

The Billboard

JANUARY 6, 1945

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

MUSIC

DISKS THAT SPUN AND SOLD IN '44



SMILEY BURNETTE

"... Most city audiences were once from the sticks"
(See page 4)

GENERAL NEWS

Talent Agencies Expand—
Getting Ready For the Day

RADIO

Ratings in One-Syllable Words
—Or What Makes Hoopers Tick

GENERAL NEWS

SHOWBIZ ON NAZI FRONT



CMAC *Financing*



JACK SPRAT TO COIN MACHINE MANUFACTURERS AND DISTRIBUTORS

ONE of the earliest examples of team work on record was the Sprat family. Jack could eat no fat; his wife could eat no lean. Between them they licked the platter clean.

Coin Machine manufacturers and distributors will find CMAC Financing equally effective as an ally in cleaning up profitable postwar markets.

CMAC Financing releases manufacturer's capital from the lean-profit job of carrying installment paper for the fatter profits accruing from concentration on designing, building and promoting postwar products. Likewise, it will enable distributors to buy and sell the increased volume turned out by the manufacturer.

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Coin Machine Acceptance Corporation
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A SPECIALIZED CREDIT AND FINANCING AGENCY FOR MANUFACTURERS AND DISTRIBUTORS OF COIN OPERATED MACHINES

Agencies Prepping for That Day

Chi RMC To Place Spot Controversy Under Microscope

CHICAGO, Dec. 30.—Harlow Roberts, president of the Chicago Radio Management Club, this week said that he and the trustees of the club undoubtedly will appoint a committee to make a study of the recent spot announcement controversy. The group will try to find out what is wrong with the spots. How they can be improved, how better programing may be accomplished and how the entire controversy can be worked out to the mutual satisfaction of the advertising agencies, sponsors, nets and stations.

Roberts said that the committee would be appointed from the ranks of the RMC. One of its objectives will be an "attempt to take the smoke out of the atmosphere" of the spot announcement fight and get down to the facts that will reveal who wants what.

Some people in radio row here have complained that too much attention has been given to the controversy by one station (WWJ) and that the true picture as yet hasn't been unveiled. This unveiling the committee hopes to do.

After the committee has assembled its facts the RMC officials will submit them in the form of a suggesting report to the American Association of Advertising Agencies, Association of National Advertisers and National Association of Broadcasters. These orgs, it is hoped, will get together to set up some type of standardization and programing rules for spots. The same procedure was followed by the RMC when it made its suggestions concerning station-coverage measurement, which recently were accepted as a standard by the industry.

N. Y. Going to Work on Legit Ticket Brokers

NEW YORK, Dec. 30.—Legit brokers got the first jab of a two-pronged headache this week when License Commissioner Paul Moss announced Thursday (28) that he would soon order theaters housing hits to stop selling tickets to brokers. Moss said that the new rule will be of great help to theatergoers in facilitating the purchase of tickets directly from the box office or by mail. If Moss enforces his order the brokers will probably start the legal ball rolling to the courts.

The other setback to the brokers also came on Thursday in a Supreme Court denial of a motion by Leblang-Gray's, 51 years in the ticket biz, to compel Moss to rescind his suspension of its license.

The Leblang-Gray license was suspended July 16, following testimony of an agent for a downtown bank. The agent claimed that Jerry Sheehan, employed by Leblang for the past 17 years, extracted cash overcharges three or four times a week for several months.

Altho denying Leblang's motion, Justice Frankenthaler stated, "So narrow and close was the issue on which the finding of Sheehan's guilt was made, that under the circumstances a trier of facts might well hesitate to use that finding as a premise of guilt on the part of Sheehan's employers (Leblang's)."

Jermy GAC San Fran Mgr.

SAN FRANCISCO, Dec. 30.—Alfred L. Jermy, head of the local office of Don Sears Advertising Agency, will manage General Amusement Corporation in this area.

Nine-Man Musical Battery for State Dep't L. A. Flack

WASHINGTON, Dec. 30.—Appointment of a nine-member Advisory Music Committee to aid the State Department in bettering U. S.-Latin American cultural relations in '45 was made by President Roosevelt Wednesday (27).

Extent of committee's authority and finances is still to be determined by State Department, but information here is that members will only dole out advice to department's "Division of Cultural Co-Operation."

Named to the music committee are: Clifford V. Buttleman, executive secretary, Music Educators' National Conference, Chicago; Gilbert Chase, supervisor of music, NBC University of the Air, New York; Olin Downes, music critic, *The New York Times*; Nathaniel W. Finston, director of music department, MGM; Howard Hanson, director, Eastman School of Music; Melville Herskovitz, professor of anthropology, Northwestern University, Evanston, Ill.; Nelson M. Jansky, C. C. Birchard & Company, Boston; John G. Paine, American Society of Composers, Authors and Publishers, New York, and Olga Samaroff, New York.

Eversharp Rejects Orson Welles Show

NEW YORK, Dec. 30.—That high-cost Orson Welles show, plans for which were reported in *The Billboard* several weeks ago, has been turned down by Eversharp because proper use was not being made of the material, according to the trade. It is understood that the show will be offered to Cresta Blanca by Welles' agency, the William Morris Office.

All Looking Toward Tele

Large and small offices will be diversified, many starting on it now

By Paul Ross

NEW YORK, Dec. 30.—When that happy day—the end of the war—rolls around, all the large agencies and plenty of the smaller ones will be "Little MCA's" and "Little William Morris's" outfits with anywhere from a finger to a department in many different phases of showbiz.

From present indications, the agency of the post-war period will be a diversified organization, active in everything from words to flesh.

The day of the specialized agency—for example, the strict band firm or the strict act office—will pretty well be finished. Naturally, there will always be specialists, but the agency which is eager to milk the big, fat profit cow in the entertainment biz will have a whole set of attachments, departments and men to do the milking—and the more hands the bigger the yield.

All-Around

All-around outfits, in the post-war period, are simply the logical conclusion of the inter-dependence, both financially and artistically, of the various forms of showbiz today. What will happen post-war is that other offices will follow the path blazed by big-time, big-profit outfits like MCA and William Morris to take advantage of the fact that an attraction worth its salt is useful in more than one medium.

Nor is this post-war stuff merely wishful thinking among the talent offices. (See Agencies Ready on page 25)

Chi Brown Derby Relit, Apparently With Same Owner

CHICAGO, Dec. 30.—The reopening this week of the Brown Derby niterly in Chicago's Loop, has the boys on the inside talking plenty and doing some interesting speculation. Question is how the spot was allowed to reopen under apparently the same management and ownership it had in November, when its license was revoked by Mayor Edward J. Kelly after an investigation conducted by Virgil W. Peterson, operating head of the Chicago Crime Commission.

In November, the Brown Derby's license was revoked because the Crime Commission charged that altho its license was issued to August Rinelli, spot really was owned by Sam Rinelli, alias Sam Reynolds, who, according to the commission, was not suited to run a night club because he had been jailed in the past for violation of the Prohibition Act.

Same Owner Listed

When the spot reopened this week, the license was again issued in the name of August Rinelli, and the trade is speculating as to whether or not Sam is the actual owner and operator again. Calls to the Brown Derby result in the response that Sam Rinelli "is not here."

So far, the niterly is operating on a day-to-day act policy, with none yet being booked in for a long run. Bert Gervis is booking musicians, and Paul Saunders booking acts.

SHOWBIZ ON NAZI FRONT

Pamperings No Go Here

Entertainers aren't always sensational but CSI McHugh unit slays 'em

By Lou Frankel (Whose Weekly Commentaries Are Heard Over WNEW and Other Stations)

WITH THE U. S. NINTH ARMY SOMEWHERE IN GERMANY, Dec. 20.—Showbiz as it operates here, right smack up in the action areas, is nothing like we think it. Neither, for that matter, is USO-CSI up here anythink like it is back home or even in London. At home and in the United Kingdom there is too much temperament and too many personal cross currents. Up here, the No. 1 priority is held by the audience—the G.I.'s and the troupes forget to pamper their personal idiosyncrasies.

Cold Facts For example, Frank McHugh, Mary Brian, June Clyde (*Banjo Eyes* musical

in New York), Charlotte Greer (Universal starlet), Enid Noble (acro-contortionist) and Eddie Eisman (CSI pianist) comprise a unit playing these areas. When they go on they really give. This afternoon, they were out in the field playing in a cold theater which had a roof torn up by shellfire. This evening they were farther back but still within rifle range doing a show in what was once the theater of a seminary. Here the fittings were more lush but there was no heat and the modern plumbing just didn't work. The latrine was out in the rear and the hot water for washing came in galvanized cans.

McHugh Emsees

They did have lights, a G.I. ork—and good, too—and a packed house of G.I.'s who soon warmed up the theater. McHugh opened the show with comedy patter. He's an old legit man, knows his

way about a stage and knows his G.I. audiences. This being his second overseas trip for Camp Shows, that's not remarkable. But his ability, as emcee, to keep the unit together was something unusual for a guy who's been before the cameras so long.

His material, and that of the others, was right down where the troops like and want it. And anyone who's ever heard them howl with laughter will never draw the blue pencil. At home we might think that "Not all girls neck in cars. Yeah, I know the woods are full of them" is gamey or corny. Here it's a wow.

Greer B. O. With G.I.'s

Likewise, we'd think Charlotte Greer was a strictly good-looker, sans talent, when she went into a simple tap routine. But here the G.I.'s were interested only (See Pampering No Go on page 33)

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Caruso Jr. Trying 'Pop' Field & Skeds Musical Legit Bow

NEW YORK, Dec. 30.—Son of late Enrico Caruso, guy with same handle only a Jr. attached, is now out as a pop singer, handled by General Amusement Corporation. Mr. C. does pop ballads, light opera, and is set for nitery tour. He opens at Buffalo's Town Barn January 8, in a break-in tour.

Goes from there to other niteries thru-out the country. He did two weeks at Kitty Davis's spot in Miami Beach in the beginning of December.

SMILEY BURNETTE

The "Old Frog," as the Juves Call Him

THE "Old Frog," as the juves call Smiley Burnette, is perfect proof that cowbilly has a universal appeal, and that mountain music or stuff that sings on the plains is just as commercial on the Main Stem as it is out where the wide open spaces beckon.

Yes, Smiley Burnette knows how to heckle the "little dogies" that are born and bred on or off Broadway, just as he knows that hecklers are things that laughs are made of.

He never misses a plug point for the comedy cowhand. You'll find him turning the pancakes in a broadcast studio while the regular disk jockey sits and watches, just as often as you'll find him the guest of honor in a swank home that never smelled that ranch-house odor.

And what he does is Smiley's. Recently he disked over a hundred numbers on e. t.'s—and they were all Burnette originals.

There's just one Burnette and he proceeds on the basis that no one was born in the city—they all came from the sticks, which must be darned near correct—it's paying off at the Burnette box offices.

Trammell and Kobak Predict Radio's Outlook for 1945

Forecast for Radio in 1945

By Niles Trammell, President, National Broadcasting Company
(Special to The Billboard)

Radio broadcasting in 1945 will continue to meet its responsibilities in the nation's war effort, both in reporting important war events as they occur and in morale building on the home front. That coverage of the momentous V-E Day will be included in these assignments, is our most earnest wish for the new year.

On the business front, the nation's leading advertisers continue to support without cessation the imposing array of radio programs which bring entertainment, information and inspiration not only to people at home, but also to men and women in uniform all over the world.

American broadcasters in 1945 will exert every effort to render all possible service to the public, government, and American industry and commerce.

Camden, Ark., Auditorium Leased by Malco Theaters

CAMDEN, Ark., Dec. 30.—Local Municipal Auditorium, built several years ago with a bond issue and PWA aid, was leased last week by Camden City Council to Malco Theaters, Inc., for six months.

Auditorium will be used in conjunction with the city's other three theaters, also operated by Malco.

Road shows and motion pictures will be included in the attractions to be presented every night, except two, each month. The city has reserved the two nights not under contract for bond sales, benefits and similar affairs. The rental fee is 12½ per cent of the gross receipts or a minimum of \$300 monthly. The lessee is to stand all expenses.

Forecast for Radio in 1945

By Edgar Kobak, President, Mutual Broadcasting Company
(Special to The Billboard)

In 1945 the radio industry will continue to serve the American people with the programs and services that have made it a tremendous force in our culture when at peace, and a contributing factor to our eventual victory in war. Like all other phases of our life, radio owes its greatest debt to the men and women of the armed services, for it has been by their sacrifices that we have been able to exist as a free nation. We will continue to back them up with everything we've got.

And when they return, no matter when victory comes, radio will have to help re-educate and to serve them. I think that if we re-examine our public service structure and learn how to educate with discipline as well as with entertainment, we will fill that duty as well.

There may be some slight advertising retrenchment in 1945, but I have enough confidence in our country to know that business will pick up once again.

The Mutual Broadcasting System will continue to "make haste slowly." Our first task is to build our network and then to sell it. I think that we'll be able to do the first and get started on the second in 1945.

Opera in Nitery -- And It's Colosimo's! What'll Be Next?

CHICAGO, Dec. 30.—One of the strangest night club shows to hit this town in many a month opened this week at Colosimo's Restaurant. The show, featuring some of the top-notch names in music circles, consists of grand opera productions presented with all the scenery, lighting and costuming of the Met and is particularly interesting because Colosimo's for years has been the home of some of the hottest strip acts in the business.

