CONTINUE BUYING WAR BONDS****GLAMOUR GIRL-2 FOR 5c-CARD VENDOR**  
ACCURATE—SIMPLE—STURDY CONSTRUCTION

29  
DIFFERENT  
MUTOSCOPE  
NOVELTY  
CARD  
SERIES  
AVAILABLE  
FOR THIS  
MACHINE

SEND FOR  
COMPLETE  
LIBRARY



(Counter Model Only)

... Better  
Order NOW  
Any Supplies  
You Need:

● GRANDMOTHER  
PREDICTION CARDS,  
LOVE LETTERS,  
PALMISTRY LETTERS,  
HOROSCOPE CARDS,  
WIZARD PEN CARDS,  
ETC., ETC.

● STEREOSCOPIC  
VIEWS, VIEW-A-SCOPE  
FILMS, ETC.

● PUNCHING BAGS  
AND ACCESSORIES.

SEND FOR  
CATALOGUE  
AND PRICES

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 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY 1, NEW YORK

**ARCADE NEWS****What Arcades Mean to G. I.'s  
Plugged by Austin Paper**

CHICAGO, April 1.—What the amusement arcade means to men in the armed forces was recently the subject of a feature article in The Austin (Tex.) American-Statesman. It described the Cotton Fun Palace as not a palace but "a poor man's night club," where you can have "a world of fun with a few nickels and dimes." Following is a feature writer's impressions of a modern amusement arcade:

"When the shades of evening fall the soldier's fun begins—at Cotton Fun Palace.

"It really isn't a palace, and if it were, G. I. Joe wouldn't go in it because it would be too much like a high-powered night club—something the average foot soldier can't afford. If anything, it is a 'poor man's night club,' for with a few nickels and dimes you can have a world of fun in it.

"The palace stands in all its architectural conformity at Tenth and Congress, and there's a duplicate of it at Fourth and Congress, and a fellow who likes that sort of thing can toss baseballs at milk bottles in the hope of winning something or another; or he can pitch darts, one of the most favored pastimes of this war, or he can do any number of things, hoping not only to win the prize but to amaze his pals, or maybe his best girl.

**Thousands Seek Fun**

"The establishments are unique in Austin. Nothing like them flourished here during the last World War. The present civilian army of the United States has been called the soberest in history, implying, one deducts, that the army during the first World War wasn't. Also, the present army is reported to be less addicted to blood-curdling stud poker games, with stakes almost as astronomical as the national debt. The present United States army men, one gathers, is a lot more intent on the problems at hand, and much more civilized in its choice of entertainment. The police blotters in Austin show that a few stewards are stowed away in the brig of a weekend, and that tossing dice and dealing cards among the soldiers is not exactly unknown. But the scores who thus find their entertainment can't compare to the thousands who play the marble tables.

"And soldiers seek out the palaces literally by the thousands," says Don Cotton, sole owner and proprietor of the establishments.

"There are few soldiers in any of the camps around Austin who haven't entered one or the other of the palaces," he says.

**You Can't Spend Much**

"You enter the Tenth and Congress place and have the thought at first that you'd better grab your pocketbook. But pretty soon you find out you actually can't spend much money in the place while having an hour's fun.

"To the left there's a series of booths in which you can have your picture taken. The film booth can turn out the finished print in about three minutes. Price: One picture, 25 cents; five pictures for \$1.

"Dead ahead you run into a shooting gallery, ironically enough one of the most popular attractions in the place for boys who tote and fire the real rifles all week.

**Arcade Op Beats  
Opposition; Gets  
License Renewal**

HOLLYWOOD, April 1.—Paul Mayer was granted a renewal of his Penny Arcade permit and will continue to operate on Hollywood Boulevard despite the opposition of the Hollywood Chamber of Commerce and a number of business men on the Main Stem. Police commission voted 5 to 3 to approve the permit renewal.

Commissioners voting for the renewal of the license said that nothing had been presented to show the operation is against public welfare.

Move to zone the business district here with the view of cracking down on Penny Arcades and other amusement spots has since been launched by John Kingsley, president of the Hollywood Chamber of Commerce. Kingsley is urging adoption of a city ordinance which would create a "business district zone" in which permits would not be issued to the spots in question unless a majority of property owners within a 500-foot radius agree.

Zone as outlined by Kingsley runs from LaBrea Avenue, east to Gower and is bounded by Franklin Avenue on the north and Fountain Avenue on the south. Kingsley's letter was referred to the council public safety committee for study.

You can bring down Nazi planes at a nickel a throw with two gadgets to the right.

"Further along in the same direction you bump into a souvenir counter. A lot of Mexican filigree silver ornaments are in the counter, along with a thousand and one Texas reminders, such as Indian pottery. They say the boys buy a lot of it and send it back home. Soldiers from faraway States have never seen anything like it before.

"The dart game is almost as popular as the shooting gallery. You get three darts for a dime. If you hit the middle of a cigarette package pasted up there, you win a pack. Another dart game, this one with a gun firing the darts, offers other prizes—statues, bookends and whatnots.

"One of the easiest appearing games is 'Spill the Milk.' Three things that look like milk bottles are set in a row and two other 'milk bottles' are placed atop them.

"The pyramid of bottles is about 30 or 40 feet away from the thrower. The gag is, take a baseball and knock the five milk bottles over.

"Easy?"

"Try it once."

**Survey Reports Reveal Jamming**

(Continued from page 68)

received tokens in their machines during the few weeks they have been in the hands of the public."

**Fill Out Coupon**

A nationwide picture of the trouble caused by ration tokens in vending machines is not available for this issue since only a limited number of operators have returned coupons printed in last week's issue of The Billboard. Operators who have not yet made a report are urged to clip and mail the coupon appearing in this issue.

This information is being submitted to OPA officials who have indicated they will consider changing the size of the tokens and possibly withdraw the nuisance small-sized tokens if serious trouble and loss is reported by vending machine operators, telephone companies and transportation interests.

C. S. Darling, secretary of the National Automatic Merchandising Association, will confer with Col. Bryan Houston, deputy OPA administrator in charge of rationing on this problem in Washington next week.

# SPECIAL!

## TUBES

2A3 ... \$1.85	6L6 ... \$2.85
2A4G .. 4.10	6N7 ... 2.00
2A5 ... 1.10	6R7 ... 1.10
2A4 ... .80	6SC7 Spec 1.85
5U4G .. .90	6SQ7 .. 1.10
5V4G .. 1.55	6SR7 .. 1.00
5Y3 ... .90	6V6 ... 1.30
5Y4 ... .75	6X5 ... 1.00
5Z3 Spec 1.60	7H7 ... 2.00
6A6 ... 1.60	12I7 .. 1.10
6A8 ... 1.85	12Q7 .. 1.00
6B5 ... 1.85	12SF5 . 1.10
6C6 ... 1.00	25Z6 .. 1.50
6F6 ... 1.20	30 .... 1.45
6F8 ... 1.20	41 .... .80
6H6 ... 1.15	42 .... .80
6J5 ... 1.10	45 .... 1.20
6I7 ... 1.35	76 .... .95
6K7 ... 1.10	80 .... .90
	2051 .. 2.50

### SEND SUPPLIERS' CERTIFICATE

## UNBREAKABLE REPLACEMENT PLASTICS

(Specify left or right facing machine)

Wurl. 750 Top Corners .....	\$ 8.75
Wurl. 750 Bottom Sides .....	8.75
Wurl. 850 Top Corners .....	8.75
Wurl. 850 Bottom Sides .....	8.75
Wurl. 950 Lower Sides .....	8.75
Wurl. 500 Top Corners .....	4.50
Wurl. 500 Grille Plastic .....	3.00
Wurl. 500 Side Plastic .....	6.50
Rock-Ola Top Corners for Master, Standard, Deluxe & Commando Sheet Plastic (Red or Yellow), 80 Gauge (Thickness of a New Silver Dollar), Approx. Size 20" by 50", Per Sheet .....	25.00
40 Gauge (Red or Yellow), Thickness of a New Dime, Per Sheet .....	15.00

## ACCESSORIES

Pre-War 2 Conductor Rubber Covered "Zip" Cord, Per Foot .....	\$.05
Pre-War 2 Conductor Silk Covered "Zip" Wire, Per Foot .....	.03
Seeburg 3 Wire Cable, Per Foot .....	.10
(Minimum Order on All Wire, 500 Ft.)	
18" Lumilines, Per Case (24) ..	22.80
12" Lumilines, Per Case (24) ..	20.40
(Minimum Order One Case)	
#1489 Gun Lamps for Bally or Seeburg Ray Guns. First Quality (Not Seconds), Each .....	.79
(Minimum Order 10 Lamps)	
Brand New Coin Chutes for Games, Each .....	3.50
Brand New Buckley Adaptors for 24 Record Wurl., Each .....	30.00
Buckley Pedestals, Each .....	3.50
Buckley Lite-Up Boxes, Each ..	15.00
Bennet Needles, Each .....	.35
Permpoint Needles, Each .....	.35
Aeropoint Needles, Each .....	.50
Seeburg Speakorgans, New (Wired), Each .....	49.50
Seeburg Speakorgans, Like New (Wireless), Each .....	44.50
Seeburg Brackets for Wall Boxes, Each .....	2.00
Buckley Brackets, Each .....	1.00
Brand New Wurl. #430 Speaker with 5-10-25c Box .....	149.50
Reco Record Brushes (Saves Needles and Records), Each ..	.25
(Minimum Order 12 Brushes)	
Wurl #120 Boxes .....	32.50

## EQUIPMENT

Wurl. 500 .....	Write
Wurl. 950 .....	Write
Brand New Deluxe Midget Skee Ball, 6" Long .....	\$249.50
Bowl-a-Bomb .....	325.00
DuGrenier Champion Cigarette Machine, 9 Col. (430 Pack Cap.), Like New .....	89.50
50c Jennings Club Console (Like New) .....	Write
5c Mills Melon Bells (Like New) ..	Write
25c Mills Roman Head .....	Write
Evans Domino, J.P., Brand New ..	Write

**ROYAL DISTRIBUTORS**  
 409 No. Broad Street, Elizabeth, N. J.  
 Phone: Elizabeth 3-1776

## TEN YEARS AGO

National Recovery Administration officials described their program as having among its objectives the elimination of chiseling in business. *The Billboard* printed lengthy descriptions and definitions of the term "chiseler" and "chiseling."

A coin-operated hobby horse which was displayed at the 1934 Coin Machine Show by International Mutoscope, was still bringing in inquiries from far and wide, according to William Rabkin, president of the firm.

One important benefit of annual coin machine shows, as revealed by Meyer Gensburg, of Genco, Inc., was the flow of suggestions by operators for the improvement of coin-operated amusement machines. Following the 1934 Coin Machine Show, Gensburg announced that their new game called Pontiac was a "re-born babe" as the result of suggestions received from operators.

*The Billboard* revealed one of the most interesting cases of newspaper comment on coin machines in the history of the industry. Contempt judgments against the publisher and editor of *The Pine Bluff Commercial* were quashed by the Supreme Court decision because the editorial which criticized the seizure of pin games and other devices in Pine Bluff, Ark., could be interpreted in two ways.

The editorial was published after officers had seized several marble machines. The prosecutor charged that the editorial reflected upon the court. The editor stated that games which had been licensed by both State and city should not have been seized without warning and proper condemnation in court.

Said *The Billboard*: "This is probably the most emphatic case on record of a newspaper defending the rights and privileges of operators of coin machines."

Claude R. Kirk presented the following formula for the successful amusement machine for 1934:

"It must be amusing, simple and require no mental effort on the part of the player. It must pay a reward to the player because players have been educated to receive rewards in the event they are successful. The game must be fast and the player must be able to play goodly sums in the short period of leisure time which he has."

According to *The Chicago Tribune*, Chicago was regarded as the peanut capital of the world. Chicago was said to receive about one-third of the nation's total peanut production.

Officials of Bally Manufacturing Company revealed that while their Crusader, a giant pin game table, had been selling steadily for more than a year, demands following the 1934 Coin Machine Show had obtained the proportions of a "run." They attributed this fact to the hundreds of operators who had their first look at giant pin games at the 1934 Coin Machine Show.

Incorporation of a new coin machine firm was announced. Races, Inc., with 200 shares of stock, was formed with Esther O. Pace, Edwin W. Pace and Harold L. Baker as the incorporators.

### Enlists Customers' Help in Revamping Mchs.

ST. LOUIS, April 1.—Now that his brother and partner, Delbert E. Veatch, is in the navy, Norwood E. Veatch, of V. P. Distributing Company, here, is solving his man-power problem by tapping a new man-power source—the customers and visitors who call at his place of business. "If you don't like to work, don't come around our place," is his slogan, and it seems the price of a call at V. P. is the contribution of a little physical labor in helping the firm revamp old wire bumper pin games into modern machines or in refinishing old phono cabinets.

Veatch is determined that lack of good equipment will not keep operators here out of action. "Coin-operated equipment may be 'going to pot' in other parts of the country," he declares, "but not in St. Louis, and a little action and ingenuity in other parts of the country will help the industry keep rolling for a long time to come."

### Philly Op Dies

PHILADELPHIA, April 1.—George J. Zercher, 45, active in the music machine and vending machine business here for many years, died following a short illness March 21 in the Hahnemann Hospital here. Before entering the machine industry he was a merchant marine engineer assigned to the S. S. Leviathan. He operated both music and vending machines under his own name, in the suburban sections of the city, from his home in Llanerch, Pa.

Zercher was active in the affairs of the music machine operators' association.

He is survived by his wife, Elsie, who will carry on his business; two sons, Wilson and Norman, and a daughter, Marjorie; his mother and a brother. He was buried last March 24 after private services at Ardmore, Pa.

### More Liquor Released To Los Angeles Taverns

LOS ANGELES, April 1.—Taverns in which coin machines are located, as well as others, may get more liquor—at least, \$50,000 worth. This much is being released by a consent decree entered in the court of Superior Judge Myron Westover. Whisky was seized by State Department of Health officers here last Christmas and was found not to be adulterated. It will be returned to its original owner.

Decree as handed down also dismisses cases against several liquor distributors who handled the product.

In setting down the ruling the court revealed that the liquor had been shipped here in bulk from the East in iron drums and had picked up its foreign taste and color from the metal containers.

## MONARCH BETTER GAMES SATISFY!

**PERISCOPE** Sensational Legal Game for Arcades and Bowling Alleys. Different—top play appeal! Write for Circular.

### AUTOMATIC PAYOUT CONSOLES

Mills Four Bells .....	\$875.00	4-Way Bell, 3-5¢ & 1-25¢ .....	\$750.00	Mills Three Bells ..	\$ 650.00
In New Cabinet ..	750.00	Keen. Super Bell, 25¢ ..	375.00	Factory Rebuilt ..	1025.00
Mills Jumbo, Comb. F.P. & P.O. ....	185.00	Keeney Super Bell ..	275.00	Evans Victory Mod. J.P. Gallop, Dominoe ..	425.00
Jenn. Silver Moon ..	150.00	Super Bell, 5¢ & 5¢ ..	495.00	Evans '41 Bangtail, J.P. ....	495.00
Jenn. Bobtail .....	150.00	Super Bell, 5¢ & 5¢, F.P. & P.O. ....	545.00	Evans '40 Dominoe, J.P. ....	300.00
Watl. Big Game .....	150.00	Pace 5¢ & 10¢ Twin Reels .....	525.00	Evans '40 Dominoe ..	250.00
Bally Big Top .....	150.00	Pace Twin Reel, 5¢ & 25¢ .....	550.00	Evans '40 Bangtails ..	280.00
Bally Roll Em .....	185.00	Baker Pacer .....	325.00	Evans '38 Bangtails ..	195.00
Bally Royal Draw ..	85.00	Baker Pacer, DDJP ..	375.00	Evans Rolletto Jr. ..	150.00
Buckley Flash, Ivories 250.00		Jenn. Good Luck .....	45.00	Evans '37 Dominoe ..	85.00
Buck. Track Odds, Late 350.00		Keeney '38 TrackTime 125.00		Evans Lucky Lucre ..	375.00
Exh. Tanforan .....	45.00			Evans '41 Bangtail ..	425.00
Keeney 4-Way Bell ..	655.00				

### ONE BALL FREE PLAY GAMES

Bally Club Trophy ..	\$350.00	Bally Pimlico .....	\$450.00	Bally '41 Derby ..	\$385.00
Keeney Fortune .....	275.00	Keeney Fortune, F.P. & P.O. ....	325.00	Keeney Skylark, F.P. & P.O. ....	275.00
Mills '41 1-2-3 .....	150.00				

### ONE BALL AUTOMATIC PAYOUT TABLES

Bell Rockingham ..	\$595.00	Bally Santa Anita ..	\$325.00	Mills 1-2-3 .....	\$ 85.00
Bally Grand Natl. ..	135.00	Bally Pacemaker ..	185.00	Bally Jockey Club ..	550.00
Bally Gold Medal ..	75.00	Mills Spinning Reels ..	125.00	Bally Turf King ..	550.00

## SELECTOR SCOPE

Fortune Telling Marvel for Men and Women! Perfect for Arcades. Get Circular Quick!

Exhibit Rotary Merchandisers, Pusher Arm Type .....	\$185.00
Exhibit Rotary Merchandisers, Chrome Claw Type .....	145.00
Buckley Treasure Island Diggers .....	95.00
Exhibit Merchantmen Diggers .....	85.00

Bally Bell Slot Machine, 5¢ & 5¢ Comb, with Stand, Factory Rebuilt .....	\$275.00
Bally Bell Slot Machine, 5¢ & 25¢ Comb, with Stand, Factory Rebuilt .....	375.00
Callie Quarter Roulette Console, Mechanical Operation, Mechanical P.O. ....	275.00
Mills Club Bell Console Slot Machine: 5¢ Play, \$450.00; Dime, \$495.00; Quarter ..	575.00
Jennings Club Bell Console Slot Machine: Nickel, \$250.00; Dime, \$275.00; 25¢ ..	375.00
Pace Royal Twin Nickel & Quarter Combination Console Slot .....	575.00

### LIMITED QUANTITY—GLASS AND CABINETS

Cabinets for Mills Four Bells .....	\$45.00	Cabinet for Mills Jumbo Payout .....	\$25.00
Backboard Glass for Sport Event .....	9.25	Backboard Glass for Cash Jumbo .....	4.50
Top Glass for Jumbo Cash .....	7.50	Top Glass for Three Bell .....	15.00
Top Glass for Jenn. Silver Moon .....	7.50	Top Glasses for Four Bell, Set .....	20.00
Top Glass for Jennings Bobtail .....	7.50	Backboard Glass for '41 Derby .....	11.25
Top Glass for Square Bell .....	9.50	Backboard Glass for Pimlico .....	11.25
Top Glass for Jumbo Free Play .....	7.50	Backboard Glass for Longacre .....	12.50

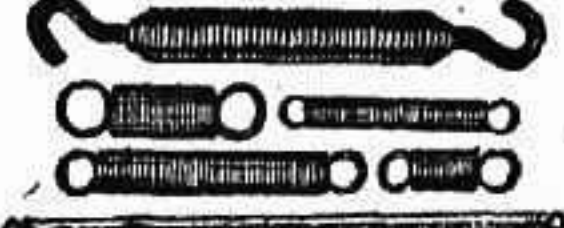
WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance O. O. D. or Sight Draft.

## MONARCH COIN MACHINE CO.

1525 N. FAIRFIELD AVE. | PHONE ARMITAGE 1434 | CHICAGO

## BLOCK SPECIALS!!!

**SLOT MACHINE SPRING ASSORTMENT—15 SPRINGS**  
**\$2.50**



TONEDART NEEDLES—At Last a Good Needle!—45c Each; \$40.00 Per Hundred.

<b>MAPLE SKEE BALLS</b>	
3 1/2" for 14' Alleys, Polished, Each 55c; Per 100 .....	\$52.00
2 3/4" for 9' Alleys, Unpolished, Each 45c; Per 100 .....	35.00
2 1/2" for Playballs and Roll-in-the-Barrel, Unpolished, Each 45c; Per 100 .....	35.00

<b>MILLS CLOCK GEARS</b>	
Complete With Dogs and Springs as Illustrated.	
Quantity Limited! Rush Your Order NOW!	\$3.50 Each

<b>NEW GUARDIAN SERVICE KIT</b>	
No. 1200 ..	\$14.50 Each
<b>STANDARD KIT</b>	
No. 450 ..	\$7.50 Each

<b>"DUO" REGISTERED KEY LOCKS</b>	
Protect Your Cash Boxes! We register your key number and no one within 500 miles can buy locks with your key number.	
Lots of 25 .....	70c Each
Lots of 50 .....	65c Each
Lots of 100 .....	60c Each
(Above Prices Are for Standard Length Barrels; Long Barrels, 10c Each Extra)	

**BLOCK MARBLE CO.** 1527 FAIRMOUNT AVENUE PHILADELPHIA 30, PA.  
**Get It From Block—They Have It in Stock!**

# PAGE MFG. CO., NOT INC.

## REPAIRING—REBUILDING

BY SKILLED MECHANICS—QUICK SERVICE

WORKMANSHIP IN KEEPING WITH OUR REPUTATION AT PRICES THAT WILL KEEP YOUR FRIENDSHIP AFTER THE WAR—WHEN WE START PRODUCTION.

OLD MACHINES MADE LIKE NEW—INSIDE AND OUT. FACTORY FACILITIES INSURE LOWEST COSTS. ESTIMATES GIVEN—DON'T TAKE CHANCES WITH FLY-BY-NIGHTERS.

FOR 20 YEARS THE NAME "PACE" HAS MEANT HIGH STANDARD. OUR VOLUME OF SLOT BELLS PRODUCED DURING THE LAST TEN YEARS IS TREMENDOUS.

## WE BUY—SELL—TRADE—REPAIR PACE—JENNINGS—MILLS

CAN SUPPLY COMPLETE CLOCKS—GEARS—RACES  
MOTORS—BRAKES—TUBING—OTHER PARTS.

**PAGE MFG. CO., NOT INC.** 2909 Indiana Ave.,  
Chicago, Ill.

# Drafting of Owners, Managers Cause Many Locations To Close

CHICAGO, April 1.—The serious affect of the draft on coin machines locations is indicated in the survey which shows that more than one-fourth of the drugstores which closed over a five-month period did so because owners or proprietors were drafted into the armed forces. The survey was conducted by Dun & Bradstreet for the National Wholesale Drug-gists' Association.

The survey covered the period from December 1, 1942, to April 30, 1943, and analyzed the factors involved in the closing of 138 stores in all parts of the country. The association estimated that the 138 stores surveyed constituted about 18 per cent of all drugstore closings during that period.

### Other Factors Listed

Natural causes, such as illness, death or retirement, were responsible for another 25 per cent of the closings, the report declared. The remainder was credited to insufficient capital, lack of understanding of the principles of merchandising and competition. The report noted that where competition was involved it usually was from independent, not chain stores.

The report on the survey was prepared by the association's committee on credits and collections under the chairmanship of Robert Morrison, of Cook, Everett & Pennell, Portland, Me. In analyzing the results the committee drew these conclusions:

- "1. Insufficient capital, competition, poor personality, inexperience, failure to keep adequate records and too high personal withdrawals were the chief causes of failure.
- "2. Stores closing with loss to creditors nearly all had higher-than-normal rent.
- "3. Nearly all stores which closed with loss to creditors had been C. O. D. or slow pay for at least a year before closing."

### Drugstore Stable

"Drug retailing, in spite of a turnover of approximately 10 per cent, is one of the most stable of retail lines, one reason being that drugstore proprietors are men of more highly specialized training and qualifications than are required for the operation of some other types of retail stores," the report points out.

## Toolmakers Map Plan for Buying Government Goods

WASHINGTON, April 1.—The National Machine Tool Builders' Association has presented the War Production Board with a detailed plan for disposing of machine tools when they are no longer needed in the war program.

### Key features of the plan are:

Prompt decision by the government as to what percentage of tools it should keep to maintain its peacetime armed strength and to guard against future emergency.

Contractors or lessees now having options on machine tools would be given first opportunity to purchase.

Prices would be based on a formula allowing 75 per cent of the cost to the government, less 1 per cent for each month of ownership. A floor limiting deductions to not more than 55 per cent below purchase price is provided.

This study on advance planning advises that reconversion will be quickened and possible unemployment offset if industries with re-tooling problems in connection with peacetime output are permitted to obtain their tools in advance of the end of the war.

Industry is said to be anxious to get what it needs out of the government's great stock of machine tools, which it considers superior in accuracy and productivity to many now in use.

### Copper Pennies Again

WASHINGTON.—Approximately 170,000,000 new copper pennies were minted in January. Made from used small ammunition shell casings collected from the rifle ranges and proving grounds of army camps, the pennies will replace the zinc and steel coins which have been so confusing to the public because of their similarity to dimes.