In an effort to give his South Wabash Avenue spot class found in no other night spot here, Mike Potson, owner, booked a talent that is rumored to cost him thousands weekly. For his two hours-a-half show he got people from the Chicago Opera Company. William Pantozzi, Chi Opera director, was booked to conduct the orchestra. Mary Lencioni, Alma Parelli, Barbara Russell, Vera Jeske, Dorothy Linden, Jose Crispea, George Weber, Robert Farrall and Phillip Rojstapanoss—opera singers all—were also given roles. For his ballerina he even went so far as to bring in Velma Montoya, who had been doing concert work in New York.

All the booking is being done thru Jack Block and Morty Hyman, and the show will run for at least six weeks, longer if the white-tie-and-tails crowd that has been coming in for the first few nights continue to lay the dough on the line.



<p>STOCK TICKETS</p> <p>One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00</p> <p>ROLLS 2,000 EACH. Double Coupons. Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt., 1x2".</p>	<p>"Faith in the Honesty and Common Sense of the People."—Jefferson.</p> <p>THE TICKETS</p> <p>Manufactured by THE TOLEDO TICKET COMPANY Toledo (The Ticket City) 2, Ohio</p> <p>ARE CORRECT</p>	<p>SPECIAL PRINTED</p> <p>Cash with Order. Prices:</p> <p>2,000 \$4.20 4,000 4.80 6,000 5.87 8,000 6.91 10,000 7.15 30,000 10.45 50,000 13.75 100,000 22.00 500,000 88.00 1,000,000 170.50</p> <p>Roll or Machine Double coupons. Double prices.</p>
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THE SHIPSTADS AND JOHNSON

Present

The Ninth Annual Edition of the Original and World's Finest Ice Show

THE ICE FOLLIES OF 1945

"A National Institution"

1944-1945 TOUR

- | | | | |
|-------------|--------------|-----------|---------------|
| Los Angeles | Cleveland | Montreal | Portland |
| Chicago | New York | New Haven | Seattle |
| Hershey | Philadelphia | Boston | Minneapolis |
| Toronto | Pittsburgh | Buffalo | San Francisco |
| Providence | | | |

BUY WAR BONDS
BACK THE ATTACK
YOURS FOR VICTORY

THERE ARE 33 STARS IN THE
ICE FOLLIES SERVICE FLAG



EDDIE SHIPSTAD

OSCAR JOHNSON

ROY SHIPSTAD

RADIO'S CAPITOL HILL ACHES

AFRA Enrolled 3,000 New Due Payers in '44

NEW YORK, Dec. 30.—AFRA definitely outgrew its knee breeches in 1944. The union ended the year with more than 3,000 new members, bringing the total enrolled membership to 18,000. The seven-year-old org has also developed a fine financial complexion as a result of paying back the final installment of the \$4,000 launching fund extended to it by Equity, Chorus Equity and Screen Actors' Guild.

About 80 per cent of all the actors, singers, announcers and sound effects men who make a squeak before the United States mike are now AFRA.

Contract pluses for the year were the 10 per cent increase scored in the sustaining and live commercial contracts with CBS, NBC, the Blue and WOR Program Service. Due to the Mutual co-op web set-up, each one of Mutual's stations had to be signed separately. Minor working condition improvements were also gained, such as name credits, costume and dress maintenance fees and compensation for traveling. The original sustaining and commercial contracts had been signed in 1938 and 1939, so the 10 per cent increase in salaries was added to the wages as they stood October 31, 1944.

AFRA also managed to collect \$106,097 on behalf of 2,824 small claims for services rendered.

Fourth Des Moines Station Certain As MBS Affiliate

NEW YORK, Dec. 30.—That much-discussed new station in Des Moines, when it is approved by the FCC, will be in with Mutual, according to reliable trade sources. It is understood that Edgar Kobak, new MBS prexy, has the situation under his hat and has already started preliminary negotiations.

Thus far there are four applications in for a Des Moines station and much speculation as to who will land the plum. No matter who it is, tho, it will be an MBS outlet. Landing the Des Moines station will mean the Mutual role in the area, which became even clearer by the Cowles affiliation with the Blue recently will be filled.

Leaf Gum Ork Set To Go Net

CHICAGO, Dec. 30.—An indication that the Leaf Gum org is getting ready to cut itself a large slice of the wartime and post-war gum trade was seen here this week when it became known that Leaf intends to start a Coast-to-Coast program on NBC, starting January 20. About 80 NBC stations will be used for a once-a-week musical program that will be aired from Chi. The show will originate here from 5:30 to 5:45 p.m. (OWT) each Saturday and will have a live West Coast rebroadcast.

Spokesman for agency in deal, Bozell & Jacobs, said that altho it has been definitely set that the program will be musical, the program itself has not been set. One show under consideration, tentatively titled *Tin Pan Alley of the Air*, is a songwriters' tribute using singing of Jack Owens, currently heard on Blue's *breakfast Club*. The other, an NBC package, is titled *Visiting Hours*, calls for program originating from armed forces' hospitals in Chi area. Final show won't be picked until Sol Leaf, president of the gum company, gets back in town in a few weeks.

Leaf has used spot campaigns and participation programs. This is its first venture into the net field.

Agency Flacks Yell at Blue Promoters

New Staffers, Etc., Make Aches

NEW YORK, Dec. 30.—Ad agency flacks are currently hollering out loud at the Blue web's promotion department, claiming that they're getting little co-operation from it on show promotions. It's understood that agency men feel that they're being sluffed off by the recently reorganized department.

Altho they think that the situation is a temporary one, caused by the heavy turnover and jitteriness caused by new management, the p. a.'s are still burning. One flack cites the case of a call he made to the web to see how a promotion piece on one of his shows was going. The first guy he talked to said that guy No. 2 knew about the thing. Guy No. 2 turned him over to gal No. 1, who turned him over to gal No. 2. Gal No. 2 said that she was exclusively a writer, had been there only three weeks and why didn't he try guy No. 1. Then the merry-go-round started again until the publicity man gave up.

Several other flacks report similar experiences and are ready to blow the roof. Others say that such patient, drawn-out explanation is required to show some of the gang in the department what is needed and what is customary in fairly normal situations (new shows, time changes, etc.) that the agency man could just as well do it himself.

Most flacks feel that the condition will be rectified as soon as the prolonged "shakedown" period ends at the Blue, but until then they are prepared to blow their tops.

Benoff 'Snooks' Head Writer

HOLLYWOOD, Dec. 30.—Mac Benoff has replaced Everett Freeman as head scribbler on the Fanny Brice show. Freeman came to the show on a temporary basis at the insistence of Miss Brice in order to get the format set. Benoff formerly scripted for *Duffy's Tavern*.

Quiet Burn Over NAB 52-Week Plug for Radio

NEW YORK, Dec. 30.—Growing resentment is being expressed by radio execs here over the National Association of Broadcasters' projected plans for observing the industry's 25th anniversary. Leaders in the biz say that the plans show lack of real showmanship and knowledge of audience reaction.

Point that got one exec sputtering is the fact that the NAB tried to persuade stations and webs to tee off with special announcements and shows on New Year's Eve, a time when audiences are low and moods distinctly not receptive to serious programs. Idea, of course, was a flop, with not one web skidding specials for the night.

Second point that irks toppers is NAB's idea that the anniversary plugging should be spread over the entire year. Said one web head: "It's a damn-fool theory. The thing will be spread so thin that the entire effect will be dissipated. You can't get a point across if it's strung out over 12 months, and even if the thing is extensively plugged, audiences are going to get so tired of it that they'll automatically tune out when it's mentioned."

"The way to run it," he continued, "would be to devote one week of intensive selling, in which every program on the air will do special bits on radio's wartime job. That's how we could get the American people to know what we're doing in the war and that we are 25 years old."

Hargis KNX Program Head

HOLLYWOOD, Dec. 30.—Tom Hargis, former NBC producer, has joined KNX to head its program department. He replaces Ghan Helsh, who goes to McCann-Erickson Agency. Hargis just wound up 13 months at NBC, where he was production director.

Fem No. 2 Boss at WING

DAYTON, O., Dec. 30.—Florence Dykstra, of Springfield, O., yesterday (1) became one of the few woman execs in radio. She stepped into the slot of assistant manager at WING, local station. Miss Dykstra moved from WIZE, Springfield, O., where she had been on the selling staff since 1942.

Mutual Gets Set for Plenty Hefty Co-Op Sked as Aspirin For Local Sustaining Shows

Carlin Plans Solid Sked for Stations To Sell

NEW YORK, Dec. 30.—Mutual web is prepping an elaborate structure of co-op programs for daytime consumption that will embrace news shows, women's programs and audience-participation broadcasts. It is understood that the move is part of an attempt to grab away from the Blue the large co-op biz the web has grabbed in the past year as well as to eliminate the net's local-station origination problem.

Development of the structure, like most of MBS new policies, will of necessity be slow but it's expected that the first break will be announced within the next month. From there on out new co-ops will be added as the stations ask for them.

It is understood that Phillips Carlin, MBS's new program v.-p., had a hand in working out the Blue's co-op structure when he ran things there and now wants

to translate his ideas into the Mutual operation. It is felt in the trade that daytime co-ops will probably be the best solution to the MBS problem of shows originating from small stations. Co-op will give the stations a chance to sell to local sponsors while at the same time providing web-quality programming. Present method has two effects on Mutual. One is to reduce the net while the local carries one of its own shows for a local sponsor, and the second is to feed a clincher to the web which has to go sustaining.

By instituting a solid co-op structure both problems will be solved, as a net show will go to the stations which can then be sold to advertisers.

The addition of co-ops to MBS is, says the trade, probably the reason why baseball contracts have been refused. (*The Billboard*, December 30.)

Everything Is Ahead for Air

Nothing clear but that '45 is set to take biz and open new book for it

WASHINGTON, Jan. 1.—New Year's Day brought with it many headaches for radio execs here charged with responsibility for watch-dogging developments on Capitol Hill.

With new Congress meeting Wednesday (3), radio men had these worries:

Lea Committee Report.

Make-up of new Interstate Commerce committees of House and Senate.

Allocations.

Appointment of Paul Porter as permanent FCC chairman.

Possibility of new industry-curbing legislation along Wheeler-White lines.

Report: "Snafu"

Reporting to head offices, radio key men here could report "Snafu"—situation normal, all fouled up.

In a nutshell here is up-to-minute Capitol Hill report:

Lea Committee on FCC report will be in midnight Tuesday (2) (see story in this issue).

Senator Burton K. Wheeler, irate Montana Democrat, will be back in as Senate Interstate Commerce Committee chairman, and Representative Clarence Lea, mild-mannered Democratic Californian, will return to same post in House.

Four New ICC Faces

Senate Interstate Commerce Committee will have at least four new faces at first meeting, as Senators Ellison D. Smith, North Carolina; Homer T. Bone, Washington; Harry S. Truman, Missouri; Worth Clark, Idaho, all Democrats, will be missing.

Scramble for seats on both Senate and House committees will be terrific, as Interstate is rated as a top-flight political spot. Democrats, because of majority (See '45 Expected To Open on page 7)

New Twist on How To Get a Sponsor Off Air Sans Aches

DETROIT, Dec. 30.—How to lose friends and influence sponsors—to release time on the air—was neatly, if unintentionally demonstrated recently by Stanley Altschuler, director of foreign language and religious programs at WJBK. The Rev. Jimmie Jones, whose career as a "prophet" was the subject of a full feature in *Life* recently, had long been a regular time user on the station to exploit his own variety of religion under the name of the Triumph Church. The article in *Life*, which has stirred great interest around Detroit, told how Jones, a colored preacher, had achieved a \$30,000 home in an exclusive neighborhood, and other details of his rather showy high standard of living.

When Jones came into the station for his broadcast, and referred with evident pride to his "publicity," Altschuler took him to task because of his emphasis in the *Life* interview upon his own financial rewards rather than what he could do for his people and his church. Result was that Jones called up a day or so later and told the station he was canceling his program. Station officials, instead of being disgruntled over losing a steady sponsor, generally heaved a sigh of relief. Detroit stations generally have discouraged the use of air time by the numerous small religious groups which have flooded the local territory for the past two or three years, largely appealing to the religious-minded newcomers white or colored to Detroit from Southern States.

Hooper Points, How They're Made

Rating I.Q. Is Explained

Survey cleared in 1-syllable words — The Billboard's urban figures also tabbed

By Joe Koehler

NEW YORK, Dec. 30.—Trade difficulty in understanding radio program ratings is caused primarily by shifting bases employed in the early days (pre-Hooper) of audience measurement and still employed, to a limited extent, by certain audience measurement orgs. Without a consistent base, point values are meaningless and open to fantastic projections as to size of audiences, composition and circulation.

The Billboard's recent Urban Circulation Index (December 16) and the addition of a cost-per-thousand column to the Talent Cost Index (December 23) have brought to the forefront the lack of understanding of a Hooper "point." The same confusion, of course, exists over the meaning of a Crossley point, but since *The Billboard's* weekly charts are based upon figures made available by the C. E. Hooper organization, this, the first article in a series on audience measurement which will appear every so often, will concern itself basically with Hooperatings.

First Step

First important step in comprehending the Hooper-type of rating is to note that C. E. Hooper and his national research staff start with the presumption that 100 per cent of the families of the cities Hooper surveys represent 100 per cent in a Hooperating. The radio of every family would have to be tuned to a single program for that program to rate 100. This is obviously impossible, since every family hasn't a radio receiver in or out of working order. In other words, a 100 rating for any program is an absolute impossibility. A program rating, therefore, is that portion of 100 per cent whose radios are tuned to that particular program.

Naturally, no audience measurement org can visit every home, nor is it possible to telephone, as the number of homes with radio receivers and without telephones is legion. What the Hooper organization endeavors to do is to call a number of homes in order to obtain an adequate sample. This sample is ascertained by surveying families, families and families until the survey figures start repeating themselves. The sample measured is the minimum required to give a complete listening picture of the city or area.

Factors for 100 Per Cent

If everyone in the sample had a phone, answered his phone, had his radio receiver turned on, and if every set were tuned to one program, that program would rate 100 per cent. However, as indicated previously, this is a mathematical and factual impossibility. The highest any program ever rated was the one on which President Roosevelt announced that a state of war existed. That rated an all-time high of 79 per cent, a figure actually .1 of a point lower than the number of families available during the period covered by the Hooper evening report dated December 15, 1944 (79.1). It is 7.7 higher than the available daytime audience (71.3) as indicated in the current daytime Talent Cost Index which will be presented in the next issue of *The Billboard* dated January 13.

Hooperating is the actual percentage of the total families in the city, town or area measured, not a percentage of "radio homes," "families-at-home-when-the-survey-is-conducted" or "families- (See How Hooper Points on page 11)

Lea Committee May Put Radio Over the Barrel — But Lightly

WASHINGTON, Dec. 30.—With Lea Select Committee report on FCC due to be handed down at midnight Tuesday (2), many in industry and government are holding their breaths wondering if Lea and colleagues will put radio over the barrel.

Committee already has polished off first draft, but considerable behind-doors wrangling still has to be done to appease Republicans Miller and Wigglesworth, whose ace card is threat of a "minority" report taking sharp exception to majority findings.

Insiders claim that report will be mild in tone; rap FCC lightly while leaving industry pretty well out of picture. Principal interest in industry centers on WMCA sale findings, but here again guess is that little of a sharp nature will be forthcoming, particularly as Lane Duck Miller, loudest committee voice early in hearings, is now reported on the side of the "angels." Wigglesworth may be lone exception on WMCA, as right up to tape he was seeing White House intervention in Flamm-Noble deal.

FCC may have "procedure" reform urged on some scores in report, but here

again bone of contention, James L. Fly, is now on the outside looking in and any criticism of him or his ways will be just so much lost motion.

For the record, committee has spent \$106,000 and published three volumes of testimony running into millions of words with another on the way. FCC is reported to have spent another \$100,000 of taxpayers' money preparing "defense."

Blue To Recognize There's 4 Networks

NEW YORK, Dec. 30.—The new Blue ad policy, which talks of "the three major networks," will soon be revised to recognize Mutual. It is rumored in radio row. The ignoring policy, which has stirred up considerable comment around the trade, will end with the next series of ads comparing webs.

It is said that Mutual would be just as happy to have the Blue go on pretending it didn't exist, since MBS is put in the underdog position. Feeling around the Mutual shop is that being an underdog has its advantages since too much is not expected too fast of the little guy. MBS's new approach is "make haste slowly."

2 Canadian Cities Test FM

OTTAWA, Dec. 30.—Frequency modulation tests were conducted recently in Montreal by the Canadian Broadcasting Corporation, with an experimental transmitter installed at the head office of the engineering division in that city. CBC engineers also surveyed a site for a permanent FM transmitter on Mount Royal, overlooking the metropolitan district. Similar tests were made in Toronto. Experiments showed that strong signals could be expected in and around Montreal. For the tests, CBC engineers used a 20-watt transmitter operating on 48 megacycles per second and a single horizontal dipole antenna mounted on an 80-foot mast.

D. Fischer Full-Time Spieler

WASHINGTON, Dec. 30.—George Sanderfer, of the WRC announcing staff, has been made night manager of the outlet, succeeding Don Fischer, who has returned to full-time announcing at his own request. Announcement of switch came from Carleton D. Smith, general manager.

New Exec Set-Up Announced at Station WGN

CHICAGO, Dec. 30.—A change in the executive set-up of WGN, Inc., took place here this week.

Frank P. Schreiber, station manager, announced that William A. McGuineas, sales manager of WGN for the past five years, will be commercial manager of WGN and WGNB, the WGN FM station, and will have the same position in the company's planned post-war activities in television.

Norman Boggs, manager of WGN's New York sales office since 1940, will become WGN sales manager some time in February. McGuineas, as commercial manager, will top him, however.

George Harvey, now a salesman in the Chicago office of the station, will replace Boggs in New York about the middle of January.

Novel twist in the assignment of new duties is that Marion Claire, for years the featured singer of WGN-Mutual's *Chicago Theater of the Air*, has been named director of WGNB.

Goodwin Off Burns & Allen Show; Von Zell to Fill In

HOLLYWOOD, Dec. 30.—Threatened blow-up of the Bill Goodwin-Lever Bros. powder keg, failed to materialize after soap outfit decided to release spieler from his contract. Court action was believed imminent for a time, when Goodwin announced that he had signed with the Sinatra show in alleged violation of his exclusive contract status with the Burns and Allen airer.

It was first decided that case should be mediated by AFRA instead of dragged thru the courts. However, Young & Rubicam, acting for Lever Bros. tore up Goodwin's contract which allowed him free rein on the Sinatra show.

Y&R Handles It Well

Trade feels that matter was handled deftly by Y&R so as to cause no unfavorable publicity for the B&A show. Agency claims they could have made the contract stick if they had wished. However, Goodwin says that they failed to live up to certain verbal agreements pertain-

ing to billing and lines. Dissatisfaction with this angle is what prompted Goodwin to sign with Sinatra.

When Goodwin first publicly stated that he was bolting his "exclusive" with Y&R, he also announced that he would be willing to continue on the B&A show. However, when matter was thrashed out between Lever Bros. and the spieler, it was agreed that a new announcer would take over.

Von Zell Fills In

Harry Von Zell fills in on next week's show, which is the first to be broadcast on the new Monday time spot. No permanent announcer has been signed for the show as yet, but there is a possibility that Paul Douglas may get the nod.

Now that B&A moves to new Monday time, it means that repeat broadcast for the West Coast will have to be given before 6 p.m. (PWT), time the show formerly hit the air from here. Now, the first show is at 5:30 p.m. (PWT) for the East and 8:30 p.m. for the West.

RWG Shooting at Dramatic Minimums For Air Writers

NEW YORK, Dec. 30.—The '45 crystal ball at Radio Writers' Guild points toward establishment of basic minimum contracts for free-lance and contract writers of dramatic shows. The fight will be carried on by a revamped org. no longer working on a tri-regional basis, but on a national scale.

Most RWG plums in '44 fell to staff writers. The Eastern division negotiated favorable continuity and drama contracts with NBC and CBS as well as inked a brand-new agreement with Blue.

News writing contracts with NBC and CBS are expected to be signed early in January, negotiations having been postponed due to the holidays.

The Guild is also negotiating a new writing agreement with WQXR, first local indie to get a going over. The year's outstanding long-range achievement was the establishment of a Guild shop, along with substantially higher salaries, for NBC short-wavers. The Guild was particularly anxious to establish a closed shop in short-wave, since the field is expected to spout post-war oil when programs become commercial. The results achieved in '44 are expected to go a long way as groundwork for future negotiations. CBS short-wave is expected to follow NBC shortly.

About 250 RWG members are in the service, but Mrs. Dorothy Bryant, executive secretary, anticipates no special problems. There is currently a shortage of qualified radio writers, and vets who have returned to the fold have had few, if any, problems in remaking a place for themselves. They have been helped considerably by the Guild's employment exchange that Mrs. Bryant organized for all members last spring. The web or agency sends in a call for the type of writer wanted and the Guild fills the bill by sending several writers out for the job after a writer has had a chance to check with the requirements demanded.

Detroit Symph Gets Showstuff Build-Up

NEW YORK, Dec. 30.—Hepcats may soon start dialing Mutual's Detroit Symphony broadcast. The 8:30 p.m. Saturday spot for the ork will be expanded to a full hour starting January 6, when Larry Adler, harmonica wiz, will appear as guest artist.

The time expansions will be hyped by weekly guest artists who will come from both longhair and shorthair ranks. The idea of Henry Reichold, president of the Detroit Symphony, is to bring symphony music to the masses.

The Detroit outfit is broadcast at the same time as the Blue's Boston Symphony program. During its half-hour stint the Detroit Symphony found itself Hooperated ahead of the Boston. Detroit was rated 3.5 as compared to the Boston's 2.5. The trade found this particularly amazing since the Boston has been extensively plugged in the press by sponsor, Allis-Chalmers, while Reichold Chemicals, sponsoring the Detroit outfit, has been silent by comparison. The double-twist to guest stars and full hour may see some more Hooper flip-flops.

Matteson Heads Continuity Copyright Dept. of WLW

CINCINNATI, Dec. 30.—Consolidation of the continuity and copyright departments at WLW, with Bernie Matteson named to head the new set-up, were among personnel changes announced this week by Robert E. Dunville, general manager of WLW and vice-president of the Crosley Corporation.

Other changes include the appointment of Roy Battles as director of the outlet's farm department to succeed Ed Mason, who has been assigned to the continuity department, and the transfer of Leighton Mitchell, former head of the continuity department, to the research and marketing department of the merchandising division.

Los Angeles Newspapers Plan Radio Column Rebirth; First Paper Will Pay 5G Forfeit

Continuing Study Tips Pubs That Radio's Hot Reading

NEW YORK, Dec. 30.—Los Angeles newspapers will probably be the next sheets to open columns to radio news, according to reports received here. It is understood that one trade reporter in Hollywood was offered a job as radio ed by two different papers. Both jobs would be effective January 15.

At the present time there are no columns on any of the four LA papers but all carry logs done by one central service. Some years ago when LA papers dropped radio, each of the sheets put up a \$5,000 bond, to be forfeit by the first rag to slip. Indications now have it that *The Daily Times* will hit the banana skin first and that at least one other paper will follow soon after.

Study Causes Switch

Reason for the trend, which seems to be developing in several other cities, among them Portland, Me., and Mobile, Ala., is the results of the continuing study of newspaper "readership" currently being conducted by the Advertising Research Foundation. The foundation, which is supported by the American Association of Advertising Agencies, Association of National Advertisers and American Newspaper Publishers' Association, shows that radio news ranks fourth among feature departments, behind a vague classification called "Anything on the Editorial Page," and comics, sports.

The median figure (not the average, but the middle) of the 72 papers thus far surveyed shows that 42 per cent of men and 52 per cent of women read radio news. Eighty-five per cent of men and 83 per cent of women read "Anything on the Editorial Page," which might mean that they glance at the editorial cartoon; 82 per cent of men and 79 per cent of women read the comics and 78 per cent of men and 38 per cent of women read sports.

U. S. Steel—Guild Net, Agency Prize

NEW YORK, Dec. 30.—Blue brass hats are currently trying like mad to clear time to offer United States Steel for the one-hour dramatic show which the Theater Guild does for the company. Understood that the Blue wants the institutional airer for its prestige value as well as for the dough involved.

Thus far, U. S. Steel has made no commitment, looking at Mutual along with the Blue. BBDO, like the nets, is also after the program which figures up as a sizable chunk of 15 per cent. It is known that the agency is preparing a classy piece of promotion to convince U. S. Steel that it should handle its radio advertising.

AFL Quietly Seeks Way To Block CIO's FM Plans

WASHINGTON, Dec. 30.—Despite fact that AFL now operates a Chicago outlet, the federation's officials here are now talking quietly of ways and means to block CIO entry into FM field. *The Billboard* has learned. Speaking unofficially, an AFL spokesman told *The Billboard* that the FCC's right to grant licenses to "partisan" groups might be challenged as leading to monopoly by "special interest" and "pressure" groups when FM field is opened. Official refused to comment on possible reprisals against AFL outlet in Chicago if such policy is urged on FCC in future.

Pointing out that once the "bars" are down the way would be open for other special interest groups such as U. S.

The most recent study, that of *The Cleveland News*, shows that 69 per cent of men and 83 per cent of women read radio. The readers stacked up about the same for *The News* as they did for the median of all other papers.

Readers Miss Radio News

Result of this survey has been to prove to editors that radio is news and that readers miss dropped columns. Altho the newsprint shortage is a severe as ever, more papers are investigating the possibility of putting air news back on their pages.

Decision of John Knight, publisher of *The Chicago Daily News*, to add a radio column which was tipped off by *The Billboard* three weeks ago, opened up the dam just as *The Billboard* tabbing of the dropping of radio columns a year and a half ago tipped the radio space freeze.

'45 Expected To Open New Book For Radio Biz

(Continued from page 5)

ties, will continue to control both, thus have top say on all legislation affecting radio.

Porter, now serving as interim FCC chairman, will again go to Senate for confirmation, original nomination having been washed out with the 78th Congress. While confirmation is expected, the former Democratic publicity chief will unquestionably have to face a stiff grilling at a public hearing, as Capitol Hill GOPers and New Dealers alike are fretful over possibilities of the FCC being turned into a political pork barrel.

Wheeler-White Bill Again

Re-introduction of Wheeler-White industry-curbing legislation is generally anticipated here. Wheeler has been stumping for a tougher FCC (he will take the stump again in New York City Thursday, January 18, before Radio Executives' Club) and has given strong hints here that he still believes legislation is necessary for "good of industry."

NAB meanwhile is known to be preparing legislation of its own aimed at making FCC a monitoring body only, with no say in programing or policy. Despite cheerfulness of some NAB-ers, it can be said that outlook for such legislation going thru is bleak at present, as Wheeler-Lea and administration favor stricter policy rather than a more lax one on part of government.

Allocations are expected momentarily, as FCC is reported to have completed first draft and already to have cleared it with State Department. Locations of FM, tele and to lesser extent, AM are still heated topics of discussion here,

with few willing to put chips down on in advance on what FCC has in mind.

Allocation Equals Future

Once announcement is made of allocations, industry will have some idea of what future holds. Hearings are expected to be held before definite spectrum assignments are made so that those interested will have chance to voice last-ditch opposition.