# BARGAINS

- 2 Bally Chief Bells, 5¢ Play (Comb.), Used 5 Weeks, Like New, A-1 Condition, Each .....\$237.50
- 1 Keeney Ky. Club, 5¢ Play ..... 89.50
- 1 Keeney Track Times, 5¢ Play, 1938 Model ..... 89.50
- 1 Keeney Track Times, 5¢ Play, 1937 Model ..... 79.50
- 1 Jennings Multiple 4-Coin 5¢ Play, Extra Glass ..... 79.50
- 2 Bally Rapid Fires, Good Condition, Ea. 225.00
- 3 Grotchen Columbias, 5-10-25¢ Play, D.J.P., Fruit Reels, Like New, Each 79.50
- 2 Columbias, Crinkle Finish, Some Parts Off of One, Both for ..... 80.00
- 1 Mills War Eagle, 25¢ Play, 3-5 Pay. 169.50
- 2 Mills Blue Fronts, 25¢ Play, 3-5 Pay, A-1 Condition, \$275.00, or Both .. 525.00
- 2 Mills 10¢ Bonus, A-1 Condition, \$300.00 Each, or Both for ..... 575.00
- 1 Mills Dice Machine With Stand, 25¢ Play ..... 89.50
- 1 Jennings Club Special, 5¢ Play, 3-5 Pay, A-1 ..... 149.50
- 10 Mills 5¢ Q.T.'s, Blue & Green Fronts, A-1, Each ..... 69.50
- 20 Mills-Jennings-Watling Single & Double Jackpots, 2-4 Pay, 5¢ Play, Each 25.00
- 20 1¢ Mills Q.T.'s, Blue & Green Fronts, Each ..... 45.00
- 65 Watling Mint Front Venders, 5¢ Play, All in Working Order, Each ..... 15.00
- 15 Double Chicago Medalink Steel Safes, Like New, 2 Doors, All Keyed Alike, Ea. 75.00
- 10 Single Chicago Medalink Steel Safes, 2 Doors, All Keyed Alike, Each ... 50.00
- 10 Older Safes, Jennings & Mills, Each 25.00
- 2 Caille Slots, 5¢ Play, 3-5 Pay, Each. 49.50

## WAYNE SALES CO.

Care of C. R. Hank  
616 E. Main St., Greenville, Ohio

## 120 Series Tip Tickets

120 Series Daily Baseball Tickets.  
Large stock, prompt shipment.

## Imperial Novelty Co.

P. O. Box 378, La Crosse, Wis.

## SALESBOARDS

- WRITE FOR NEW LOW PRICES
- 10¢ 1000 90 Per Cent Board ..... \$ .91
  - 5¢ 1000 Bingo Board, 80% Payout .. .98
  - 5¢ 1000 Nickel Charley, \$17.00 Prof. . .89
  - 25¢ 1000 J.P. Charley Board, Thin ... 1.24
  - 25¢ 1000 J.P. Charley Board, Thick ... 1.58
  - 25¢ 1000 Jumbo Hole J.P. Charley ... 2.59
  - 5¢ 1800 Lulu X Thick, \$20.00 Prof. ... 2.84
  - 10¢ 2000 Jar of Jack, \$52.00 Prof. ... 2.98
  - 5¢ 875 Jumbo J.P. Big Stuff ..... 1.84
- Order Samples Today—Immediate Deliveries.

### DELUXE SALES CO.

Blue Earth, Minn.

## WANTED

Phonograph, Marble Table and Slot Mechanics, also Record Route Men, for Fort Worth, Tex., Operator. Address:  
BOX D195, care Billboard, Cincinnati 1, O.

## WANTED

ANY QUANTITY OF ROLLED SLOT MACHINE MINTS  
**Stewart Novelty Sales Co.**  
110 South Tejon St., Colorado Springs, Colo.  
Phone Ma 5593

### DURATION-IZED GAMES

- VICTORYS
  - DOUBLE-PLAYS
  - WEST WINDS
  - VENUS
  - TOWERS
  - WAYS TRACK, 5¢
  - HAWTHORNES
  - MILLS OWL
  - 1-2-3, Late Type
- \$89.50 EACH**
- EXPOSITION GAMES CO.**  
889 Golden Gate Ave., San Francisco 2, Calif.

### WILL PAY CASH FOR

#### PHONOGRAPHS

ROCK-OLA  
SUPERS, MASTERS  
STANDARDS  
DELUXES

WURLITZER  
500  
600 — 750E  
800 — 850

#### 5-BALL FREE PLAY

STARS  
SUNBEAM  
WEST WIND  
DO RE MI  
DOUBLE PLAY

Send us your list for quick action! WE PAY HIGHEST PRICES!

#### CONSOLES

- Bally Hi-Hand .....\$149.50
- Jumbo PO, Late Hd. 129.50
- Record Time ..... 169.00
- Keeney Kentucky Club .....\$115.00
- Sport Page, 1-Ball P.O. 65.00
- Gallop, Dominoe ...\$100.00
- Blue Grass, 1-Ball .. 195.00

#### 5-BALL FREE PLAY GAMES

- Yacht Club .....\$25.00
- Double Feature ..... 24.50
- Sparky ..... 29.50
- Broadcast ..... 32.50
- Sport Parade ..... 37.50
- Big Chief ..... 37.50
- Silver Skates ..... 37.50
- Stratoliner ..... 39.50
- Repeaters ..... 39.50
- All American .....\$39.50
- Cross Line ..... 39.50
- Flicker ..... 39.50
- Paradise ..... 42.50
- ABC Bowler ..... 47.50
- Leader ..... 49.00
- Majors '41 ..... 49.50
- Horseshoe ..... 49.50
- Zig Zag .....\$52.50
- Argentine ..... 59.50
- Capt. Kidd ..... 59.50
- New Champ ..... 59.50
- Spot Pool ..... 69.50
- Texas Mustang ..... 69.50
- Bosco ..... 72.50
- 5-10-20 .....124.50

#### TOKEN PAYOUT COUNTER GAMES

- American Eagle .....\$12.50
- Mercury ..... 12.50
- Ginger ..... 12.50
- Liberty, 5¢ .....\$12.50
- Daval 21 ..... 10.00
- Acc, 1¢ .....\$7.50
- Acc, 5¢ ..... 7.50

#### ARCADE EQUIPMENT

- Chl Coin Hockey ...\$250.00
- Keeney Air Raider .. 265.00
- Watl. Horos. Ticket Scale ..... 155.00
- Keeney Submarine .. 220.00
- Bally Rapid Fire ... 225.00
- 50 LINCOLN LOW BOY SCALES
- Curved Glass for Evans Ten Strike .....\$2.75
- Laval Marvelous Cleaner for Pin Ball Games and Phonographs. Gal. 1/3 Deposit, Balance C. O. D., F. O. B. Chicago. 2.00
- Ex. Flst Striker .....\$150.00
- West. Baseball ..... 79.00
- West. Del. Baseball. 125.00
- Batting Practice (Clean) ..... 129.50
- Keeney Tex. Leaguer .. 44.50
- Gott. Skeeballotte ... 85.00
- Chicken Sam, Jap Conversion .....\$149.50
- Evns. 10 Strike, Hi-Dial 85.00
- Ev. 10 Strike, Low Dial 45.00
- ABT Fire & Smoke .. 27.50
- Pikes Peak ..... 19.50
- Gott. Triple Grip ..... 18.50

**\$34.50 EA.**

### BACK THE ATTACK WITH WAR BONDS!

## NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

- Air Raider .....\$275.00
- Anti Air Craft (No Screen) ..... 75.00
- Bally Bull (Changed to Jap), Needs Restorer ..... 95.00
- Wurlitzer Skee Ball (Late Model) ..... 175.00
- Casino Golf ..... 39.50
- Seeburg Hockey ..... 45.00
- Batting Practice (Clean) ..... 119.00
- Texas Leaguer (Clean) ..... 35.00
- Seeburg Duck Gun (Change to Hitler) ..... 75.00
- Seeburg Duck Gun (As Is) ..... 45.00
- Bally Alley ..... 30.00
- Chicago Coin Hockey ..... 225.00
- Gottlieb Skee Ballotte (Clean) ..... 115.00
- Kicker & Katcher ..... 20.00
- Pikes Peak ..... 17.50
- Gottlieb 3 Way Grip (Needs Repairs) ...\$ 7.50
- Exhibit Shock (Needs Repairs), 2 for... 12.50
- A.B.T. Penny Guns ..... 15.00
- Exhibit Deluxe Card Venders (Light Up). 37.50
- Seeburg Chicken Sam ..... 125.00
- Seeburg Jap Gun, Rebuilt and Refinished by Chicago Novelty Co. (No Base) .. 135.00
- Jennings 4 Star Chief, 5¢ ..... 110.00
- Pace Bantan, 10¢ ..... 95.00
- Mills Goose Neck, 5¢ ..... 35.00
- Mills Flasher ..... 60.00
- Columbia Chrome, 5¢ ..... 75.00
- Columbia Chrome, 5¢, Double Jack ... 95.00
- Jennings Today Vender, 5¢ ..... 55.00
- Packard Adapter for 16 Wurlitzer ..... 20.00
- Mills Ampl. and Speaker ..... 29.50

## STAR AMUSEMENT CO.

811 W. BROADWAY Phone 503 MUSKOGEE, OKLA.

## WE WILL PAY \$50.00

FOR EXHIBIT STARS, WESTWIND, DOUBLE PLAY OR SUNBEAM. ALL MACHINES MUST BE COMPLETE WITH ALL WORKING PARTS AND MUST BE SHIPPED TO US PREPAID. ADVISE QUANTITY YOU HAVE AND WE WILL MAIL DEPOSIT. ALL MACHINES MUST BE SHIPPED TO US WITHIN NEXT THIRTY DAYS.

### MORRIS NOVELTY COMPANY, INC.

4505 MANCHESTER AVE. PHONE: FRANKLIN 0757 ST. LOUIS, MO.



### MILLS SLOTS

RECONDITIONED—Guaranteed

By Our 48 Years of Experience

WRITE FOR PRICES

- 1 50c GOLD WAR EAGLES
- 3 5c GOLD WAR EAGLES
- 6 10c GOLD WAR EAGLES
- 2 25c GOLD WAR EAGLES
- 6 5c GOLD CHROMES
- 8 10c GOLD CHROMES
- 4 25c GOLD CHROMES
- 6 5c SILVER CHROMES
- 8 10c SILVER CHROMES
- 6 25c SILVER CHROMES
- 6 25c BROWN FRONTS
- 3 5c BLUE FRONTS
- 2 10c BLUE FRONTS
- 6 25c BLUE FRONTS
- 15 5c Q.T.'s Originally Blue

Made Gold Glitter...\$89.50  
 2 10c Q.T.'s, Same as Above ..... 99.50  
 6 5c VEST POCKET, Blue and Gold..... 54.50

All Machines have Knee Action, Drill Proof, Club Handles and are fully guaranteed.  
 We have all types of Coin Machines. Tell us what you want.

#### SICKING, INC.

1401 Central Parkway, Cincinnati 14, O.  
 927 East Broadway, Louisville, Ky.

## Vigilance Cuts Op's Service Calls, Prevents Breakdowns

Vic Manhardt lists five factors which bring success in operation of coin machines—tells methods that aid war-time efficiency.

MILWAUKEE, April 1.—A successful operator, distributor and all-round good fellow is Vic (Victor R.) Manhardt, head of Vic Manhardt Company, Inc., distributing firm which specializes in phonographs, their sale and operation, but also handles vending and amusement machines.

According to Manhardt, success in the operation of coin machines depends principally on four things:

- (1) Plenty of work.
  - (2) Proper organization of machine routes.
  - (3) Prompt and efficient service to locations.
  - (4) Accurate accounting methods.
- However, during the war, Vic adds that "maintenance of equipment" is probably most important of all.

To keep his equipment in first-class operating condition, and to service machines of operators in the area, the firm has a completely equipped shop and trained mechanics. With this set-up the firm is in position to give quick action on emergency repairs or completely rebuild most any type of machine.

#### Watch for Worn Parts!

"Operators cannot afford to make the number of service trips they did in the past, nor is gasoline and tires available for the purpose," said Manhardt. "For this reason, it is essential that operators keep a close watch on all mechanical parts, and when wear becomes noticeable, to make repairs and replacements before breakdowns occur."

That operators can obtain additional co-operation from locations had been fully proved by Vic Manhardt. He pointed out that he tries to teach location owners something about the principles of each machine. He leaves a key to the top of the juke box with the location and instructs them how to make minor adjustments. This has eliminated many trouble calls and results in big savings of gas, tires and service time.

Too often operators are content to merely fix the ailing part of a juke box and get the machine operating again after a trouble call, Manhardt says. In contrast, his own servicemen are trained to look for other trouble before it happens, and whenever a machine is beginning to show signs of wear and tear, it is hustled back to the shop for a general check up, cleaning and possibly a complete overhaul. When placed back on location, such a machine can be expected to deliver weeks or months of trouble-free operation.

#### Reduce Service Calls

Relative to this procedure, Manhardt pointed out the case of an operator about 35 miles out of the city who had repeated service calls. Finally, the machine was brought in. It was dismantled, and upon checking, it developed that a cog on the selection mechanism, made originally when the machine was built from a soft metal, had worn down and was causing the trouble. This was remedied; then the machine got a complete overhaul, cleaning and replacement was made on all old, defective parts, if parts were available. Otherwise, via welding, and other methods, the parts were repaired. If the plastic parts on the front needed repair, and on this machine they did, wood was substituted for plastic.

Result? Every possible thing that might result in a service call was checked and eliminated.

Manhardt further reported that as far as needles are concerned, they are as good as ever—but the trouble lies with the records. A much thinner coating of shellac is used now—wears out easier and in turn wears the needles out.