With allocations cleared, FCC is expected to devote major effort to tele-FM "Magna Carta." Commissioners are known to feel that if AM had been properly defined in beginning much of later regulations and resultant arguments would have been unnecessary. Hence, it is predicted that a law will be laid down for FM and video well in ad-

vance, particularly on vexing problems of nets and affiliations.

Regarding broader picture of materials likely to be available for industry in 1945, outlook is bleak at moment, particularly as official thinking is that war effort must be stepped up to meet Nazi threat of "indefinite" warfare. Last month's happy hope that it was all over in Europe has undergone a drastic change since the German push and, instead of planning to recovert factories back to peacetime production, government is now mapping new factories that will not get into arms production before next August. All reconversion talk has been scuttled here and those arriving with blueprints for civilian production, whether of radio receivers or other civilian essentials, are given short shift.

When you eat at the same restaurant week after week the food must be good!

When advertisers use the same station to sell their merchandise year after year, as scores of WIP advertisers do, the "profit pie" must be good eating!

Just a few availabilities left . . . better hurry!

3RD MARKET MUTUAL AFFILIATE

610 KC  **5000 WATTS**

Represented Nationally by GEO. P. HOLLINGBERRY CO.

Europe First Target for CBC Short Wavers

OTTAWA, Dec. 30.—The first target for the Canadian Broadcasting Corporation's two new 50 kw. short-wave transmitters at Sackville, N. B., is Europe. (*The Billboard*, December 16.) Transmission will begin soon on 17 and 15 megacycles.

The European array is a two-edged affair which can operate in either direction. A transmission from the reverse side of it will cover the West Indies,

Mexico and New Zealand. It is hoped that a modest schedule will be directed to these areas early in the new year.

Other Antennae Building

By spring or early summer, African and South American antennae will be completed, and Canada will be able to extend its service to cover these territories. Other antennae for the European service—for the 11, 9 and 6 megacycle channels—will be completed in that order.

The only part of the world which the new transmitters will not be able to reach effectively is the Far East. The Far East beam would have to pass over the North Pole from Sackville, and the North Magnetic Pole would interfere with the short-wave transmission.

Eve Arden To Play Danny Kaye's Tough Secretary on Airing

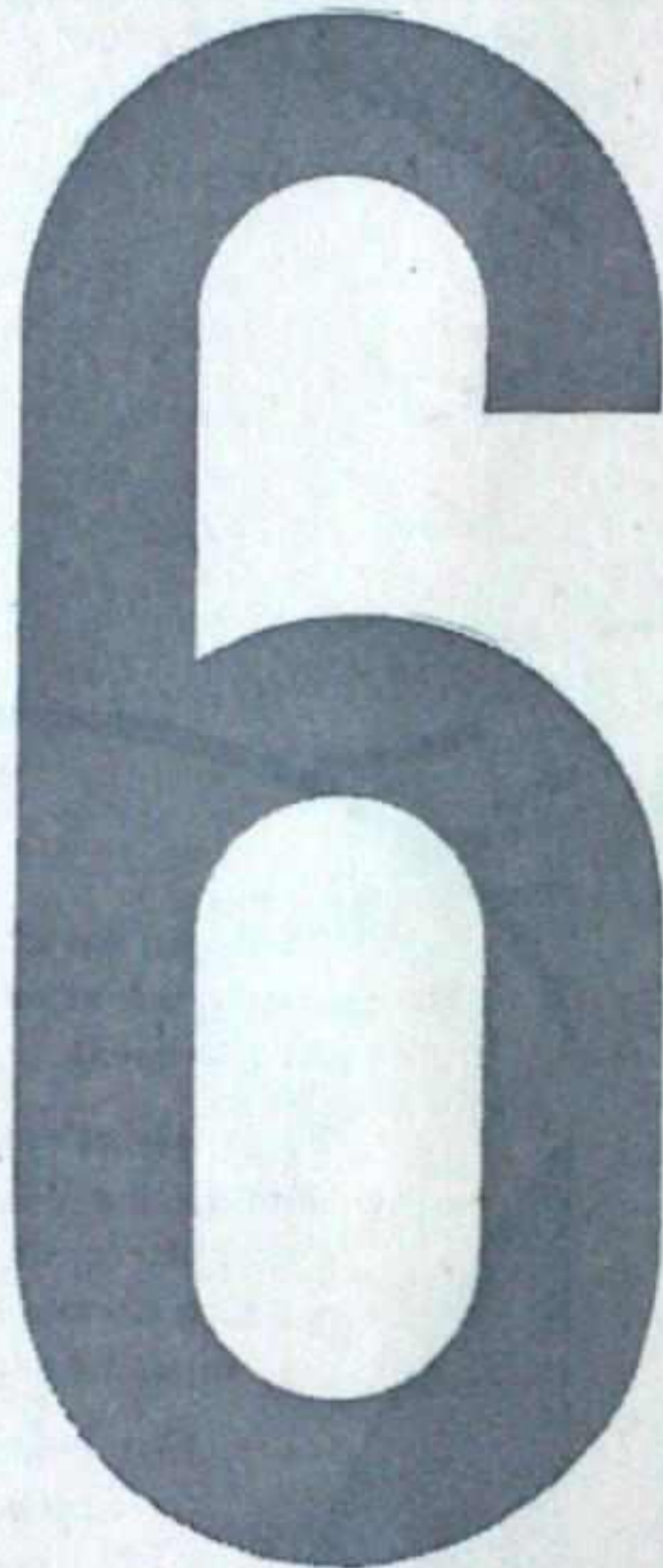
HOLLYWOOD, Dec. 30.—Latest addition to the new Danny Kaye show, which tees off over CBS January 6, is Eve Arden, who has been signed to portray his hard-boiled secretary. Others in the cast include Harry James and Lionel Stander. Ken Niles has been set as announcer.

Interesting angle is that Kaye has superstition about new shows and always tries to have someone in the cast who appeared with him on Broadway. Eve Arden was featured with him in *Let's*

Kobak Going to Hollywood

HOLLYWOOD, Dec. 30.—Ed Kobak, head man of Mutual, is expected here this week for huddle with web execs on Coast broadcast problems. Lewis Allen Weiss, vice-prexy of Don Lee-Mutual, is on a two-week vacation but is expected to be back in time for confabs with Kobak.

Face It. When Kaye launched his screen career in *Up In Arms*, he insisted that Benny Baker be in the cast. Baker also appeared with him in *Let's Face It*. In his new Goldwyn picture, *Wonder Man*, Kaye has Natalie Schaefer, who appeared with him on Broadway in *Lady In the Dark*.



WLAW
LAWRENCE
5,000 watts 680 kc

WFTL
MIAMI
10,000 watts 710 kc

WPDQ
JACKSONVILLE
5,000 watts 1270 kc

KRNT
DES MOINES
5,000 watts 1350 kc

WNAX
YANKTON
5,000 watts 570 kc

WCOP
BOSTON
500 watts 1150 kc
(Applying for 5,000 watts)

Hildreth & Rogers

A Fort Industry Station

Jacksonville Broadcasting Corp.

Cowles

MORE

**IMPORTANT STATIONS
HAVE SWITCHED
TO THE BLUE NETWORK**

Hires Takes a Chance on Show Without Names

HOLLYWOOD, Dec. 30.—New MCA package for Hires Root Beer featuring Wendell Niles and Don Prindle, is taking shape. While format is not expected to be set until next week, basics have been ironed out. Hires is dropping the Horace Heidt seg, moving from Monday spot to Wednesday for single airing at 7 p.m. PWT. Formerly the show had an East-

ern and Western broadcast. Jack Rourke will continue to produce for N. W. Ayer. Besides Niles and Prindle, there will be Gale Robbins in the vocal department and Billy Mills conducting a 14-piece ork. No writers set, but when scripting battery has been signed, Prindle is expected to help out. He formerly scribbled for Abbott and Costello, Edgar Bergen, Jolson, Frank Morgan, Skelton and Jack Carson.

Show is being watched with interest by the trade because Bromo-Seltzer has bypassed available big names and is bank-rolling a couple of boys who are not too well known by the dial twisters. If stanza clicks it is expected that other sponsors may catch gambling bug and decide to experiment with lesser lights in the ether field.

Barrier To Take Role of 'The Saint'

HOLLYWOOD, Dec. 30.—Leading role in *The Saint*, whodunit series based on Leslie Charteris' mag and book yarns, will be taken by Edgar Barrier. Series tees-off over NBC January 4 on 7 Western stations, with a repeat skedded for Saturday to hit 15 Midwestern and Eastern stations at 7:30 p.m., EWT.

Show, which is handled by McCann-Erickson for Bromo-Seltzer, had to split up its time because of the heavy NBC sked on Thursday. Others in the cast are John Brown, who will play Inspector

Raft, T. D. Guest for Stern

HOLLYWOOD, Dec. 30.—Bill Stern will do two more airings of his *Sports Newsreel* from here, following his broadcast of the University of Southern California-Tennessee game. On the show airing January 5, he will feature George Raft as guest, while Tommy Dorsey gets the nod for January 12.

Fernack, and Ken Christy, who will take the part of the Saint's sidekick, Hoppy. Bill Rousseau produces for the agency.

No writers have been set yet. All scripting will be under the supervision of Charteris, who will oversee the adaptations of his published works. If any originals are to be done, he'll do them.

IT HAPPENED ON DECEMBER 15

Keith Kiggins, Blue's Station Relations Vice President, met with four of the nation's ablest and most experienced radio operators. They signed contracts. As a result of these contracts, six great radio stations will become part of the Blue Network on June 15, 1945.

We think this is important. We think it is important because of the *calibre of men who run these stations*. We think it is important because it *convinces us once again that the Blue Network is steadily marching ahead*. That the trend is to the

Blue. That the idea is getting around that it is not only easy, but *smart*, to do business with the Blue.

Let's look at the stations! One has the reputation of being one of the country's great farm stations, two are affiliated with important newspapers, two are the most powerful in their section of the country, and one, with already a loyal listening audience in Boston, has plans to increase its power in the near future.

Then there is another very important consideration: Up to now, three of these stations have been part of CBS. Two were MBS. One was independent. *Now they are all Blue*.

WHAT DOES IT MEAN?

1

IT MEANS THAT 4 EXPERIENCED RADIO OPERATORS

in the most effective way possible, *have set their stamp of approval* on the policies and ideals which are making the youngest of the 3 big Networks the fastest-growing advertising medium in the country . . . One of these men, Mr. Gardner Cowles Jr., says:

"We are proud to affiliate three of our stations with the Blue Network. We have growing respect for and confidence in the increasingly good job being done by the new management of the Blue. We think the Blue has a great future and we are delighted to be able to bring the listeners of three of our stations the high quality Blue Program service."

2

IT MEANS MORE LISTENERS TO THE BLUE.

Several hundred thousand more radio homes come under complete Blue coverage. For example, consider WNAX, Sioux City-Yankton, one of the greatest farm stations in the United States—in physical coverage, in mail pull, in its ability to sell goods for advertisers. A survey of 20 counties shows WNAX first in listening in 11, second in 6 and third in 3. As another example, WFTL, Miami, at 10 kw. is the most powerful station in Florida and teamed with WPDQ operates with the highest full-time power in Northern Florida.

3

IT MEANS MANY PLUSES FOR BLUE ADVERTISERS

Aside from added coverage and loyal listening, these six stations are operated by men who know how to do a merchandising job and who get behind the selling efforts of advertisers who use their stations . . . Take KRNT, Des Moines: This station is affiliated with the Des Moines Register & Tribune, one of the nation's great newspapers. Its staff of trained merchandising men call regularly on jobbers, distributors and dealers, expediting the flow of advertisers' goods into the rich Iowa market . . . WLAW is prepared to render this same valuable merchandising service in Lawrence.

4

FINALLY, this switch of 6 important radio stations is further proof that NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE . . .

Pointing the way are star programs which have recently started on the Blue: Alan Young, voted the most promising star by 600 radio editors, Herbert Marshall, The March of Time, Charlotte Greenwood, Gracie Fields, and Fred Waring . . . These shows join the ranks of Radio Hall of Fame with its galaxy of big name stars: Walter Winchell, Breakfast at Sardi's, The Breakfast

Club, Blind Date, Life of Riley, Ed Wynn, Joe E. Brown, Hollywood Mystery Time, Drew Pearson, Quiz Kids, and those great public service programs, Boston Symphony, Metropolitan Opera, and Town Meeting of the Air. These and other national favorites prove the Blue can get high listening day and night, can get it again and again—with proved sales results for scores of satisfied advertisers.

THIS IS THE GREATER *Blue* NETWORK
AMERICAN BROADCASTING COMPANY, INC.