With the exception of those outlying spots which must be retained for their exceptional earning power when times become normal, Manhardt has ruthlessly cut down on the area of operation to conserve gas and to combat shortages of service help. Most of the far-out locations still served with equipment are not considered profitable at this time, but

good-will must be retained in the top spots.

#### Licks Accounting Problems

Just as Manhardt licked the problems of maintenance and route organization, he has mastered the matter of accounting. He developed and used a "master card system." On this master card the serial number of each machine is listed, the original cost of the machine, where the machine has been operating, where it is operated, with names of operators in each case, repair costs, labor costs, service calls, what caused these service calls, what the route takes in, if the route is being properly collected, how much each machine takes in on each location. All this information appears on the master card.

A separate card is kept on file for each location. If a machine is moved to another spot, that date is recorded on the master card. Thus Manhardt has a constant check on every machine; knows what they have taken in and what they are taking in on every location.



**WE CAN REBUILD YOUR OLD MACHINES AND MAKE THEM LOOK LIKE NEW**

Get your machines rebuilt now and have them ready for your big season.

#### WATLING MFG. CO.

4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable Address "WATLINGITE," Chicago.

### GUNS FOR SALE

Best Offer Takes

- 4 Seeburgs Converted to Snap-the-Japs
- 2 Seeburg Parachutes
- 1 Rapid Fire—O. K.
- 1 Rapid Fire—Requires Motor Repairs
- 1 Keeney Sky Fighter—Gun Lens Missing
- 1 Keeney Sky Fighter—Both Doors Broken.

### WILL BUY SKEEBALLS

- Will Pay Following for Games in Good Condition:
- Wurlitzer High Score .....\$125.00
- Wurlitzer Free Play ..... 100.00
- Wurlitzer Without Free Play ..... 90.00
- Keeney Bowlettes ..... Write
- Genco Bowling Games ..... Write

Will Buy Any Parts for Wurlitzers

ORIGINAL BELGIAN POOL TABLES WANTED

#### Triangle Amusement Co.

14007 Woodrow Wilson Ave., Detroit 6, Mich.

### R., W., B. JAR DEAL TICKETS

ORIGINAL JAR-O-DO 2040's PROFIT \$30.00

WRITE FOR SPECIAL PRICE ON DOZEN AND GROSS LOTS

COMPLETE LINE SUPERIOR 5c AND 25c SALESBOARDS

Terms: 50% Certified Deposit Balance C. O. D.

#### SHARON SALES CO.

1529 W. Garrison St., Fremont, Ohio

Bally Bull, A-1	\$ 64.50
Hockey, 2 Players	64.50
1 Name Plate, Practically New	125.00
1 Exhibit (Large) Electric	75.00
1 Lighthouse	125.00
1 Rock-Ola Baseball	75.00
1 Palm Reader	75.00
2 Grip (Ball), Each	75.00

#### Paterson Coin Machine

209 Market St. PATERSON 1, N. J.

#### SPECIAL

### 120 Tips and Baseball

On Pads—\$30.00 Per Gross, In Bags—\$25.00 Per Gross, Gum taped individually. Send 30¢ for samples.

#### King Sales Co.

5333 S. Harper Ave. CHICAGO 15, ILL.

#### FOR GUARANTEED

### JENNINGS EQUIPMENT BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.

CHICAGO 12, ILLINOIS

### WHILE THEY LAST!



### AFRICAN GOLF

The IDEAL COUNTER GAME

NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

ALSO AVAILABLE:

- HI-LO CHUCK-LUCK
- MIAMI COLOR GAME
- MONTE CARLO-CROWN & ANCHOR

1520-1530 W. ADAMS STREET CHICAGO 7, ILL.

#### H. C. EVANS & CO.,

- WRITE
- WIRE
- PHONE
- VISIT

## MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

STOCK UP AT THESE NEW LOW PRICES

### ORIGINAL JAR-O-DO

## Universal's Red, White & Blues 1990's Singles

GROSS LOTS, PER PACK, \$1.90.

LESS THAN GROSS LOTS, PER PACK, \$2.25.

WRITE FOR PRICES ON OTHER SIZES

ALL SIZES AVAILABLE.

2% Discount When Full Remittance Is Included, All Orders Otherwise C. O. D.

COOKIE JARS, RED, WHITE AND BLUES, SIZE 2050's. Topped 5 in a Group. GROSS PRICE, PER PACK, \$1.75.

LESS THAN GROSS LOTS, PER PACK, \$2.00.

STAPLES for Pilot, Ace, Ajax and any other standard staplers—

Box of 5,000, \$1.75; 20-Box Lots, \$1.50; 200-Box Lots or 1 Million Staples, \$250.00.

WRITE

### F. R. W. B. SPECIALTIES

P. O. BOX 72

PHONE 4343

MANITOWOC, WIS.

**FASTEST MOVER in HISTORY**  
**With a Long PROFIT STORY**  
**SHORT & SWEET—25c PLAY**

240 HOLES

Order No. 240  
 Short and Sweet—25c Play  
 TAKES IN 240 @ 25c, \$60.00.  
 PAYS OUT \$29.90—\$25 Top.  
**PROFIT: \$30.10**

Order No. 240 Short and Sweet—50c Play.  
 Takes in \$120. Pays Out \$67.70—\$50 Top.  
**Profit: \$52.30**

Order No. 240 Short & Sweet—\$1.00 Play.  
 Takes in \$240. Pays Out \$147.50—\$100 Top.  
**Profit: \$92.50**

**GARDNER & CO.**  
 2309 ARCHER • CHICAGO

**Wave of License Propaganda Stirs Canadian Cities**

ST. JOHNS, N. B., April 1.—The Yarmouth, N. S., town council is reported to be discussing reconsideration of the fee established recently as the annual license for each pinball, shooting, game machine and juke box, operating in the town. The date at which the license will start is also being discussed. Two new councillors have been elected since the licensing plan was established. However, A. W. Horner, sponsor of the license, has been re-elected. As previously constituted, the council had consulted the local coin machine operators on the amount of the fee.

An "all quiet" intermission for juke boxes has been declared on Cape Breton Island, from midnight each Saturday until 7 a.m. each Monday. This action was taken in conjunction with setting license fees on the juke boxes and pinball machines. These regulations must be approved by the provincial government before they can be enforced.

At Bridgewater, N. S., the town council has decided to adhere to one license fee for all types of coin machines in operation within the town, now in the midst of a wartime economic boom, and with big increase in the number of coin machines.

Major J. E. Lloyd of Halifax pointed out that in his city most of the juke boxes are owned by merchants who paid business taxes to the city, and that the balance are owned by distributors who also pay business taxes to the city.

**WANTED FOR CASH SKEEBALLS**

**FOR SALE**  
**ALL GAMES IN A-1 CONDITION**  
 3 1-2-3, 1941, Revamped, with Plastic Bumpers..... \$125.00  
 13 Record Times..... 149.50  
 5 Club Trophies..... 335.00  
 9 Dark Horses..... 149.50  
 2 Blue Grass..... 159.50  
 1 1941 Derby..... 350.00  
 1 Pimlico..... 445.00  
 2 Sport Specials..... 149.50  
 1 1-2-3, 1939, Revamped, with Plastic Bumpers..... 49.50  
 1/2 deposit with order, balance C. O. D. All prices F. O. B. Detroit.  
**S & W COIN MACHINE EXCHANGE**  
 2416 Grand River Ave., Detroit 1, Mich.  
 Phone: CLifford 1956

**CORRECTION**  
 Through a typographical error, the advertisement of the S & W Coin Machine Exchange on page 72 of the April 1 issue was attributed to the United Coin Machine Exchange instead.

**60 Mills WOW's Honored For Sales of War Bonds**

CHICAGO, April 1.—As an impressive climax to the drive which the WOW's (Women Ordnance Workers) at Mills Industries, Inc., carried on so effectively for the sale of War Bonds, 60 members who pledged their services as salesmen were sworn in as official Minutemen of the United States Treasury. George Moore, administrator of the Treasury Department, swore the girls in and each was presented with an individual certificate of the Treasury Department.

Following the ceremony, election of officers was held. Sylvia Gordon, former vice-president of WOW's Post 12, was elected president. Other officers chosen are: Catherine Olson, Harriet Zara, Marge Stoltz and Mary Palmer, vice-presidents, and Genevieve Smith, treasurer.

**OPERATORS!**

**USE DURO TEST**  
**One Year Guaranteed - 2,000 Hour Lamps - Complete Line to Fill Your Needs**  
 Send for Catalog &  
**DURO TEST CORPORATION**  
 NORTH BERGEN, NEW JERSEY  
**FEWER BURNOUTS MEAN REDUCED MAINTENANCE COSTS!**

**MAKE OFFER!**  
**WE NEED THE ROOM . . . ALL IN GOOD WORKING ORDER**  
**NO REASONABLE OFFER REFUSED!**

**PHONOGRAPHS**  
 ROCK-OLA Imperial 20's, Windsors and Monarchs with Rock-Ola and Buckley Adapters.  
 1 WURLITZER Twin 12 in Steel Cabinet with Packard Adapter.

**SLOTS**  
 1 5c Caille, 2/4 P.O.  
 1 1c Green Front Mills Q.T.  
 2 5c Mills Blue Front Q.T.'s  
 1 5c Mills Gooseneck, 2/4 P.O.  
 1 10c Mills Gooseneck, 2/4 P.O.  
 1 5c Mills Liberty Bell, 2/4 P.O.  
 1 5c Mills Wolfhead, 2/4 P.O.  
 2 1c Little Dukes  
 1 5c Pace, 2/4 P.O.  
 1 10c Pace, 2/4 P.O.  
 1 5c Watling Treasury, 2/4 P.O.  
 1 5c Watling Single Jack, 2/4 P.O.  
 1 1c Watling Twin Jack

**CONSOLES**  
 1 Watling Big Game, with Dial and New Style Coin Head  
 1 Watling Big Game, Old Style  
 2 Keeney 1937 Skill Times  
 1 1937 Track Time  
 1 1938 Track Time, with New Style Coin Head  
 1 Liberty Bell  
 1 Dark Horse  
 1 Long Champ  
 1 Rio Rio

**ONE BALLS**  
 1 All-American Derby, Cash Payout (Revamped, Never Used)  
 1 Captain Kidd  
 1 Carom  
 1 Hialeah  
 1 High Card  
 1 Mercury  
 1 Multi-Play

**SAFES**  
 1 Double Open Front and Back  
 1 Double Heavy Welded Steel  
 2 Singles Open Front and Back  
 8 Singles Heavy Welded Steel  
 9 Safe Stands

**SUBJECT TO PRIOR SALE**  
**WE CARRY A COMPLETE LINE OF COIN MACHINES OF ALL KINDS, INCLUDING PHONOGRAPHS, WALL BOXES, SPEAKERS AND ARCADE EQUIPMENT.**  
**YOUR SATISFACTION IS OUR SUCCESS—LET US KNOW IF WE DON'T SUCCEED!**  
**THE MIAMI DISTRIBUTING CO.**  
 212-214 E. 8TH ST. Phones: MAin 1314-1315 CINCINNATI 2, OHIO

**MAKE OFFER ON**  
**2 MILLS FOUR BELLS NOS. 1222 & 2162**  
**ALSO HAVE FEW MILLS SLOTS AND SOLID STANDS.**  
**VICTOR BALL COMPANY** 263 So 2nd, East Salt Lake City, Utah

**SALESBOARDS:**

Name	No. Holes	Per Sale	Buy while the Price War is on. Minimum order \$25.00.	Order from this ad.	Each
			Takes In	Maximum Profit	
Victory Cigarette Boards	432	2¢	\$ 8.64	\$ 4.04	33¢
Victory Dollar Game	432	5¢	21.60	8.80	33¢
Victory Jackpot Charley Jr.	432	5¢	21.60	9.70	63¢
Victory Jackpot Charley	432	25¢	108.00	36.00	63¢

**TEXAS WHOLESALE NOVELTY HOUSE**  
 P. O. BOX 4186 DALLAS, TEXAS

**WANT TO BUY**

**5-BALL FREE PLAYS:**  
 EXHIBIT STARS, DOUBLE PLAY, WEST WIND, SUNBEAM, DO-RE-MI, SILVER SKATES

**CONSOLES:**  
 KEENEY SUPER BELLS, BALLY HILAND, BALLY CLUB BELLS, MILLS SQUARE BELLS, TWIN SUPER BELL, 6¢ & 25¢

**ARCADE:**  
 CHICAGO COIN HOCKEY, SCIENTIFIC BATTING PRACTICE, MILLS PANORAM AND OTHERS

**PHONOGRAPHS:**  
 MILLS EMPRESS and THRONES, SEEBURG CLASSICS, REGALS, GEMS, ROCK-OLA MASTERS, SUPERS, STANDARDS, DELUXES, WURLITZER 616, 24, 500, 600  
 Write or Wire Quantity and Best Prices.  
**Send us your list of all games available for sale!**  
**ATLAS NOVELTY CO.**  
 2200 N. Western Ave., Chicago 47, Ill.