The Billboard TALENT COST INDEX

Based on "FIRST FIFTEEN" HOOPERATINGS for evening programs and "Top Three" Sunday segs

VOL. 1. No. 25E

DECEMBER 30, 1944

PROGRAM SPONSOR & PRODUCT	HOOPERATING	WEEKS TO DATE	NET & NO. STA.	OPPOSITION	AGENCY	TALENT COST	COST PER POINT	PROGRAM LENGTH	Talent Cost Per 1,000 Urban Listeners
BOB HOPE The Pepsodent Co. (Toothpaste)	34.3	249	NBC 128	Service to Front—CBS Gram Swing—Blue Andy Russell—Blue Various—MBS	Foote-Cone & Belding	\$15,000	\$ 437.32	½ hr.	\$.49
FIBBER MCGEE & MOLLY Johnson (Floor Wax)	29.3	415	NBC 134	This Is My Best—CBS Various—Blue Amer. Forum—MBS	Needham, Louis & Brorby, Inc.	\$10,500	\$ 358.36	½ hr.	\$.42
BING CROSBY Kraft Cheese Co. (Velveeta)	25.2	371	NBC 138	Maj. Bowes—CBS Town Meeting—Blue Various—MBS	J. Walter Thompson	\$12,500	\$ 496.03	½ hr.	\$.54
EDGAR BERGEN Standard Brands (Chase & Sanborn Coffee)	24.9	297	NBC 136	Blondie—CBS A. L. Alexander—MBS G. Field Choir—Blue D. Thompson—Blue	J. Walter Thompson	\$14,500	\$ 582.33	½ hr.	\$.60
JOAN DAVIS-JACK HALEY Sealtest (Milk and Ice Cream)	23.7	67	NBC 74	Corliss Archer—CBS Spotlight Bands—Blue Coronet Story—Blue Treas. Hr. Song—MBS	McKee & Albright	\$ 9,500	\$ 400.84	½ hr.	*
WALTER WINCHELL Jergens (Hand Lotion)	23.0	584	Blue 170	M-Go-Round—NBC R. Digest—CBS Steel Horizons—MBS	Lennen & Mitchell	\$ 6,000	\$ 260.87	¼ hr.	\$.28
LUX RADIO THEATER Lever Bros. (Lux)	21.3	463	CBS 143	Various—NBC Various—Blue Various—MBS	J. W. T.	\$18,000	\$ 751.74	1 hr.	\$.82
ABBOTT & COSTELLO R. J. Reynolds Tobacco Co. (Camels)	21.2	73	NBC 135	First Line—CBS Gram Swing—Blue Andy Russell—Blue Various—MBS	Wm. Esty	\$12,000	\$ 566.04	½ hr.	\$.60
MR. DISTRICT ATTORNEY Bristol-Myers (Vitalis)	21.0	288	NBC 130	Spotlight Bands—Blue Coronet Story—Blue Cisco Kid—MBS Which Is Which—CBS	Doherty, Clifford & Shenfield	\$ 4,500	\$ 214.29	½ hr.	\$.26
EDDIE CANTOR Bristol-Myers (Sal Hepatica)	20.7	351	NBC 130	Dunninger—Blue G. Heatter—MBS Real Stories—NBS Inner Sanctum—CBS	Y & R	\$13,500	\$ 652.17	½ hr.	\$.71
JACK BENNY Amer. Tob. Co. (Lucky Strike)	20.5	471	NBC 143	Kate Smith—CBS Various—Blue Cleveland Ork—MBS	Ruthrauff & Ryan	\$22,500	\$1,097.56	½ hr.	\$.98
SCREEN GUILD THEATER Lady Esther (Face Powder)	19.6	226	CBS 143	Contented Hour—NBC Various—Blue Gladstone—MBS Schubert—MBS	Blow	\$10,000	\$ 510.20	½ hr.	\$.52
HILDEGARDE Brown & Williamson (Raleigh Cigs)	19.4	28	NBC 130	Congress Speaks—CBS Behind Scenes—CBS Let Yourself Go—Blue Dance Ork—MBS	R. M. Seeds	\$ 9,500	\$ 489.69	½ hr.	\$.59
KOLLEGE OF MUSICAL KNOWLEDGE (First half hour) Amer. Tob. Co. (Lucky Strike)	18.5	336	NBC 135	Great Music—CBS Gram Swing—Blue Ted Malone—Blue Sumner Welles—MBS Schubert—News—MBS	F-C&B	\$10,500	\$ 567.57	½ hr.	\$.65
YOUR HIT PARADE Amer. Tob. Co. (Lucky Strike)	17.4	505	CBS 143	Various—NBC Various—Blue Various—MBS	F-C&B	\$11,500	\$ 660.92	¾ hr.	\$.63
Sunday Afternoon									
THE SHADOW Blue Coal	12.0	205	MBS 53	G. M. Symph—NBC Various—CBS Met Opera—Blue	Ruthrauff & Ryan	\$2,500	\$ 208.33	½ hr.	*
NELSON EDDY Electric Co.	9.6	15	CBS 141	Music Am. Loves—NBC Andrews Sis.—Blue Name of Song—MBS	N. W. Ayer	\$ 9,000	\$ 937.50	½ hr.	\$1.19
FAMILY HOUR Prudential (Insurance)	9.0	174	CBS 123	GM Symph—NBC Various—Blue Shadow—MBS	B&B	\$ 8,500	\$ 944.44	¾ hr.	\$.94

*The networks in these cases are not extensive enough to permit of the projection of Hooperatings and listeners-per-listening-sets upon the urban city population on the same basis as networks of over 100 stations. The "talent cost per urban thousand listeners" is therefore not reported in these cases.

The average evening audience rating is 9.5 as against 9.8 last report, 10.8 a year ago. Average sets-in-use of 29.7 as against 30.5 last report, 30.9 a year ago. Average available audience of 78.8 as against 79.1 last report, 79.7 a year ago. Sponsored network hours reported on number 82¼ as against 84¼ last report and 78¼ a year ago.

The "Talent Cost Index" is protected by the copyright of The Billboard and infringements will be prosecuted.

WMCA Planning P.-S. Show Disk Syndicate Biz

NEW YORK, Dec. 30.—WMCA, local indie, may go into the syndicated disk biz shortly, if plans currently being mulled at the station go thru. First show to be sold on an exclusive basis to other outlets will be *Halls of Congress*, public service ailer which creates Congressional debates.

WMCA has received requests for the show from stations in Baltimore, Washington, Chicago and San Francisco. Station mail and a Coast ad agency's request for California rights as an institutional pitch put the bee into the indie's bonnet. Only P.-S. shows will be marketed and at a nominal cost. Making e. 1. of the programs will, of course, raise a cost. The higher AFRA diskings rate will have to be paid to actors and the actual cutting and pressing will run the dough up.

Others Have Done It

Idea isn't strictly new, having been used before by several Midwestern stations and one local on the Coast. Most recent case was the *Lies From Tokyo* show on WNEW, New York, which was peddled by a California percolator; the American Economic Foundation has a forum called *Wake Up, America*, which is piped live to WMCA from the NBC recording studios and later sold to about 300 stations by the foundation. Same gimmick has been used with religious shows.

WMCA is also considering plan to offer several other P.-S. programs, among them *Adventures in the Mind*, *Let's Listen to a Story* and *New World A-Coming*, for which there have been numerous requests, despite high cost. NBC does most of the indie's waxing.

KEX Goes Westinghouse; Conley Named Gen. Mgr.

PORTLAND, Ore., Dec. 30.—Westinghouse Radio Stations, Inc., Thursday took over operation of KEX, purchased from Oregonian Publishing Company for \$400,000. Lee B. Wallis, Philadelphia, general manager for Westinghouse, has announced appointment of J. B. Conley, formerly manager of Westinghouse stations WOW and WGL, Fort Wayne, Ind., as KEX general manager.

Plans are under way for improvement and expansion of KEX, a 5,000-watt, with FM and video to be installed after the war at a new location. Administrative offices are at 815 S. W. Yamhill, with broadcasts continuing to originate from studios shared with KWJJ and the Oregonian station, KGW, at 1011 S. W. Sixth. The two Oregonian stations moved to the latter address after a fire in the Oregonian Building.



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How Hooper Points Are Made Cleared in One-Syllable Words

(Continued from page 6)

having-their-radio-sets-turned-on." All these bases have at one time or another been used in audience measurement. Naturally, as they are changing bases they are not comparable from week-to-week, month-to-month or year-to-year. Only a constant base such as that employed by the Hooper-type of coincidental measurement (i. e., the total number of families in the area measured) can be comparable.

Coincidental Measuring

The term "coincidental" is also not as well understood as it might be, altho it is used now by both the Hooper org, which has used it from the start, and the Co-Operative Analysis of Broadcasting (CAB), which originally employed what was known as the recall method. Coincidental measurement is just what the name implies, a survey conducted while the program in question is being broadcast. Each person who answers the telephone call is asked a number of questions, paramount among which is: "What is the program to which you are now listening?" Other questions determine the number of people listening to the set, whether they're men, women or children, who the sponsor of the program is, etc. These questions are coincidental because they refer only to the program to which the surveyee is actually listening at the moment.

The recall method asks the names of the programs to which you listened last night, yesterday afternoon, etc. Its accuracy was in question for some time and it needed only the unquestionable rightness of the coincidental survey method to push the recall to a not-untimely death.

Rating Projection

The projection of a rating to actual circulation figures for a program is something else again. Since there is no continuing study of rural areas or cities of under 25,000 population, no circulation figures other than urban (cities of over 25,000 population) can be obtained.

Thus, *The Billboard Urban Circulation Index*, a bi-monthly feature introduced for the first time in the issue dated December 16, 1944, is based upon urban census figures which give the number of families residing in cities of over 25,000 population as 14,644,878. This is the total number of families in these cities, some 412 in number.

89 Cities Selected

In order to determine the listening habits of these 412 cities, some 89 were selected as representative. These were surveyed in what the Hooper organization calls its U. S. Urban Hooperatings.

The first survey of this type was made for the mid-winter 1944 season and in-

dicated that the figures differ only from the regular 32-city Hooper report by not more than 1.7 in the evening and less than 1 per cent in the daytime. Thus, it may be seen that on programs using 100 or more stations, 32-city report is projectable over the entire urban city population in the 412 cities of over 25,000 population.

Projection for Non-Telephone

The only problem involved here is that the Hooper report covers telephone families only, and the circulation index is a projected set of figures based upon the entire number of families, telephone and non-telephone, in the urban city area. However, several non-continuing surveys of non-telephone homes indicates that the average listening in a non-telephone home is amazingly parallel to listening in a telephone home, so the projection is justified.

Most recent developments have proved that the differences which seem to exist between rating figures derived from telephone and non-telephone homes have been caused by survey methods. Comparisons of the top-ranking one-third of the programs between the Nielsen Audimeter measurements in non-telephone homes and the Hooper index—these comparisons have been possible since Nielsen began releasing data in 1944—have revealed a striking similarity in the rank order of the programs involved.

Any variation which seems to exist may be logically laid to the fact that Nielsen figures are restricted to the Northeastern part of the United States and the Hooper figures are national. If territorial figures of the Hooper organization were compared with figures of the audimeter, there is little doubt expressed by most statisticians that there would be less than the usual margin of research error between them.

The comparisons have been made in the upper one-third of the program ratings because the most valid figures are shown in this section of the Nielsen reports. This is due to the small sample that is taken by them at this time (caused by machine manufacture restriction). Since these figures (the Nielsen Audimeter and Hooper reports) are so similar and since the former are made in part for non-telephone homes, it is not outside of research procedure to project telephone family figures to total urban homes.

Until a general survey of a national cross-section of small-town and rural homes is conducted on a continuing basis, there can be no figures available to justify any projections other than the one being made in the present index.

Cost-Per-1,000 Listeners

The same circulation basis is the key-stone of the first "cost-per-thousand listeners" index, which is part of every

Talent Cost Index published by *The Billboard*. This is a three-times-a-month event, with evening audiences receiving the going over twice a month and the daytime once a month.

These dollar-cost figures are obtained in the following manner:

1. Actual circulation figures of each show rated are projected by taking the number of families in the urban city areas, 14,644,878, and dividing it by the rating which represents the percentage of these families tuned to the particular program. Thus, if a show had a rating of 10 it would theoretically reach one-tenth of the potential family audience or 1,464,487 families.

This figure in turn would have to be multiplied by the number of listeners-per-listening set to achieve an actual circulation figure. In this case, for instance, say there were two listeners per listening set, this would mean two times 1,464,487, the number of families reached by the program. Thus a listening figure of 2,928,974 is reached.

2. Since the circulation figure only represents the urban city listeners, it is next necessary to arrive at a talent cost figure for this section of the audience of a full network program or any program using 100-stations or more. Since the 14,644,878 urban family figure is based upon a 1940 report, it is necessary to use a 1940 figure for the total U. S. families. This is 34,854,532. Therefore the talent cost applicable to the urban cities is 14/34ths of the total cost.

Thus, if the show cost \$10,000, the talent cost to the urban area is 14/34ths of this \$10,000, or \$4,118. It is, therefore, apparent that it costs, talent-wise, \$4,118 to deliver an audience of 2,928,974 (2 listeners for each of the 1,464,487 homes in the urban city area) or \$1.40 per 1,000 listeners. (These figures are given roughly to illustrate the method of computation. Actually there were no shows with \$10,000 talent costs that rated as low as a 10 and so no such figures as \$1.40 per 1,000 has shown up, or will show up, in future talent cost indexes.)

Ad-Agency Figures

Ad agencies have frequently created circulation figures into which a Hooper

point or any other point could be translated. Actually, a Hooperating by itself is not translatable into terms of so much population a point. There are no ratings of rural areas, and any figures that pretend to include these areas which represent 20/34ths of the total U. S. families, based on 1940 figures, are dreams. The most constantly dreamed circulation-per-point figure thrown at sponsors is a million listeners. Thus, a theoretical circulation of 20,000,000 is produced for a program with a rating of 20.

The only figures sustainable on facts are the urban circulation, which are ratings on only 14/34ths of the nation's families. Thus, it developed that, based upon the Hooperating leader in the November 30 report, Bob Hope, with a rating of 32.5, had an urban listening circulation of 11,295,621. If urban listening could be projected upon a total U. S. audience, which it can't, this would give Bob Hope a circulation of 27,432,295 or 5,000,000 less than the figure that amateur audience measurement authorities would like to use.

What's even more important, this audience of 844,064 per point would change numerically for every broadcast program rated, as the listeners-per-listening set change with practically every show. However, this figure, as pointed out previously, is without foundation of any sort since the rural audiences have not been surveyed, and it is obviously incorrect to project city listening figures upon rural populations.