**HIGHEST CASH PRICES FOR USED SLOTS & CONSOLES**  
**BAKER NOVELTY COMPANY**  
 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**MILLS V.P., Blue and Gold..... \$ 47.50**  
**MILLS V.P., Green..... 42.50**  
**SARATOGAS..... 125.00**  
**BALLY SUN RAY, Like New..... 150.00**  
**WATLING ROLATOPS..... WRITE**  
**CIGAROLAS..... WRITE**  
**1 JENNINGS 50¢ SLOT..... WRITE**  
 1/3 Deposit, Balance C. O. D.  
**FULLER MUSIC CO.**  
 OCALA, FLA.

**500 NEW CABINETS**  
 70" HIGH—36" WIDE—DEPTH 25"  
 For Your Old Mechanism.  
**ANY MACHINE CAN BE MOUNTED**  
**100 RECONDITIONED REFINISHED CABINETS**  
 HEIGHT 52 1/4"—WIDTH 35"—DEPTH 25"  
**AMUSEMENT ENTERPRISES**  
 1001 Louisiana, Houston 2, Texas

**NEW PARTS FOR MILLS MACHINES**  
 Jack Pot Cups, \$1.25; Pay Off Cups, \$1.50; Reel Glass Frames, \$1.00; Mechanism Bases, \$3.00; Brown Front Jewels, \$3.00; Price Plates, 35¢; Lam. Jack Pot Glass, regular Jack pot glass, thick, 50¢; Club Handles, chrome grip, \$3.00; Handle Bushings, Pump Assemblies, etc., at list price less the regular discount to quantity buyers. S. P. 1-2-3 Discs; \$7.50 set; 20 Stop Stars, \$2.50 set; Brown Front Castings, complete set. Write for what you need.  
**G. N. Vending Company**  
 688 W. BROAD ST. COLUMBUS, OHIO

**ORDER NOW—Going Fast!**

Wurlitzer 600 Keyboard	\$310.00
Wurlitzer 850	650.00
Wurlitzer Victory Model '42	
600	495.00
Wurlitzer Victory Model '42	
500	525.00
Seeburg Classic	310.00
Mills Panoram	325.00
Mutoscope Drivemobile	319.50
Western Lab. Voice Recorder	250.00
Wurlitzer 24	195.00
Wurlitzer 500 Keyboard	350.00
Wurlitzer 800	575.00
Wurlitzer Counter Model 61	74.50
Wurlitzer 750—750E	595.00
Wurlitzer #320 Boxes	22.50
Seeburg Select-O-Matic Boxes	7.50
Seeburg Casino, Acme Remodeled	265.00
Seeburg Hi Tone 8800 RC	550.00
Seeburg Vogue	295.00
Keeney Air Raider	179.50
Keeney Submarine Gun	179.50
Western Baseball '39	67.50
Chicago Coin Hockey	189.50
Texas Leaguers, Deluxe	35.00
Wall-O-Matic Boxes (Seeburg)	35.00

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
**WHOLESALE ONLY!**  
**DAVE LOWY**  
 594 10TH AVENUE, NEW YORK CITY  
 Longacre 5-9495  
 "Let's Trade Together—  
 Even If It's Ideas"

# 4 BELL Specials

**1**

BALLY FAIRMONT	Write
Jockey Club	Write
Hawthornes	\$ 65.00
Sport Page	65.00
Mills 1-2-3	45.00
Groff. Sugar King	50.00
Bally Parlay	65.00
Rays Tracks	95.00
Rapid Fires	225.00
West. B. Balls	125.00

**3 ROCKOLA MONARCHS**  
 With Adaptors  
 \$175.00 Each

**2**

**HALF DOLLAR WAR EAGLES**  
 with Glitter Gold Fronts, 3-5 Payout, New Cabinet and Club Handle. Write for Prices.

**27 BUCKLEY WALL BOXES**  
 Old Style ..... \$ 5.00 Ea.  
 New Style..... 15.00 Ea.

**3**

Argentine	\$60.00
Belle Hop	55.00
Big Chief	45.00
Bowlaway	50.00
Broadcast	45.00
Champ	50.00
Flicker	45.00
Hi Dive	65.00
Hi Hat	50.00
Horoscope	50.00
Knockout	115.00
Majors '41	50.00
Metros	40.00
Playball	45.00
Short Stop	45.00

**4**

**BACKBOARD GLASSES FOR**

Sport King	\$12.50
Club Trophys	12.50
Thorbreds	12.50
Blue Grass	8.50
Sport Special	6.50
Grand Stand	5.00
War Admiral	7.50
Challenger	7.50
Fast Track	7.50
Pimlico	7.50
Race King	7.50
Dark Horse	8.50
Record Time	6.50
Sport Event	5.00

**BELL PRODUCTS CO.**  
 2646 W. NORTH AVE. CHICAGO 47, ILL.

**HERE YOU ARE**

For Immediate Delivery  
**RED, WHITE & BLUE TICKETS**  
 #1850—Singles ..... \$2.00 Per Bag  
 #2040—Singles ..... 2.40 Per Bag  
 (Gross Lots—\$2.00)  
 #2100—Singles ..... 2.50 Per Bag  
 (Gross Lots—\$2.00)  
 #2170—Singles ..... 2.60 Per Bag  
 (Gross Lots—\$2.00)  
 #2050 (Five in Bunch) ..... 2.25 Per Bag  
 (Gross Lots—\$1.95)  
**BINGO TICKETS**  
 #1000—On Stick ..... \$1.25 Per Set  
 (100 or More—\$1.10)  
 #1200—On Stick ..... 1.50 Per Set  
 (100 or More—\$1.35)  
 50 Seal Jackpot Bingo Cards @ 75¢ Each.  
 (100 or More—65¢)  
**COMBINATION TICKETS**  
 #1836—With 5¢ or 10¢ Label @ \$2.00 Per Bag  
 (Gross Lots—\$1.75)  
 #2280—With 5¢ or 10¢ Label @ 2.50 Per Bag  
 (Gross Lots—\$2.00)  
 50 Seal Jackpot Cards for 2280 Unit, 90¢ Each.  
 (Gross Lots—75¢)  
 #120—Ticket Tip Book (Five Fold),  
 \$25.50 Per Gross.  
 25% Deposit, Balance C.O.D.  
**WILNER SALES CO.**  
 P. O. BOX 613 MUNCIE, INDIANA

**SLOT MACHINES**

Thoroughly Reconditioned  
 Rebuffed and Repainted

Mills 10¢ Single J.P.	\$225.00
Mills 5¢ Skyscraper, 2-4	75.00
Mills 5¢ Skyscraper, 2-4	65.00
Mills 5¢ Dragon Head, 3-5	100.00
Mills 5¢ War Eagle	75.00
Mills 5¢ Extraordinary, 2-4	75.00
Mills 10¢ Extraordinary, 2-4	100.00
Mills 25¢ Extraordinary, 2-4	125.00
Mills 25¢ Cherry Bell	300.00
Jennings 5¢ Big Chief	125.00
Pace 5¢ All Star	65.00
Pace 50¢ All Stars	Write
Columbia	75.00
Columbia Chrome	100.00

We have some of each of above as well as many other items, but stock is constantly changing. Suggest that you wire deposit.  
 TERMS: 1/3 Deposit, Balance C. O. D.

**AUTOMATIC COIN MACHINE CORP.**  
 338 Chestnut St., SPRINGFIELD, MASS.  
 Phone 4-1109. Call Between 12 and 1  
 At Noon (E.W. Time)

**REAL BUYS**

READY FOR IMMEDIATE DELIVERY  
 COMMODORE YACHT CLUB  
 ROXY PROGRESS  
 UMP

AT \$15.00 EACH  
 PAN-AMERICANS \$27.50 EACH

**Broadway Sales Co.**  
 421 SOUTH BROADWAY  
 POPLAR BLUFF, MISSOURI  
 Phone 359

**GLOBE'S HIT PARADE**

**PIN-UP GIRL**  
 Die-Cut, Removable PIN-UP Picture  
**Profit \$23.46**

Another new "Glo-Board" creation in the modern manner! Banty-panty girl in stand-out mounting! Double stopper. Slot symbols, thick board, protected winners. 940 holes. Average profit \$23.48. Send for Now. Complete Illustrated Circular.

**PIN-UP GIRL**

**DIE-CUT GIRL MOUNTIE**

**MORE & MORE PROFITS IN '44**

**GLOBE PRINTING CO.** 1023-25-27 RACE STREET PHILADELPHIA, 7, PA.

**WE REPAIR and REBUILD**

**TEN-STRIKE • TEN-PINS**

DRAWER MECHANISMS AND SCORING UNITS  
 SEND THEM IN . . . ALL SERVICE GUARANTEED  
**WILL PAY CASH** for all types Coin-Operated Equipment. Send us your list.

**ACE COIN MACHINE COMPANY**  
 3715 SOUTHPORT AVE. PHONE: BITTerswest 4453 CHICAGO 13, ILL.

**JAR TICKETS**

Unsealed with gummed strips for easy sealing

1836	2280
\$10.00 Doz.	\$12.00 Doz.
9.50 Doz. 10 Doz. Lots	11.50 Doz. 10 Doz. Lots
9.00 Doz. 20 Doz. Lots	11.00 Doz. 20 Doz. Lots

Terms: 25% Deposit, Balance C. O. D.  
**MISSISSIPPI BROKERAGE HOUSE**  
 Box #102 Keokuk, Iowa

**REAL BUYS**  
 Ready for Immediate Delivery

3 JENNINGS 5c CHIEFS	\$ 99.50
1 JENN. 5c SILVER CHIEF, S.P.	169.50
1 JENN. 5c GOOSENECK	39.50
10 JENN. 5c TRIPLE JAK	69.50
2 PACE 10c BANTAM, J. P.	59.50
1 PACE 5c BANTAM, J. P.	49.50
1 PACE 1c BANTAM, J. P.	39.50
2 WATLING 5c ROLATOPS	89.50
2 MILLS 5c GOOSENECK, J. P.	39.50
2 MILLS 25c GOOSENECK, J.P.	79.50
1 MILLS 25c DICE MACHINE	149.50
6 MILLS 5c GREEN VEST PKTS.	42.50
3 MILLS 5c Q. T.'s	94.50
2 MILLS 10c Q. T.'s	139.50
2 MILLS 25c Q. T.'s, Gold Glittered	175.00
10 COLUMBIAS 5c G. AWARD	49.50
18 SHEFFLER LOBOY SCALES	69.50
2 MILLS LOBOY SCALES	69.50
1 WATLING SCALE	99.50

**PHONOGRAPHS**

2 WURLITZER VICTORY MODELS	\$475.00
8 MILLS THRONE OF MUSIC	245.00
1 SEEBURG MAYFAIR	265.00
1 MILLS DANCE MASTER	49.50
3 WUR. 12 RECORD	89.50
5 SEEBURG 12 RECORD	69.50
2 WUR. TWIN TWELVE ROLAWAYS, in Metal Ca., with Keeney Adapter	99.50
2 ROCK-OLA 12 RECORD	69.50
1 ROCK-OLA 16 RECORD	99.50
2 ROCK-OLA 20 RECORD	150.00

**THE SIMPLEX COMPANY**  
 204 Walton Bldg. Esplanade LEXINGTON 9, KY.

**FOR SALE!**

New #500 ABT Coin Chutes, 1c and 5c. Each . . . \$ 3.25  
 Bull Dog ABT Coin Chutes, 1c and 5c. Each . . . 2.75  
 ABT 2c Coin Chutes. Each 6.00  
 New 5 and 7-Wire Rubber Cable, Per Foot . . . .25  
 Direx Photomaton Paper, 1 1/2"x1,000', Per 1,000 Feet . . . . 22.50  
 1 Brandt Change-Maker, Reconditioned by Factory . . . . .185.00  
 35 Cases of Mutoscope Photo Frames — Best Offer Takes Them All.  
 2 Standard-Johnson Penny Counters. Each . . . .105.00  
 1/3 dep., balance C. O. D., F. O. B. New York.  
**PHIL GOULD**  
 710 AVENUE O BROOKLYN 30, N. Y. ESPLANADE 5-5338

**OLIVE'S SPECIALS THIS WEEK CONSOLES**

BAKER'S PACES (Daily Double) Serials 6818-6933-7841  
 1938 TRACKTIME . . . .  
 BONUS BELL, 5c . . . .  
 2 ORIGINAL CHROME VEST POCKET BELLS, Metered, 5c Play . . . .

**WRITE FOR PRICES**

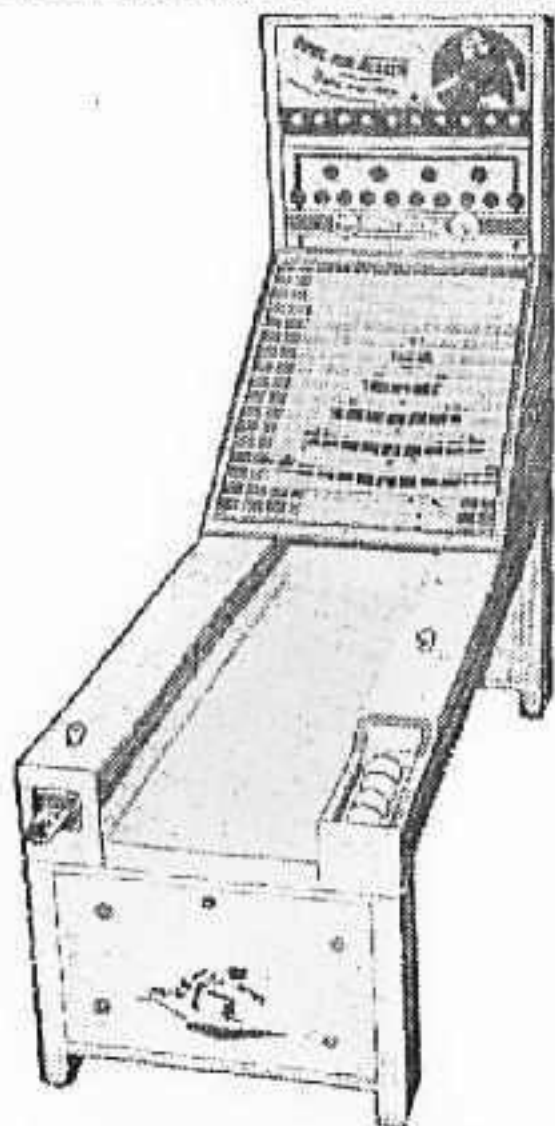
**WE WANT TO BUY 200 PIN BALL GAMES**  
 Send Us Your List and Prices.  
 Terms: 1/3 Dep. With Orders, Bal. C.O.D.  
**OLIVE NOVELTY CO.**  
 2625 LUCAS AVE. ST. LOUIS, MO. (Phone: Franklin 8620)

**GUNS FOR ARCADES**

"TRAP THE JAP," Munves' Chicken Sam Complete Conversion. It's entirely different in appearance. Doubles your play. Cabinet beautifully repainted. Mechanically it is a Chicken Sam factory overhauled—\$189.50.

"SHOOT THE CHUTES" (Parachute) .....\$150.00

**Ready for Immediate Delivery**



**DELUXE MODEL "MIDGET SKEE BALL" \$249.50**

1/3 deposit, balance C.O.D. F. O. B. New York.

Large Assortment of Guns, Baseballs, Fortune Telling, Athletic, Counter Games, etc. Complete Price List of Arcade Machines or Supplies on Request. Cards for Any Type of Card Vending Machine Always on Hand.

**MIKE MUNVES**

510-514 W. 34th St. NEW YORK (2 Blocks From Penn. Station)

**JUST OFF LOCATIONS**

The following equipment just off location and offered for sale at below Present Market Prices. All equipment exactly as taken from locations on March 12, 1944.

**CLOSE-BY OPERATORS**—It will pay you to come in and pick out the pieces that suit you and truck it away uncrated. Trucks available in the section for hauls within 600 miles, as orange season is closing. We can arrange for trucks at rates as low as crating and freight charges.

- 10 BAKERS PACERS, 30 odds, most of them less than year old; excellent condition .....\$300.00 each
- 5 EVANS LUCKY STARS, 1 year old .....\$160.00 each
- 12 KEENEY 5-CENT PLAY SUPER BELL, with fruit reels, used less than 9 months and good as new, convertible; Cash or Free Play .....\$250.00 each
- 8 JENNINGS BOB-TAIL, Free Play .....\$100.00 each
- 3 PACE REEL, Free Play (extra good) .....\$110.00 each
- 6 PACE REEL JR., Cash Payout .....\$110.00 Each
- 10 JENNINGS RED HEADS, Free Play, fruit reels (in excellent condition) .....\$ 75.00 each
- 1 WATLING BIG GAME, Free Play .....\$100.00 each
- 1 EVANS JUNGLE CAMP, Free Play .....\$ 75.00 each
- 1 MILLS JUMBO PARADE, Free Play .....\$ 85.00 each
- 1 KEENEY 9-Slot Coin Head Fast-Time, top glass cracked, \$ 75.00 each
- 1 EVANS DOMINO, good condition .....\$ 80.00 each
- 4 MILLS BLUE FRONT, 5-Cent Play 3-5's .....\$150.00 each
- 1 GROETCHEN SUGAR KING, Cash Payout .....\$ 50.00 each
- 4 BALLY 1-BALL DARK HORSE, with Base .....\$125.00 each
- 5 STEEL CABINET STANDS for Slots .....\$ 10.00 each
- 50 BRAND NEW A.B.T. COIN CHUTES to fit 5-Ball Pin Games .....\$ 5.00 each
- 10 SEEBURG SELECT-O-MATIC, three wire, Wall Boxes, in perfect condition .....\$250.00

80 PIN TABLES LATER MODELS 5-BALL FREE PLAY, all makes, such as Bally, Gottlieb, Exhibit, Chicago Coin, Keeney, Genco. Every one of these Pin Tables is in good condition. Will sell in lots of ten for

**\$40.00 each**

This is a Real Bargain.

WE HAVE THIRTY CANDY MACHINES, made by Stewart-McGuire and used only one season. These machines are absolutely in perfect condition, mechanical and in appearance, complete with stands and in different colors.

We offer the thirty machines with stands for a real bargain at

**\$1000.00 for the lot**

We urge you to come and look and pick your machines, but if unable to do so, send one-third deposit and shipping instructions. References: Dun and Bradstreet and First State Bank of Eustis, Florida.

**Duggan Music Company**  
MOUNT DORA, FLORIDA

**The trend is towards VICTORY IN '44**

No new games will be made for the duration, but you can keep your old games up to date with attractive and colorful

**VICTORY GAMES CONVERSIONS**

Only five minutes required to make these startling change-overs right on location. No skilled labor or tools required. No playing time lost.

Your Total Cost Only **\$9.50** F. O. B. Chicago, Ill. Per Game Is

and here is what you get—A NEWLY DESIGNED, MULTI-COLORED SCORE GLASS, a NEW SET of TWO-TONE, LARGE SIZE, ILLUSTRATED BUMPER CAPS made to fit small or large bumpers, and New Instructions and Score Cards.

Now Ready for Immediate Shipment—

BOMB THE AXIS RATS for Star Attraction  
KNOCK-OUT THE JAPS for Knock-Out  
SINK THE JAPS for Seven-Up  
SMACK THE JAPS for Ten Spot  
HIT THE JAPS for Gold Star

BOMBARDIER for Victory  
SLAP THE JAPS for Stratoliner  
WORLD SERIES for Seven-Up  
MISS AMERICA for All American

WRITE, WIRE OR PHONE YOUR ORDER TODAY.

**VICTORY GAMES, 2140-44 Southport Avenue, Chicago 14, Illinois**

America's foremost manufacturers of Pin Game Conversions  
Eastern Distributor: LEADER SALES CO., 131 N. Fifth Street, Reading, Penn.

**SALESBOARDS**

OUR PRICES REDUCED CONSIDERABLY—IMMEDIATE DELIVERIES

1000-Hole Jackpot Charley 30-Hole Jackpot, 25c. Thin \$1.25, Semi Thick \$1.40, Jumbo Thick \$1.65. 1000-Hole CHARLEY BOARD 25c. Thin 96c, Semi Thick \$1.16.

150-Hole 5c Cigarette Boards, 27 Pk., P. O. ....39c Each  
1000-Hole Nickel Special Cigarette Board .....86c Each

Lots of other BOARDS AT REAL LOW-DOWN PRICES.

WRITE FOR CATALOGUE

Deposit required with all orders

**A. N. S. CO.**

312 Carroll St.

Elmira, N. Y.

**ORIGINAL JAR-O'-DO RED, WHITE & 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**

Stapled in groups of five, 75c per set extra.

**JOHN GLASSPIEGEL CO.** 534 N. WATER STREET MILWAUKEE 2, WIS.

**CLEVELAND COIN**

**OFFERS:**

**MUSIC**

- 5 MILLS PANORAMS. Each ....\$350.00
- 3 Seeburg Classics. Each ..... 350.00
- 1 Seeburg Gem ..... 250.00
- 1 Seeburg 8800, ESRC ..... 575.00
- 1 Seeburg Major, ESRC ..... 425.00
- 1 Seeburg Colonel, ESRC ..... 425.00
- 1 Wurlitzer 71, with Stand .... 150.00
- 3 Wurlitzer 61's, without Stands. Each ..... 90.00
- 1 '40 Rock-Ola Super ..... 350.00
- 1 Rock-Ola Imperial 20 ..... 135.00
- 1 Rock-Ola Monarch, remod. . 150.00

**SLOTS**

- 6 5c Mills Brown Fronts, C.H., Ea. \$210.00
- 3 10c Mills Brown Fronts, C.H., Ea. 250.00
- 2 25c Mills Brown Fronts, C.H., Ea. 295.00
- 1 5c, 1 10c, 1 25c Mills Chrome Bells, 3/5 P.O., Hand Load Jackpots (as one set only), Ea. 400.00
- 1 Twin Nickel Bally Club Bell With Stand ..... 195.00
- 20 Mills Slot Box Stands, Newly Painted, Each ..... 18.00

**SPECIALS**  
2 WELLS-GARDNER VENDORS—Fully selective, completely refrigerated up to 12 selections, 8 case capacity, \$450.00 each or will accept SLOTS, CONSOLES, PHONOGRAPHS AND PIN TABLES IN TRADE.  
15 BEAN THE JAPS—Some new and some used, several Jap Face Conversions—\$75.00 new—\$65.00 used.

**PIN GAMES**

We have approximately 200 Pin Games, consisting of Ali Baba, Anabel, Bally Beauty, Bang, Barrage, Big Show, Bright Spot, Chief, Chubbie, Conquest, Contact, Cowboy, Davy Jones, Double Feature, Fantasy, Flagship, Fleet, 4-5-6, Hold Over, Jolly, Jumper, Lancer, Landslide, Lot-o-Fun, Lucky, O' Boy, Ocean Park, Pylon, Roxy, Scoop, Score Card, Speed Demon, Speedway, Sporty, Spottem, Super Charger, Super Six, Topper, Ump, Wow, Yacht Club. THESE GAMES HAVE BEEN OFF LOCATIONS OVER TWO YEARS AND ARE FOR SALE AS IS, BUT COMPLETE WITH ALL PARTS BUT NO GLASSES. WILL ACCEPT TOP CASH OFFER FOR THIS LOT, UNCRATED. F. O. B. HERE.

**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.

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 PROSPECT AVE., CLEVELAND 15, O.  
Phone: PProspect 6316-7

**WANTED**

**MILLS**

Brown Fronts, Cherry Bells; Green, Gold Copper and Original Chrome Bells in 5-10-25-50c play.

Mills Q. T.'s, 5 and 10c play; Vest Pockets, Blue and Gold and Chrome, 5c play.

When writing state quantity, model and serial number.

**VALLEY SPECIALTY COMPANY, INC.**  
1061 Joseph Ave. Rochester 5, N. Y.

**FOR GUARANTEED MILLS EQUIPMENT BAKER NOVELTY COMPANY**  
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

**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.

**WANT**

**WURLITZER 616s**



STATE PRICE, QUANTITY AND CONDITION IN FIRST LETTER

**ACME SALES CO.** 505 W. 42nd ST. NEW YORK 18, N.Y. LONGAGRE 3-4138

**WILL BUY**

ALL MODEL WURLITZER AND SEEBURG MUSIC MACHINES

ALSO

Any Amount Late Model Pinball Tables. Forward price and list in first letter. Late Model Machines Also For Sale.

**IDEAL MUSIC CO.**

620 Kansas Ave., Topeka, Kan. Phone 9661

**WANTED**

Skyfighters, Genco Play Ball, Drivemobiles, Bally Defender or Rapid Fire Guns, Arcade Machines. State best price and condition.

**PATERSON COIN MACHINE**  
209 Market St. PATERSON 1, N. J.

**WANTED**

MECHANIC for MUSIC ROUTE and MECHANIC for ARCADE. SUBMIT REFERENCES IN FIRST LETTER. Salary \$75.00 to \$100.00.

BOX D-102, The Billboard, Cincinnati 1, O.

Over 75,000 Now Giving Trouble-Free Service!



**IMP**  
BRAND NEW  
**\$9.90**  
WHILE THEY LAST!  
Regular Price \$12.50.

BRAND NEW  
Wings \$11.50 | Yankees \$11.50  
Cent a Pak 9.90  
Ten Strike, H.S., F.P. 275.00  
Ten Strike, H.S. 235.00

Liberty Bell, Floor Sample \$ 11.50  
Mercury, Floor Sample 11.50  
Zephyr 9.90  
Champion 14.90  
Rock-Ola World Series 79.50  
Ray-o-Lite 79.50  
Texas Leaguers 39.50  
Vitalizer 69.50  
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Note patented 7-pin Tumbler construction. Only the properly notched "Ace" ROUND Key will properly engage ALL 7 tumblers to open this "ACE" of all locks. Can be keyed alike. Remember—There's a Chicago Lock for Every Need—and ALL insure—"UTMOST Security." Write for catalog complete line.