Hooperatings Simple

Hooperatings are simple to understand. They are the percentage of the complete population that is tuned to any one radio program. Only in the projection of these figures can radio circulation "experts" go wrong.

The Billboard makes its projections, most audience measurement authorities agree, within the limits that are predictable. It hopes in time to be able to present true national circulation figures. However, until such a time as figures of this type are available, the *Urban Circulation Index*, the *Talent Cost Index* and every other index will be restricted to urban areas with populations of 25,000 or more.

"Best Buys"

December 30, 1944

Program	TCI	Hooperating
The Shadow....	208.33	12.0
Mr. District Attorney	214.29	21.0
Walter Winchell.	260.87	23.0
Fibber McGee & Molly	358.36	29.3
Joan Davis-Jack Haley...	400.84	23.7
Bob Hope	437.32	34.3
Hildegard	489.69	19.4
Bing Crosby ...	496.03	25.2
Screen Guild Theater	510.20	19.6
Abbott & Costello	566.04	21.2
Kay Kyser (1st half hour) ...	567.57	18.5
Edgar Bergen...	582.33	24.9
Eddie Cantor...	652.17	20.7
Your Hit Parade.	660.92	17.4
Radio Theater...	751.74	21.3
Nelson Eddy....	937.50	9.6
Family Hour....	944.44	9.0
Jack Benny....	1,097.56	20.5

December 15, 1944

Program	TCI	Hooperating
Mr. District Attorney	217.39	20.7
The Shadow....	233.64	10.7
Take It or Leave It.....	226.13	19.9
Walter Winchell.	230.77	26.0
Fibber McGee & Molly	332.28	31.6
Aldrich Family.	380.43	18.4
Joan Davis-Jack Haley....	400.84	23.7
Screen Guild Theater	465.12	21.5
World News Parade	500.00	8.0
Bob Hope	517.24	29.0
Kay Kyser (1st half hour)...	525.00	20.0
Bing Crosby ...	578.04	21.7
Edgar Bergen...	577.69	25.1
Abbott & Costello	659.34	18.2
Lux Radio Theater	677.97	23.6
Eddie Cantor...	725.81	18.6
Jack Benny....	875.49	25.7
John Charles Thomas	1,000.00	8.5

ALBANY 8 MI
TROY 4 MI.
SCHENECTADY 10 MI.

WTRY
980 KC
Basic Blue

Vaude Seen as Video Natural

Par. Tele Head All for Them

Motion in sight acts fits them for video, altho there's no dough right now

HOLLYWOOD, Dec. 30.—One of the greatest gap-fillers in future tele skeds will be standard vaude acts, according to Klaus Landsberg, head of Paramount's W6XYZ. For his Wednesday night variety shows, Landsberg has been using all types of sight acts. They make up 70 per cent of the program.

Acts that have been in hibernation since the lush years of the two-a-day circuits may soon be dusting off their equipment and going back to work if trend spreads to other video outlets. It all started when tele experiments along this line resulted in good audience response.

Landsberg Likes Action

Landsberg has always believed that the keynote of video is action, and that is why he has been interested in trying out eight-acts. He has used a trained horse and also one of the old-line bullwhip turns recently.

While no station is going to confine its sked to this type of entertainment, still there is a definite spot for acts of this type, trade feels. And to prove it, John Public has been interested more than casually. Sight acts such as the above mentioned, jugglers, acros, where they can do their stuff in a limited space, trick rope artists and a breakaway bicycle turn could be utilized. Even the old Swiss bell ringers might come in for a spot now and then.

Dough Lacking Now

Of course, there is no dough now for acts of this or any other kind here, which will put the damper on much of the enthusiasm generated by Landsberg's statements. But the day may not be too far distant when the two-a-day gang may get a revitalizing shot in the arm and once again take to the boards, sans footlights and with a video camera replacing the front row pew-holders.

Enthusiasm for acts produced among G.I.'s by camp shows is expected to be felt in video. Many servicemen, who had seen little if any vaude prior to their entry into the armed forces, will be a ready audience.

Many Frown on Vaude

Many prospective video producers feel that including vaude in a tele sked would have a bad moral effect on the listener. They claim most set owners, at first at least, will be in the older groups, those who have had their fill of vaude. They won't want to be seeing the same old thing on their screen that they viewed over the footlights in the '20s.

While it is to be expected that many producers will turn thumbs down on the idea of using standard vaude acts on their shows, still there is the feeling in the trade that most of them will be forced to see the light. In the first place, there will be limited number of actors available who can memorize lines for video take-off. That will leave holes in the sked that will have to be filled either by film or by acts. Vaude offers a ready-made solution to the problem trade feels.

Good Camera Work Necessary

Main fault heretofore on many stations has been inability of cameras to follow action. Landsberg has drilled his cameramen until he has a coordinated team that functions as well on long shots as close-ups. Breaking up the shots for the home viewer is of paramount importance, according to Landsberg. He feels that good camera work is vital if stations are to get the most from vaude acts. This can be done only if both cameramen are used (See Vaude Video Natural opposite page)

DC Coaxial Ready?

NEW YORK, Dec. 30.—Existence of a hitherto unpublicized coaxial cable running from Washington to Philadelphia was revealed to *The Billboard*, Friday (29), by an engineer who claims that it will make its debut January 20, when Philco tele scans the inauguration of President Roosevelt from Washington. He says that the cable was installed by AT&T some months ago and that Philco has prior claim to its use. Thus far the scanning of the Inauguration and the cable's existence have been very hush-hush, Philco planning to break the thing with great fan-fare shortly before debut.

Buchanan-DuMont Series

NEW YORK, Dec. 30.—Buchanan & Company, Inc., is planning a new series of weekly tele shows for DuMont. Patti Sears, of the Buchanan agency, is now casting. It will probably be a 52-week series of dramatic shows. The last video show Buchanan put on was the ill-fated series last summer for Alden's, Chicago mail-order house.

REVIEWS

WOR-DuMont

Reviewed Tuesday (26), 8:15-9:30 p.m. Style—Films, interviews, play. Sustaining on WABD, New York.

On the basis of his production of the fairy tale, *Hansel and Gretel*, Bob Emery is one of the most improved directors in video. His show, strictly for kids, was a neat, well-done job, with almost professional polish.

Camera work was smooth, using more dolly shots than are expected in the DuMont studio. The sets were effective and the acting more than acceptable. In fact, the production was so good as to lead the reviewer to suspect that Emery now has a decent sum of money to work with instead of the \$40 WOR used to give him.

There were, of course, a few errors. The most outstanding was Emery's use of the canned sound gimmick. No matter how well-rehearsed the show and no matter how good the actors, putting the sound on disks still means bad cuing and unnatural, strained performances. There is little need to expand upon this thesis as it was explained at length in the DuMont review last week. (*The Billboard*, December 30.)

Further improvement in the program could be made by cutting the narrations, in which an old-timer reads parts of the (See WOR-Dumont on opposite page)

Don Lee

Reviewed Monday (25), 8:30-9 p.m. Style—Audience participation. Sustaining on W6XAO, Hollywood.

This week's offering from Don Lee was adequate tele fare and provided viewers with a suitable excuse to stay in front of their screens for a half hour.

Idea was built around top cartoonists who attempted to make drawings out of haphazard lines put on paper by persons selected from audience. Dozen people were in the audience, including Hoagy Carmichael.

Starting off the show with the introductions, Fred Runyan, of Foote, Cone & Belding, turned the reins over to Emsee Larry Keating. Working smoothly, Keating proved to be a good tele subject with his ad lib chatter that helped bridge the gaps which might have occurred when contestants were called up for interview.

First contestant drew a swastika on a three-by-four sheet of paper. Keating (See DON LEE on opposite page)

H. F. Video Gets Going Over In RCA, According to Year-End Statement of Sarnoff

Engineers Point Experimentation as Natural Hedge

NEW YORK, Dec. 30.—Brig. Gen. David Sarnoff, prexy of the Radio Corporation of America, this week, in his company's year-end statement, described a new transmitter RCA is perfecting which will operate on 300 megacycles. Trade sees in the statement an RCA attempt to investigate high frequencies so that it will have all the answers when and if CBS announces further developments.

Tucked away in an inconspicuous corner of an RCA press release, starting with the second paragraph on page four, was this statement: "He (Sarnoff) described, for example, a 300 mg. television transmitter, which he said is the first of its kind developed to use five kilowatts of power for television broadcasting. He said that its development came about primarily thru the creation

of a special electronic tube and associated circuits.

"The full use of the transmitter," General Sarnoff explained, "must await the end of the war. He said that engineers, caged in a great wire mesh at RCA laboratories, are studying the transmitter's performance and perfecting a receiving set for it, with field tests scheduled early in 1945 in the New York area. He predicted that television and FM broadcasting would become great post-war industries and services to the public."

RCA, it is understood, has done a great deal of experimentation in point-to-point relays, but thus far has not investigated high frequencies. The trade sees in the new transmitter an attempt to do actual field work in the upper brackets so that the company will have factual ammunition to direct at CBS at such time as the web announces new HF work.

Hamblen Ices Video Offer

HOLLYWOOD, Dec. 30.—Stuart Hamblen this week turned down a year's tele contract offered by Harvey Winslow, prexy of National Television Company. Deal went cold when Hamblen learned he would have to give up his local air shows and move to Washington, where NTC's video station is located. Hamblen also objected on the grounds that he had recently been pacted by Republic and would have to give up picture work if he signed.

sequently *What's Cooking* was video drama of a very poor caliber.

About the only defense the station could make for the poor quality of *What's Cooking* is that the entire production is handled by its sponsor, the Commonwealth Edison Company. But even so, we believe, the station's execs should have turned thumbs-down on the show and insisted that it be remade.

The sets were simple household scenes that were effective in spite of their simplicity and the lack of imagination that went into their construction. Camera angles were competent and that is all. But the acting!! Everett Westman, who played one of the principal roles, that of Wes Scott, did an acting job of a caliber that wouldn't be acceptable to a high school dramatic coach. His voice was a monotone most time and his actions were stiff and lifeless. We hold him largely responsible for the failure of tonight's Scott show. Wanda Raab, however, one of the fem leads, did a very good job; she seemed to have the feel of her lines and put plenty of natural interpretation in her speaking and acting.

It was a shame that the writing of A. B. Rodner, who penned a fairly humorous script, woven around household planning for a New Year's Eve party, received the poor acting, which, in general it did. Rodner, however, was not entirely without blame. He didn't seem to realize that writing for tele requires a very close correlation between the direction for video and audio. Often his best lines were stepped on because excess movements of the cast took the audience's attention away from the spoken word. On the stage that would not have been so noticeable. But the video screen is right in front of the viewer, and the cast seems to be much closer and therefore actions are more forceful.

Lee Phillip's *Magical Mysteries* to- (See B&K on opposite page)

CBS

Reviewed Friday (29), 8-10 p.m. Style—Variety and film. Sustaining on WCBW, New York.

An hour of news analysis is a long video hour despite good script, able direction and entertaining delivery. In its end-of-the-year wind-up, WCBW devoted more than half of its two-hour show to a re-cap of world events of 1944. It was a year crammed with history-making developments, but the audience tired after 30 minutes of its review.

Director Leo Hurwitz wisely broke the news program into three parts and varied it by assigning Everett Hollis, Charles Bolte and Quincy Howe to commentary chores. Animated and outline maps, still plx and clips from documentary films were used thruout to add interest and illustrate the talks. News program was up to the usual high standards set by the station, but just too long.

All three men used scripts, but Hollis managed to draw less attention to his sheaf of papers than did the others. Apparently it's a matter of technique. He has that rare ability of convincing every watcher that he is talking directly to him instead of to the world in general. He memorizes much of his analysis and is therefore able to look into the eyes of his audience and project his personality.

Excerpts from standard shows that have been on during the year were directed by Ben Feiner. A re-enactment of George Skolsky's appearance on *Opinions on Trial* when he took the opposition side of the question: "America's Best Interests Would Be Served by Re-Electing Franklin D. Roosevelt," represented one program which has clicked during 1944. Professional actors were used.

A portion of *The Missus Goes a-Shopping*, with Emsee John Reed King on hand, and Vera Massey in a musical love letter, represented the *Will You Remember* (See CBS on opposite page)

Balaban & Katz

Reviewed Thursday (28), 7:30 to 8:30 p.m. Style—Drama, news, variety. Sustaining on WBKB, Chicago.

If it were not for a few redeeming features, tonight's program at WBKB would have been a complete flop. The station in its dramatic offering *What's Cooking With the Scotts*, used none of the imagination and knowledge of video potentialities employed a few weeks ago in its *That They May Live* drama. Con-

Evicted Family, Bracken Victim, Goes to Blue

HOLLYWOOD, Dec. 30.—One Man's Family, whose Sunday slot over NBC was appropriated this week by its sponsor, Standard Brands, for the new Eddie Bracken show, will shift to the Blue, airing Tuesday, 7:30-8 p.m. (EWT.). Family will replace Green Hornet, cooperative show, in a move marking the first time Standard Brands has plugged over the Blue since the net left NBC.

Previously, NBC was reported to be frantically trying to clear time so the show could stay on the web. Evidently the skein was unable to find a spot. It was also thought for a time that Family might take over Blue slot occupied by Eversharp's Milton Berle program, Let Yourself Go. That was scotched, however, by Hal McIntyre taking over the time for 11 weeks.