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"THERE IS NO SUBSTITUTE FOR QUALITY"

5c BLUE FRONTS, over 400,000, orig., C. H. \$199.50  
10c BLUE FRONTS, over 400,000, orig., C. H. 239.50  
5c BROWN FRONTS, 3/5, A-1, C. H., knees. 249.50  
5c CHERRY BELLS, 3/10, P. O., knees, C. H. 249.50  
25c WAR EAGLES, 3/5 P. O., A-1, knees, C. H. 229.50  
5c CHROME BELLS, 2/5 or 3/5, P. O., same as new. Write  
5c & 10c JENNINGS CLUB CONSOLE CHIEFS, A-1, set. 500.00  
5c SILVER CHIEFS, refinished, A-1 189.50  
10c SILVER CHIEF, reconditioned, A-1 215.00  
5c JENNINGS RED SKIN CHIEFS 159.50  
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10c JENNINGS CHIEFS, 4-Star 169.50  
25c JENNINGS CHIEFS, 4-Star 189.50  
10c JENNINGS BROWN FRONT CHIEF 179.50  
5c GLITTER GOLD Q. T., like new 115.00  
1c Q. T. BLUE FRONT, A-1 49.50  
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2 DOUBLE SAFES, extra large, 2 doors 85.00  
3 DOUBLE SAFES, large, 1 door 75.00  
1 DOUBLE SAFE, stand, with back 49.50

**16 PANORAMS, late serials . \$379.50**

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2 FOUR BELLS, late serials, over 1800 Write  
1 TWO-WAY SUPER BELL, C. P., 5c-5c, like new \$399.50  
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10 SILVER MOON TOTALIZERS, F. P., like new 109.50  
5 WATLING BIG GAMES, C. P., like new 109.50  
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5 KENTUCKY CLUBS, A-1 89.50  
3 KEENEY 38 TRACK TIMES 129.50

NEW—BOWL-A-BOMB 9 FT. SKEE ROLL \$300.00

PARTS FOR SLOTS AND GUNS  
CLUB HANDLES \$ 5.00 GUN LAMPS \$1.39  
CLOCK GEARS 2.50 9 FT. GUN CABLE FOR RAY GUNS 2.25  
5c ESCALATORS 19.50 JACKPOT GLASSES, THICK .75

PIN BALLS  
A.B.C. BOWLER \$59.50 SCHOOL DAYS \$ 45.00 STAR ATTRACTION \$59.50  
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Operators \$ 295 1/3 deposit  
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Immediate Delivery  
Available 1c or 5c Play

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**AMUSEMENT MACHINES CO.**  
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AT NET PRICES

68R7	2A3	606	69J7	30	81
68K7	2A4	5U4	25Z6	32	41
2051	6L6	6U5	6J5	42	88
7879	6D6	8Q7	6F8	37	58
6N7	6C5	6R7	6F5	57	58
6L7	685	688	6A4	12S07	5Y4
6A6	3Q5	0Z4	26	27	

1 Bally Bull Ampl. \$50.00  
1 Rapid Fire Ampl. 75.00  
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Western Baseball Deluxe, P.O., Ea. 125.00  
Rock-Ola Commandos, Ea. 650.00  
Wurlitzer 24 In. '42 Victory Cab., Ea. 450.00  
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Bally Bowling Alleys, Like New 75.00  
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**BLUE GRASS, DARK HORSE AND SPORT SPECIAL**

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SHIP US YOUR OBSOLETE GAME TODAY!!

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**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
240	25c	SHORT & SWEET, JUMBO HOLES	\$30.10	\$2.25
240	50c	SHORT & SWEET, JUMBO HOLES	52.30	2.25
400	5c	LUCKY BUCKS, DEFINITE PROFIT	7.00	.85
720	5c	SEVEN-ELEVEN, DICE SYMBOLS	15.75	2.50
720	5c	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	5c	GET YOUR PIECE, THICK, PROT.	29.45	3.10
1200	5c	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5c	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.00
1200	25c	HAPPY CHARLEY, THICK, PROT.	77.00	3.00
1200	25c	TEXAS CHARLEY, THICK, PROT.	102.28	3.00
1500	25c	KEEP PITCHING, Thick, Prot., Jumbo Holes	119.00	4.80

WRITE FOR OUR LATEST PRICE LIST  
Large Stock Plain, Tip, Definite, Jackpot, Boards and all kinds of Cigarette Boards, 1c, 2c or 5c. Stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA**

**REAL BUYS**

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5 DuGranter 11 Col. Champions \$102.50  
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2 U-Need-a-Pak, 15 Col., 1940 Model, Perfect 62.50  
4 U-Need-a-Pak 500, 15 Col., Floor Samples 122.50  
All Above Machines Will Take 1c or 2c.

1-BALL FREE PLAYS  
Mills 1-2-3, 1940 Model \$75.00  
Mills 1-2-3, 1939 Model 39.50  
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5-BALL FREE PLAY  
1 Flagship \$32.50 1 Metro \$37.50  
1 Speed Ball 42.50 1 Playball 39.50  
1 Dixie 29.50 1 Star Attraction 49.50  
1 Dude Ranch 29.50

ARCADE  
1 Genco Play Ball of 1942 \$102.50  
1 Bang-a-Deer (\$6.50 Extra for Orotting) 35.00

COUNTER GAMES  
50 Imp \$9.95

All Machines are A-1 condition and on hand for immediate shipment. Satisfaction or money back. One-third deposit, balance C. O. D.

**Meyers Coin Machine Co.**  
232 WATER ST. BARABOO, WIS.  
Phone 424

**PROJECTOR LAMPS**  
500 WATT  
500 HOUR  
GUARANTEE  
**\$8.00 EACH**

**Mitchell Novelty Co.**  
1629 W. Mitchell St.  
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**SHOP MECHANICS**

For repair and reconditioning department of Seeburg distributor. Must be thoroughly experienced on Seeburg wireless and other music, capable of overhauling and trouble shooting and must fully understand Amplifiers, Wall Boxes, etc. Also Pin Balls, Consoles, etc. Can use only good men who really know this equipment. Excellent salary, permanent connection and real opportunity now and after the war. Write fully, giving details of experience; also age, marital and draft status, etc.

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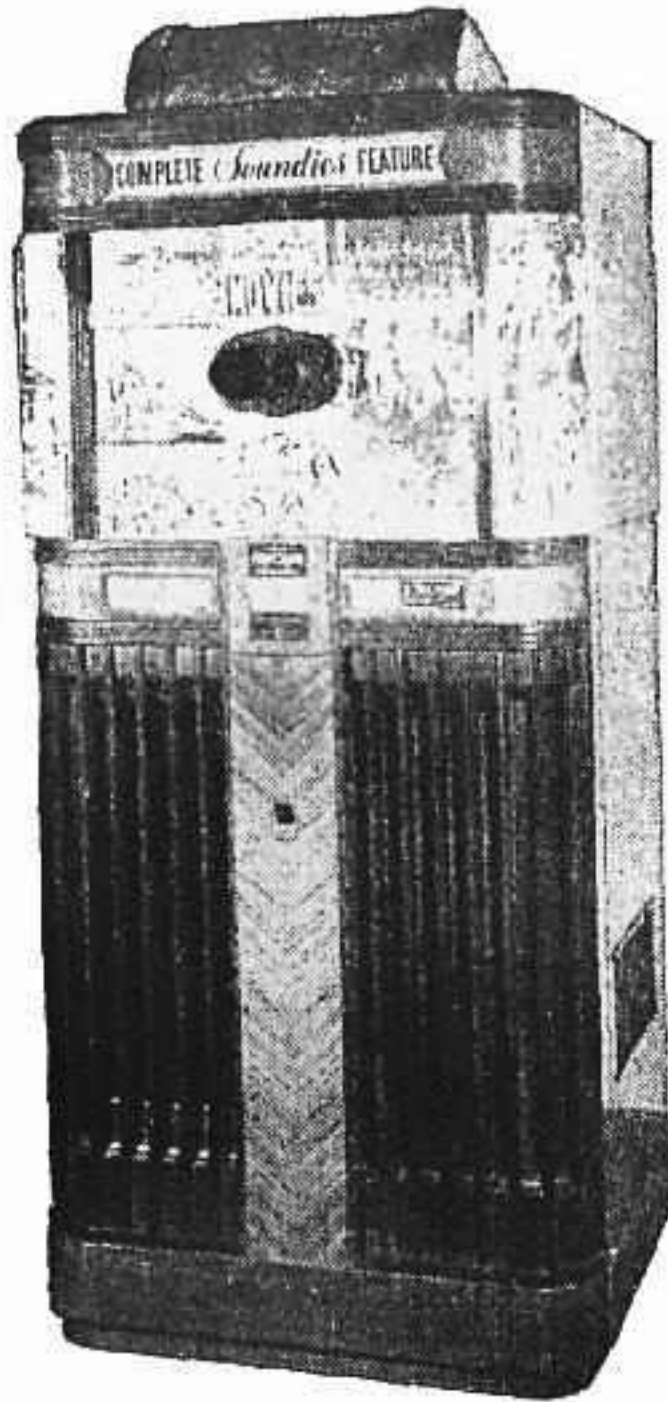
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Universal's Original Jan-O-Do Red, White and Blue Tickets. We do not carry substitutes. This is your assurance of getting what you order. Price? We are not going to be undersold. This is your assurance of getting lowest prices.  
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"NEBRASKA'S LARGEST DISTRIBUTOR"

**WANTED FOR CASH**  
**Genco BANK-ROLLS**  
With all parts intact. Must be in good working condition. Can use unlimited quantities. State lowest cash price.  
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Complete PANORAM MACHINE Converted



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**WRITE FOR COMPLETE DETAILS!**

**GEORGE PONSER COMPANY**

763 South 18th Street

Newark, N. J.

## Voice Recorders And Guns Added To Balto Spots

BALTIMORE, April 1.—In an effort to offer patrons a more diversified line of equipment with which they can demonstrate their skill, local arcade operators are installing additional equipment, including rifle ranges for real and electric guns and record-making booths.

Increase of electric shooting ranges indicates that more arcade operators are recognizing their high monetary returns. It is recalled that in a recent survey of arcades the larger establishments revealed their shooting ranges were producing greatest revenue. This revelation has made an impression on other arcade operators, and they have initiated steps to cash in on such activities. One of the arcade operators who installed electric gun machines had never before had a shooting range, and the installation has also resulted in the opening of a shooting gallery. In addition, this operator has installed a more diversified line of guns to supplement its shooting gallery operation.

Other arcade operators who heretofore have not given much attention to shooting gallery activities have installed electric guns.

### Heavy Servicemen Patronage

The shell situation has been an important factor in prompting operators to resort to electric ranges. Servicemen, on leave from near-by camps, heavily patronize the shooting galleries.

All in all, shooting galleries are becoming more important in arcade activities and loom as potential factors in post-war operations in the arcade field.

### Voice Recorders Booth

Voice-recording booth installations are receiving much more attention in arcade activities than heretofore. Since the opening of a voice-recording booth in one arcade, a few months ago, substantial servicemen patronage has been enjoyed, as many servicemen, away from home, wished to send their friends, their families or their girl friends a message via records. Dozens of them appear at a time at these booths, sending recordings en masse or individually.

Another popular type of equipment with servicemen in the arcades is photo booths. Some arcades have two photo booths here.

## JAY SALES

### OFFERS:

FREE PLAY PIN GAMES	
All American	\$27.50
Argentine	59.50
Avalon	20.00
Bally Beauty	18.00
Big Chief	34.50
Big Show	27.50
Big Town	22.50
Bordertown	27.50
Box Score	18.50
Chubbie	19.50
Contact	19.50
Cowboy	29.50
Drum Majors	19.50
Flicker	39.50
Golden Gate	18.50
Paradise	44.50
Bang	18.50
Dixie	35.50
Formation	38.50
Yacht Club	26.50
Gun Club	\$65.00
Hit the Jap.	69.50
Home Run '40	35.00
Jolly	27.50
Klick	19.50
Majors '40	29.50
Majors '41	44.50
Metro	34.50
1-2-3, '39	32.50
Play Ball	42.50
Score-A-Line	37.50
Sky Ray	35.00
South Paw	62.50
Stop & Go	19.50
Thriller	19.50
Punch	18.50
A.B.C. Bowler	52.50
Four Roses	50.00
Fox Hunt	36.50
Line Up	32.50

MUSIC	
Wurlitzer 616	\$75.00
Wurlitzer 412	50.00
Wurlitzer 61, Counter Model	75.00
950 Wurlitzer	675.00
41 Wurlitzer With Stand	110.00
Rock-Ola Commando	650.00

ARCADE	
Evans Ten Striko, L.D.	\$37.50
Evans Ten Strike, H.D.	57.50

CONSOLES	
Bobtail Totalizer, F.P.	\$102.50
Jockey Club, Payout Model	87.50
Tanforan, Payout Model	25.00

SLOTS	
5c Pace Kitty Side Vender	\$90.00
5c Mills Q.T., Fruit Reels	72.50
10c Mills Q.T.	82.50
5c Mills Q.T., Free Play	62.50
5c Mills Gooseneck, F.V.	32.50
5c Jennings Gooseneck, F.V.	25.00
5c Pace Comet, F.V.	55.50
5c Columbia Fruit Reels	55.00
25c Jennings Golf Ball, F.V.	110.50

All Machines Completely Checked, Clean and Ready for Operation.