14 Years for "Family"

Family is a Carlton E. Morse baby. Morse has just signed Barton Yarborough and entire cast to a new year contract. Show will remain under present sponsorship, according to Kenyon & Eckhardt, Inc., agency handling it. John Swallow, radio head of K&E here, says that the show will make the pitch for two Standard Brands, Tenderleaf Tea and Royal Gelatin. There is a possibility, however, that K&E will lose the show to J. Walter Thompson. Latter agency had the show for several years when it plugged Tenderleaf Tea and lost it to K&E when commercials were changed to yeast. Standard Brands split up the account between the two agencies, JWT handling tea and K&E Fleischmann's Yeast.

Bracken Show MCA Package

The new Eddie Bracken show, an MCA package, is being handled by K&E and will plug Fleischmann's Yeast and Blue Bonnet Margarine. It was sold for \$12,000 a week and will be produced and directed by Mann Holliner. Musical director and writers have not yet been announced. The new ailer will tee off February 4, 8:30-9 p.m. (EWT), and will have situation comedy format with minor pic players in supporting roles.

Standard Brands execs are said to feel that, with the Bracken show, they will be able to strengthen their Sunday hour spot on NBC, first half of which is held down by Edgar Bergen. Agency officials are so hopped up over the Bracken ailer that they anticipate a get-away rating of 15.

Tough Year for Morse

This has been an unsettled year for shows produced by Carlton E. Morse. His *I Love a Mystery* was taken off the Coast CBS skein to be replaced by the Jack Kirkwood show. *Mystery* went off the web altogether after yesterday's (29) broadcast. (The Kirkwood show went Coast-to-Coast January 1.)

Bussy Twiss, who produces *Mystery* for Morse, said that deals are cooking for the show to go back on the air, but only in transcription form. Some time ago Morse stated that he didn't want to continue the heavy sked of turning out five quarter-hour segs a week. If show goes on wax it will revert to its original half-hour, once-weekly format.

Net Musikers Get ½G Each in Extra \$\$ for "Extra Dates"

NEW YORK, Dec. 30.—NBC, CBS, Blue and Mutual are paying out large sums to members of Local 802, AFM, in retroactive wages for extra dates, work done outside the regular schedule of staff musicians.

CBS was the first to finish the enormous job of accounting and paid off before Christmas, and NBC started giving out checks to tootlers this week. The payments are a result of the War Labor Board decision handed down and reported in *The Billboard* in mid-November.

The exact amount of monies involved can't be determined for a few weeks until all the books have had a thoro going-over, but it is estimated that the 300-odd house musicians in the four nets come in for an average of \$500 each.

Jan. 15 the Date For Allocations in FM and Video Slots

WASHINGTON, Dec. 30.—FCC announced yesterday that it will release its decisions on the 25 mc. to 30,000 mc. segment of the air January 15 and then freeze everything for 30 days to permit the protests to roll in. They allotted 30 days for the filing of briefs by the FM and video orgs who may not like the allocations.

The 25 mc. and below, band allocation, release date has not been set, but it isn't expected that any statement in this sector will be made before the end of February, this despite the fact that the commission doesn't expect any strong yelps from the standard wave-band boys who occupy this piece of the air.

What they expect from FM and television orgs is plenty.

CBS

(Continued from opposite page)
ber? show. In all three instances, tonight's samples were not up to the par set on the programs' regular appearances. All have had good and bad nights, but the very best of each should have been used for the memory book.

The pic, *To the Ladies*, made by the U. S. Signal Corps, was indeed worthy of repetition, since its appeal for fem participation in war work needs to be heard often.

The liberation of Paris was the hinge from which to swing a fashion show, and Frances Fuller delivered off-screen commentary while models exhibited two outfits that incorporated the reported trends in French apparel that have reached us so far. Other girls wore American-designed clothes. Script and delivery were excellent. Camera caught the girls in a setting proper for their attire. A slick afternoon dress was worn by a phoning gal who turned naturally as her soundless conversation progressed. A bathing suit and beach coat were worn by a fem reclining in a beach chair. She stood up, adjusted sun glasses and gave the impression of being at the beach instead of pivoting around in the generally accepted whirling-dervish manner. Show was short, and one of the smoothest fashion shows seen on tele. Frances Buss turned in a good directing job on this one.

Thruout the evening, light and camera work were fine, but the black level was held too long in program breaks. A blank screen is a bleak and ugly thing.

Off-screen voices, unidentified to the audience but later ascertained to be those of Frances Fuller and Frank Tweddell, conducted a running commentary for *Tele Documentary*, an attempt to explain the medium to the layman and foretell technical advancements of the future. A series of still pix, charts and diagrams came on, but neither the explanation nor the illustrations helped clarify the subject. Maybe tele can't be made understandable to the public in three easy lessons.

A still of the reclining fem used in CBS tele color ads was shown, and a lap dissolve revealed a shot of the live original who stood up and walked out of the screen. The voices talked of color to come.

Gilbert Selde, of the station, and Dr. Mary Boynton, of the Red Cross, sat and talked about the discoveries of Dr. Edwin J. Cohen in working with blood plasma. They sat at a table on which lay dozens of test tubes, bottles and interesting exhibits of the by-products of blood. Dr. Boynton explained in simple language how Dr. Cohen had accomplished fractionation of blood and what it meant to the world.

Selde's comments and questions kept the interview moving, and both touched and held up items for inspection as the camera moved in for close-ups of each. He apologized for using notes, but explained that the technical nature of the conversation made it necessary.

Such an interview on radio would have been dull, but intelligent use of visual objects held the watching audience. For instance, in telling how blood was separated, a pie plate was shown and cardboard markers divided the whole, aiding understanding and holding the interest of the audience.

With the exception of the length of the news show, the program was entertaining. It was not, however, a birds-eye view of the station's best work in the past year.
Wanda Marvin.

Spanish Settle, Italians Fight Cowles Nixing

NEW YORK, Dec. 30.—The Cowles radio station here, WHOM and the Societades Hispanas Confederadas, Spanish language group which used to broadcast over the station, this week concluded an agreement giving the Sociedad \$5,000 damages for breach of contract. At the same time, attorneys for the Italian Waist and Dressmakers' Union, Local 89, ILGWU, met with Cowles lawyers Friday (29) to discuss the dropping of the union's Italian language show over WCOB, Boston, with no results.

It is understood that the two groups were unable to reach an agreement. The Italian matter will probably go to court and have an immediate hearing before the FCC.

All lingual groups here who used WHOM are burning over station's action in cutting contracted shows in half and eliminating those that it controlled. They point to an alleged statement by Cowles that linguals wouldn't be cut for the duration of the war.

The Spanish show was one of those that went off the air for the summer in order to allow the station to carry baseball broadcasts. During the summer the Cowles bought the station (WHOM) and proceeded to tell the Spaniards that their show was unacceptable because of "political and religious reasons," according to a spokesman for the group. (The Sociedad is strongly opposed to Spanish Dictator Francisco Franco.) Thus far the Sociedad has been unable to find another station on which to air its show.

Trade sources say that the Cowles management attempted to get Joe Lang, former owner of WHOM to take the responsibility for eliminating the linguals and pay any damages that might be incurred, saying that contracts made during his tenure are his responsibility. However, Lang nixed this, and Cowles will pay.

It is not expected that Yiddish, Polish and other groups whose air time have been halved will put up much of a protest since there is no air-way for them to go.

File Diskings FCC Order Nix For Duration

WASHINGTON, Dec. 30.—The FCC announced yesterday that it has postponed for an indefinite period consideration of Order 119 which requires that recordings be made of network programs. Decision was prompted by the fact that the adoption of the rule would require the utilization of scarce material and skilled personnel. While much of this material and personnel is already available and in use, it was felt that the adoption of the rule would require an expansion in this field, and the commission was of the opinion that this expansion should not be undertaken at this time.

The evidence presented to the commission quite clearly indicates the ultimate desirability of a rule such as that proposed by Order 119, at least for certain types of programs—speeches, news broadcasts, commentary, etc. The facts show that in some instances, recordings are already being made and preserved. Undoubtedly the practice will continue and, if anything, will be expanded, the latter awaiting the war's end.

VAUDE VIDEO NATURAL

(Continued from opposite page)
to working together, and taking direction from the control booth.

Background Important
At the present time Landsberg is more interested in camera technique and lighting than he is in backgrounds. But in the future, if acts are given modern dressing with good back-drops, their entertainment value will rise accordingly.

While most of the standard sight-acts will be adequate when video first gets

B&K

(Continued from opposite page)
night, was the best we have ever seen it. And merely because Phillips used imagination and video showmanship. He started off by walking on the stage, acting like a drunk. This, of course, was meant to give his show a New Year's Eve motif, and it did just that. He pulled a few typical drunken magician tricks, such as pulling cocktails out of a handkerchief and then went into a sober routine.

Ann Hunter's new commentary was delivered in her usual competent style. But the staff didn't do her justice because they used lighting that blended her blond hair into the light background.

About the only thing of interest that can be said about the singing of Catherine North, was that it proved sequins worn on the front of a woman's dress, show up well and help to reveal form.
Cy Wagner.

WOR-DuMONT

(Continued from opposite page)
tale to a kid. Interludes are necessary because of the time needed to change sets, but they can be shortened. Further, Emery's intro of the show, in which he stepped in front of the camera to do a corny bit with a Santa Claus character, was completely unnecessary. It satisfied nothing but the director's ego.

Greater realism could have been achieved in the outdoors scene if the shading engineer had toned down the brightness. The amount of light used was, of course, necessary to put the pic on the air, but since the scene was supposed to have taken place at dusk, the high-noon effect didn't fit in at all. Proper shading would have taken off the edge.

In general, tho, Bob Emery deserves a nod. He used his greatest radio talent, kid shows, to air a well-made tele presentation.

Doug Allen's show, Tuesday, used two films, one about a trip thru the Bronx Zoo and the other about an expedition to a cave in Mexico as the *Thrills and Chills* of the evening, which should give you some idea. There is actually little wrong with Allen's *Thrills and Chills* except that audiences tend to get rather hysterical at the sight of the interviewer wiping his fevered brow and talking about how thrilled he is after scanning a pic showing how to buy animal feed for 5 cents in the Bronx.

Thrills and Chills is a misnomer. It should be called *Yawn and Corn*.
Marty Schrader.

DON LEE

(Continued from opposite page)
called on board of experts, consisting of Clifford McBride, Alexander Loomis, Robert Freeman and Barbara Hale. McBride volunteered to complete the drawing, turning it into a Rube Goldberg gadget.

Barbara Luddy's mother was up next and she made a few lines on the pad, which Robert Freeman promptly turned into a fish. Prize of the evening, a War Bond, went to an army sergeant who drew a maze on the sheet that none of the cartoonists could turn into anything at all.

Fred Runyan came back to take over, explaining to audience that he had bet Hoagy Carmichael that latter could not draw map of United States and name all the States in four minutes. Carmichael performed the feat with about 10 seconds to go.

Production was under the direction of Jack Stewart, of the William Morris Office. Idea had a novel twist for the home viewers and with Keating's delivery helped keep up the pace. However, close-up cameras could have been used to better advantage when cartoonists were at work. As it was, the camera picked up artists as well as the drawing, which made it hard to distinguish the cartoon on the small screen. It would have been better to have the cameras moved up so that entire cartoon filled the screen.

Film was *Target for Tonight*, which was poor tele subject because of inadequate lighting. Films here are usually selected with more care. Dean Owen.

the green light, it will be the performers who streamline their turns and adapt themselves to the new medium who will cash in on the heavy coin that is sure to be laid out for talent, of that Landsberg is certain.

The Disks That Spun & Sold in '44

Year's Pop Charts Give With Platter Facts for Tough Year

Some artists made tunes, some tunes made artists, but having the tunes and the artists and the distribution and the blessing of Petrillo made the top 10

NEW YORK, Jan. 2.—Sighs of relief on the part of the recording industry saw 1944 out. It was a year that brought an infinite number of headaches to diskers, headaches that ran the gamut of man-power shortages, material shortages and Petrillo. Two of these three were "overcome" before the end of the year, but man power still remains as the greatest threat to 1945. As the old year closed, *The Billboard* Musical Research Department began to sink its teeth into the year-end compilations that the music industry awaits annually. From facts and figures which are a regular part of the trade's most accurate popularity charts, the top 10 disks of 1944 were ascertained.

It's not surprising that it was a Bing Crosby platter which topped all the disks that spun and sold during the year—the groaner's version of *Swinging on a Star*. What was amazing, however, was that two points behind the professional father's tone-slinging of the *Star Swing* epic was the Harry James-Dick Haymes re-issue by Columbia Records of *I'll Get By*. The James-Haymes platter came in second in both the juke box playing chart and the retail platter sales. It was the retail sales that pulled up the Crosby disk, for it ran No. 1 over the counters, tho only No. 3 in the juke.

Mills Bros. Hit No. 3

No. 3 in *The Billboard* annual compilation, based upon the first 10 for juke plays and retail disk sales, is another Decca disk, this time, *You Always Hurt the One You Love*. Here it was the pay turntables that carried the popularity weight with the waxing taking first place in the juke spinnings, tho only fifth in retail sales. The Mills Brothers did a job for this Sun Music sheet (Decca owns Sun, which is one of the reasons why the Mills boys dinking got such a terrific play during the year). The tune never made the No. 1 slot because it got practically no air plugs and very little of the other accoutrements of tune selling. A band leader with the number in his library is a rarity among the baton slingers. Decca made the disk and the disk made the tune.