Terms: 1/2 Deposit With All Orders, Balance C. O. D.

## JAY SALES CO.

41 South Main Street, Haverhill, Mass.

## SIMON SALES

**Gun Lamps for Seeburg & Bally Ray Guns, 95c ea.**

**ATTENTION! DIRECT OPERATORS**

FOR SALE—Combination Hand-Operated Camera, solid walnut cabinet, 1 1/2" (sold 4 for 25c). 3 1/2" (post card size, sold at 50c each). Consists of 6 different backgrounds, Cooper Hewitt Lighting and Photo Flood Reflectors; \$1,500 all inclusive.

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We Manufacture a Complete Line  
 RED, WHITE AND BLUE, COMBINATION, AND BINGO TICKETS

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## WANTED TO BUY—BALLY ONE BALL FREE PLAY

Sport Special...\$100.00	Blue Grass....\$125.00	'41 Derby.....\$275.00
Sport Event....\$100.00	Record Time...\$ 80.00	Longacres ....\$400.00
Dark Horse ...\$125.00	Club Trophy...\$250.00	Pimlico .....\$275.00

ALL 5 BALL GAMES OR COMPLETE ROUTES

ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.

## WANTED TO BUY

MILLS ESCALATOR TYPE SLOTS—All types and all coin denominations. Give Serial Number and Best Price in First Letter.

**JONES SALES COMPANY**

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31-33-35 MOORE ST., BRISTOL, VA.-TENN.

## SAVE MONEY

Get in touch with us for EXPERT REPAIR SERVICE. Send in your old run-down Slots and we will send them back to you completely refinished and mechanically perfect. All work done by real FACTORY mechanics. Nominal charge.

### MILLS PARTS

Real Stripe (Set of 3)	\$1.00	Club Handles	\$4.25
Main Clock Gears (with Dogs & Rivets)	3.25	Jackpot Glass	1.25

**SOUTHWEST AMUSEMENT COMPANY**

1712 FIELD STREET

DALLAS, TEXAS

## DON'T WAIT! Order Now!

### AEROPPOINT NEEDLES

1 to 10	\$.50 Ea.
11 to 99	.46 Ea.
100 to 999	.45 Ea.
1,000 or more	.41 Ea.

2 Wire Rubber and Silk Covered #18 Copper Wire, \$25.00 per Thousand Feet. Single Shielded Wire, Extra Fine Quality, 8c Per Foot. Extra Heavy Duty Reinforced Rubber Covered 3 Wire #18 Copper, Excellent for 3 Wire Boxes, Water Proof and Pinch Proof, 14c Per Foot. Same As Above But Medium Duty, 11c Per Foot. #18 Single Copper Heavy Insulated Rubber and Cotton Covered, 1 1/4c Per Foot.

Minimum orders—250 feet per item

WE HAVE NEW RECORDS—SEND FOR OUR LIST!

## GAY AMUSEMENT COMPANY

1130 St. George Ave.  
 Linden, N. J.

## QUALITY GAMES—BARGAIN PRICES

### READY FOR LOCATION

GRAND CANYON (New)	\$194.50	STRATOLINER	\$37.50
STREAMLINER (New)	194.50	SPORTS PARADE	37.50
ARIZONA (New)	194.50	PAN AMERICAN	37.50
AIR CIRCUS	104.50	BROADCAST	27.50
KNOCKOUT	97.50	POLO	32.50
DO-RE-MI	69.50	SALUTE	24.50
SUNBEAM	69.50	BIG LEAGUE	17.50
LEADER	40.00	WURLITZER #61	72.50
SEVEN UP	47.50	MARVELS, 1c	12.50
ABC BOWLER	37.50	MARVELS, Non-Coin	22.50

We Will Pay \$325.00 for Seeburg Envoy, ESRC.  
 TERMS: 1/2 Deposit, Balance C. O. D. — PHONE: Linden 8157  
**THOMPSON MUSIC COMPANY, 3214 McClure Avenue, Pittsburgh 12, Pennsylvania**

## Mother's Day Specials!! Write for Illustrated Circular

### CEDAR CHESTS WITH MIRRORS VANITY CHESTS

STUFFED FRUITS—CHOCOLATES—CANDY DEALS

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**MILLS 5c, 10c, 25c SLOTS FOR IMMEDIATE DELIVERY**

- 3 MILLS 25c GOLD CHROMES, 2-5
- 4 MILLS 25c BROWN FRONTS, Drillproof, C.H., Knee Action
- 3 MILLS 10c BROWN FRONTS, Drillproof, C.H., Knee Action
- 5 MILLS 5c BROWN FRONTS, 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
- 12 MILLS JUMBO PARADES, F. P.
- 3 MILLS 5c GOLD Q. T.
- 2 MILLS 5c BLUE Q. T.
- 3 MILLS 5c Q. T.'s
- 5 MILLS 10c Q. T.'s
- 6 25c GOLD GLITTERED Q. T.'s
- 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.

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SPORTSMAN, SIMILAR TO THOROBRED... 595.00

INVASION! LATEST 5-BALL CONVERSION! PRICE \$165.00

SPECIAL! NEW SUPREME GUN. PRICE \$330.00

**ARCADE EQUIPMENT—GUNS—MISCELLANEOUS**

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|---|--|
| 1 MUTO. CARD VENDER, 2c CHUTES... \$54.50 | GOTT. 3-WAY GRIPPER ..... \$ 17.50     |
| ANTI-AIRCRAFT ..... 79.50                 | TEN STRIKE—Hi Dial ..... 69.50         |
| EXH. RACER, Perfect ..... 119.50          | EXH. ROTARY, Pusher ..... 195.00       |
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| 5c AMERICAN EAGLES ..... 17.50            | MT. CLIMBER—GROETCHEN, A-1.. 159.50    |
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WE REPAIR 1 BALL & 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

**SLOTS — ONE BALLS — CONSOLES**

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| SUPER BELL, 3-5c, 1-25c.....\$695.00 | 5c COLUMBIA CIG. REELS.....\$ 49.50 |
| LATEST JENN. GOLPAROLA..... 124.50   | 1940 1-2-3 F. P..... 94.50          |
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| 1941 BANGTAILS, Jack Pot..... 475.00 | JENN. BOBTAILS, C. P. O..... 119.50 |
| EX. RACES—7 Coin Console..... 79.50  | KEENEY CONTEST ..... 125.00         |
| RECORD TIMES..... 165.00             | KEENEY POT SHOT, F. P..... 54.50    |

**WANTED TO BUY**

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| Knock Out ..... \$ 90.00   | Gott. Liberty ..... \$110.00 | Bally Club Trophy... \$250.00 |
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| Four Aces ..... 75.00      | Bally Sport Special.. 100.00 | Bally Long Shot... 225.00     |
| 5-10-20 ..... 90.00        | Bally Dark Horse... 110.00   | Bally Kentucky ..... 250.00   |
| Bally Blue Grass... 120.00 | Bally Jockey Club... 350.00  | Bally Turf King... 425.00     |

Will Pay \$50.00 for Exh. West Wind, Sun Beam, Do-Re-Mi, Stars and Double Play. Send List of All Other Games and Arcade Equipment You Have To Sell. Cash Waiting!

SEND FULL CASH FOR ORDERS UNDER \$25.00.  
ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

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There is no substitute for Quality  
Quality Products Will Last for the Duration  
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CHICAGO

**MINIATURE BULBS FOR GAMES AND WALL BOXES**

Lamp No.	Volts	C.P. or Amp.	Base	Price 10	Price 100
99	9.9	.30 amp.	screw	.75	6.50
1453	12	.25 amp.	scfrew	.55	4.50
1454	14	.25 amp.	screw	.55	4.50
1455	18	.25 amp.	screw	.50	4.50
1457	20	.25 amp.	screw	.75	6.50
87	6-8	15 c. p.	S. C.	.90	6.50
88	6-8	15 c. p.	D. C.	1.00	6.50
1129	6-8	21 c. p.	S. C.	1.25	11.85
1130	6-8	21 c. p.	D. C.	1.50	14.25
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Gottlieb Three-Way Grippers . . . . .	22.50	Keeney Air Raider . . . . .	230.00
Chicken Sam—Hitler Conversion . . . . .	158.50	Supreme Tokyo Gun . . . . .	330.00
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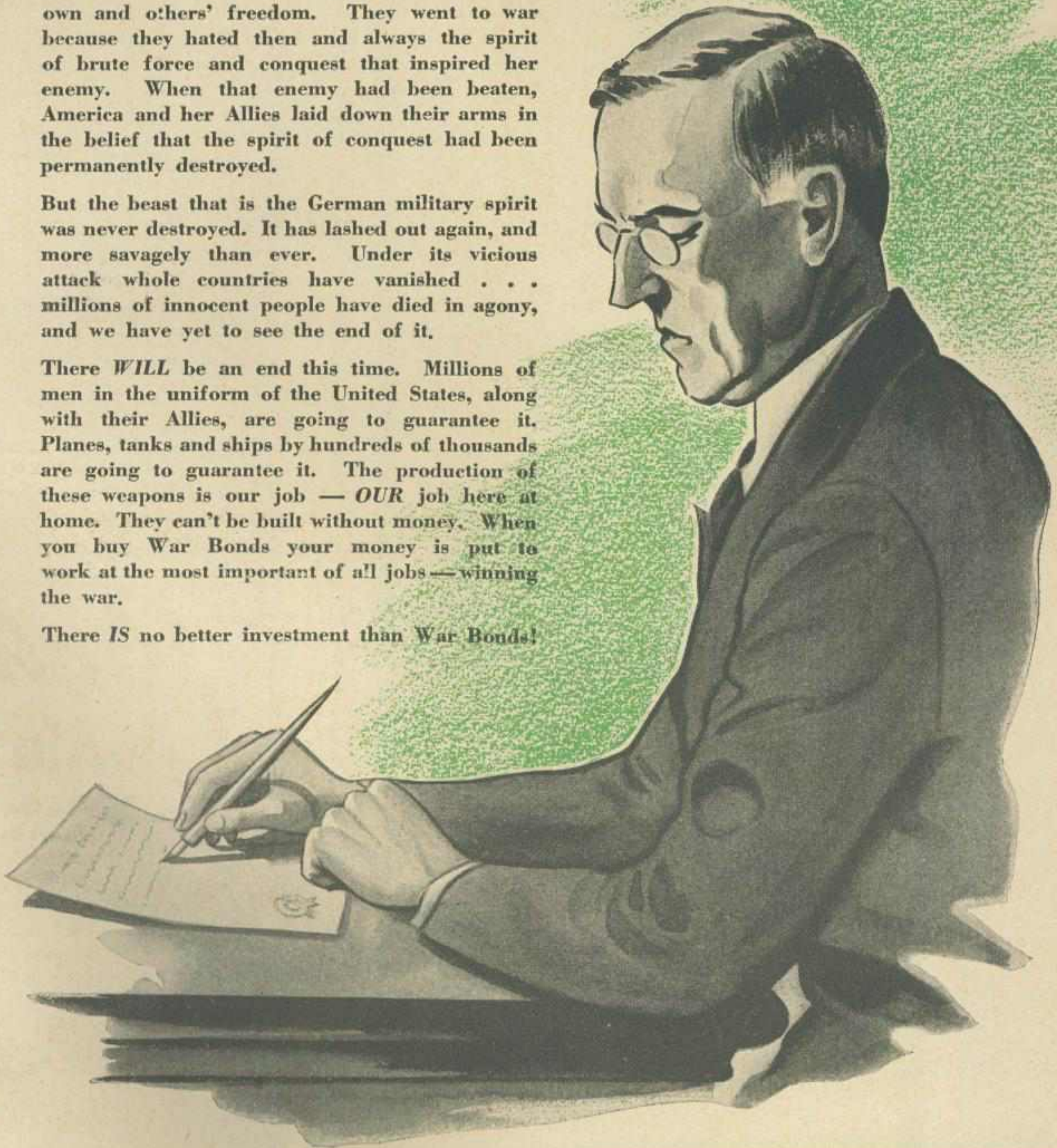
**O**N THE 4th of April, 1917, the United States Senate passed a resolution. Two days later the House of Representatives approved it, President Wilson signed it, and the United States was at war with Germany.

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