Dinah Number

Fourth in *The Billboard* Top 10 Disks was the Victor plattering of Dinah Shore singing *I'll Walk Alone*, with a choral background. It proved the sock appeal of Dinah and the tune. Disk took third in the retail record sales survey, altho it only hit eighth with the juke spinners. The nickel droppers don't yearn for voices without the solid backing of an ork. The disk was the only Victor recording to hit the Top 10, despite the fact that Victor's waxing of David Rose's *Holiday for Strings* hit the ninth slot among retail record sales. This was the sleeper in many of the special musical pools which *The Billboard* ran during the year. It was tops among the high school soxers, and the G.I.'s gave it

plenty of attention in the first popular musical poll ever taken among the boys in arms.

Point Values Explained

The Bing's boff selling of *I'll Be Seeing You* landed the waxing in the fifth slot with 267 points. Point values were decided thru the simple expedient of giving one vote for a disk every time it hit the 10 slot in either retail sales or in juke plays, two votes for the ninth slot, three for eight and so on with the flag-pole spot, i. e., No. 1 getting 10 points. Consistency made *You Always Hurt the One You Love*, it landed in the Top 10

The Billboard's Top 10 Best Selling Retail Records for 1944

(Compiled from the weekly musical popularity charts for 52 weeks of 1944.)

Pos.	Song	Artist	Record No.	Wks. in		Total Pts.
				1st Pl.	10	
1.	Swinging On a Star....	Bing Crosby	Decca 18597....	9	20	174
2.	I'll Get By.....	H. James-D. Haymes	Colum'a 36698..	4	21	157
3.	I'll Walk Alone.....	Dinah Shore	Victor 20-1586..	4	20	153
4.	I'll Be Seeing You.....	Bing Crosby	Decca 18595....	4	19	148
5.	You Always Hurt the One You Love.....	Mills Brothers	Decca 18599....	5	20	145
6.	Besame Mucho.....	Jimmy Dorsey	Decca 18574....	7	16	129
7.	My Heart Tells Me.....	Glen Gray	Decca 18567....	5	20	117
8.	I Love You.....	Bing Crosby	Decca 18595....	5	14	112
9.	Holiday for Strings.....	David Rose	Victor 27853....	0	19	109
10.	Shoo-Shoo Baby.....	Andrews Sisters	Decca 18572....	0	14	99

juke disks 27 times without ever making the No. 1 slot. High top scoring put the No. 1 song, *Swinging on a Star*, on top. It hit No. 1 in the juke compilation eight times and in the retail sales nine times.

Three Charts Tell Story

Reference to the three charts on this page is proof positive of the relationship between retail record sales and juke box popularity. A top combination of both is what puts over a tune. Every so often, however, there are disks that get juke play and the nix over the counter. An interesting example of this was the Bing and Andrews Sisters' joint effort selling *There'll Be a Hot Time in the Town of Berlin*. It did okay on the paytables, making the No. 1 spot six times. It didn't edge into the top 10 in the year-end compilation of retail disk sales at

dan into the list, and the Andrews Sisters took Ella Mae Morse's *Shoo-Shoo* to make the Top 10.

It was a Decca year in record popularity, with a clear track and no competition in current pop tunes, except from the indies who couldn't get up enough production to compete with the millions of platters that Decca's presses spewed forth.

The future is different. All three major platter orgs are under full steam, and the indies, having tested their eye-teeth in 1943-'44, have enlarged production facilities, better distribution and expect to give the Big Three a battle. There are two feelings about this in the trade.

Some say they can and just as many others shrug their shoulders and say "no." The Top 10 in 1945 will be more representative, industrially—but it'll be no more accurate picture of what the customers want than the '44 compilation or the weekly pop charts that guide the buying of disks by operators and retail outlets.

Columbia's Post-Ban New Pressing Plant

CINCINNATI, Dec. 30.—Columbia Records purchased the Kings Mills (O.) plant of the Remington Arms Company, Inc., last week and will start production of disks at this plant by February. This marks the first new plant purchased by the company since the lifting of the ban. Decca has recently purchased sites in Los Angeles and Chicago for new production plants. This marks half dozen plants for latter company. Columbia's main plant is in Bridgeport, Conn.

The Billboard's Top 10 Disks for 1944

Based upon the weekly compilations made for *The Billboard* Music Popularity Charts by *The Billboard* Music Research Department in the retail record and juke box operating fields.

Pos.	Song	Artist	Record No.	Points
1.	Swinging On a Star.....	Bing Crosby	Decca 18597	324
2.	I'll Get By.....	H. James-D. Haymes	Columbia 36698	322
3.	You Always Hurt the One You Love.....	Mills Brothers	Decca 18599	311
4.	I'll Walk Alone.....	Dinah Shore	Victor 20-1586	268
5.	I'll Be Seeing You.....	Bing Crosby	Decca 18595	267
6.	Besame Mucho.....	Jimmy Dorsey	Decca 18574	249
7.	I Love You.....	Bing Crosby	Decca 18595	211
8.	San Fernando Valley.....	Bing Crosby	Decca 18586	198
9.	G.I. Jive.....	Louis Jordan	Decca 8650	184
10.	Shoo-Shoo Baby.....	Andrews Sisters	Decca 18572	176

all. Reason—it's a topical, typical tune-twister—and not what the girls want on their home phonographs. *Hot Berlin* is okay in taverns—the thoughts it leaves at home—is tepid, if the Top 10 Retail Disks is any indication.

J. D. In Sixth Place

Jimmy Dorsey's handling of *Besame Mucho* for Decca landed in the sixth place; two Bing waxings, *I Love You* and *San Fernando Valley* held down seventh and eighth place respectively. Louis Jordan's *G. I. Jive* was solidly in ninth place, and the Andrews Sisters got right under the bar with *Shoo-Shoo Baby*, just eight points behind the *Jive*.

The 10 Best is a true reflection of the Petrillo ban year of 1944. The Bing made the list four times, Sinatra not at all—there were no disks of "The Voice" available in time. A song brought Louis Jor-

Ink Spots' Suit In Supreme Court Stage

NEW YORK, Dec. 30.—Billy Kenney (Ink Spots) suit against Moe Gale, Advance Music and Gale, Inc., is skedded for reopening of the New York Supreme Court Tuesday (2), with Kenney's suit being discontinued against Advance Music, but still on against Gale. Gale owns a chunk of Advance Music, which is one of the Warners' firms, and part of the Music Publishers Holding Corporation.

Trial will also cover counter-suit injunction proceedings against Kenney by two other members of the Spots, who charge that Kenney won't let them come back into the act. They are Charles Fuque and Deke Watson. Trial was held from December 11 to 17 and then adjourned.

Waxers Say If Pubs Ask for 2c, "We'll Disk Plugs Only"

NEW YORK, Dec. 30.—Interesting side-light on publishers seeking the 2-cent royalty rate for records as set up by the statutory rate—they now get only 2 cents on 75-cent disks—is that disk execs say they'll make a couple of demands themselves. Disk companies will ask for one thing, that the pubs plug a tune first before the tunes are cut.

Diskers mean that ordinarily the burden is on the pub to make a tune before it goes to a disker, but in many cases in the past a record company has made not only a hit song but, as in the case of a picture score, all four or five songs from the pic. According to diskers, that won't be the case if pubs demand 2-cent rate. They'll make just one tune, the hit that the publisher works on before the record company takes it for waxing.

There are plenty of other surprises in store for pubs if they ask for the rate, according to execs, but what they are hasn't been disclosed up to this time. However, the entire problem bodes well as one of the most interesting features of the coming year.

Jones, Ella Mae Set For Mission Beach Opening February 3

SAN DIEGO, Calif., Dec. 30.—Name-attraction policy will be invoked by Larry Finley, lessor of the Mission Beach Ballroom here, when he opens February 3, with Allan Jones and Ella Mae Morse as the first draws. New policy will be in effect every Saturday and Sunday night, with different attractions booked each week. Finley says that he made the pitch to Sinatra for a two-day engagement at \$6,000.

If name policy goes over at Mission Beach, it is expected that other ballrooms may follow suit. In addition, it will give bookers a new outlet for their talent.

No band has been set as yet to open with Miss Morse and Jones.

The Billboard's 10 Top-Most Played Juke Box Records for 1944

(Compiled from the weekly musical popularity charts for 52 weeks of 1944.)

Pos.	Song	Artist	Record No.	Wks. in		Total Pts.
				1st Pl.	10	
1.	You Always Hurt the One You Love.....	Mills Brothers	Decca 18599....	0	27	166
2.	I'll Get By.....	H. James-D. Haymes	Colum'a 36698..	6	23	165
3.	Swinging On a Star....	Bing Crosby	Decca 18597....	8	21	150
4.	San Fernando Valley....	Bing Crosby	Decca 18586....	5	18	131
5.	G.I. Jive.....	Louis Jordan	Decca 8659....	2	21	125
6.	Besame Mucho.....	Jimmy Dorsey	Decca 18574....	1	16	120
7.	I'll Be Seeing You.....	Bing Crosby	Decca 18595....	1	20	119
8.	I'll Walk Alone.....	Dinah Shore	Victor 20-1586..	1	17	115
9.	I Love You.....	Bing Crosby	Decca 18595....	2	14	99
10.	There'll Be a Hot Time in the Town of Berlin.	Crosby-Andrews Srs.	Decca 23350....	6	13	98

Failure of Krupa Ork To Show May Cause Tighter Contracts

HOLLYWOOD, Dec. 30.—Tightening of band contracts was foreseen here as a result of Gene Krupa and ork failing to show up for scheduled opening at the Hollywood Palladium this week (26) due to bad flying weather. Stan Kenton wound up his engagement the day before and one-night bookings prevented him from staying over. Jan Garber was shoved into the breach for two days until Krupa could get into town.

Maurice M. Cohen, prexy of the Palladium corporation, stated that he is going back to the old practice of insisting that bands be in Hollywood 24 hours before they are scheduled to open. This clause in the band contracts was in general usage several years ago, but has been ditched in most cases since the war.

Narrow Escape Two Years Ago

Palladium had one other narrow escape two years ago when Glen Gray and the Casa Loma crew nearly missed on the opening. Train was several hours late and band was taken off at Pasadena, making it to the bandstand at 10:30 p.m.

Ballroom ops in this district are watching the Palladium with interest. It is expected that if Cohen follows thru by insisting that bands arrive in town 24 hours ahead of time, that clause will again become standard in traveling ork contracts.

Coke Spot Endangered

Krupa nearly missed out on his Coca-Cola airer from Clovis, N. M., Sunday (24). Wire was received by Music Corporation of America that he might not be able to make the jump across State from Roswell, N. M. Agency immediately contacted Al Donahue and he stood by all day ready to take over in case Krupa didn't put in an appearance.

Inside angle is that MCA tried to cut schedule too close, figuring ordinary weather conditions when they made the

bookings. Ceiling at Clovis Sunday was only 150 feet. Army air forces have standing order that no plane can take off without a ceiling of 500 feet.

Everybody Loses

Palladium figures it dropped several thousand dollars in bally by having to forego its scheduled opening. Many patrons beefed after paying their admission and finding that Krupa was not on the stand, but most ticket buyers were good-natured about the whole thing.

Aside from the ballroom being in the hole on the exploitation angle, Krupa will be out two days' pay on his contract with the Palladium. Bands have no insurance that covers their failure to appear for an opening.

Starr Signs Up Irv Caesar Tunes For Next 36 Yrs.

NEW YORK, Dec. 30.—Herman Starr's money splurge to gather coming-up renewals (*The Billboard*, December 23) has resulted in signing up all of Irving Caesar's tunes at Music Publishers Holding Corporation for the next 36 years. Reason for the figure is that Starr has laid down sum for tunes that won't come up for renewal for another eight years. Tunes are then renewed for 28 years more.

Understood that deal involves at least a couple hundred tunes. Caesar has such tunes as *Tea for Two* at Harms, and other top legit songs, many written with Vincent Youmans. Starr is known to be trying to make a deal with Youmans for all his renewals, but latter has said that he may put his tunes into his own pub house.

ASCAP Longhair Licenses In "If" Stage With Symp Managers; Signing Expected

It's Just That the Boys Won't Be Rushed

NEW YORK, Dec. 30.—Altho ASCAP has officially passed along the word that a new department has been set up to handle licensing concert halls for symphonic performances, according to a couple of managers of top symphs, it's still a long haul before contracts are signed with ASCAP. Reasons, as seen in recent *Billboard* piece, lie in many directions, with such things as not enough longhair composers in ASCAP, etc., part of the if-ing. However, they do feel that after a meeting of the managers of the symph orks in mid-January perhaps the whole thing can be cleared up.

As it stands now, contracts are on the desks of the symph managers for their inking, but they aver they won't sign them until after the wrinkles are ironed out. In fact, it was indicated that ASCAP's released statement on the situation came about because of the shaky situation between ASCAP and Performing Right Societies in such countries as England (BPRS) and France (SACEM) to mention a couple. It's felt that ASCAP announced a plan before the first of the year in order to strengthen the society's relationship with the foreign societies.

Hundreds of Requests

ASCAP execs, on the other hand say that they have hundreds of requests for licenses from concert organizations. ASCAP's concert set-up is headed by Fred Erdman, Eastern supervisor for the society.

The BMI situation is still a thorn in the side of the concert licensing field, for BMI has and is making inroads into the field of concert literature. Concert managers feel that BMI's inroads will affect

the amount of money ASCAP should collect from symphs. An example of that was pointed out in the recent Breton deal made with Leeds Music which went to BMI. Another deal is still pending, that of the Am Rus situation, in which Leeds has offered it to ASCAP if the society will put its foot down on the pirating of Russian material by ASCAP pubs. If ASCAP doesn't sign with Leeds for the material, BMI will. There's no doubt about that, for BMI execs tried all last week to get Leeds to sign.

As *The Billboard* goes to press the matter is still being kicked around by ASCAP. Concert men are prepared to deal with any and all societies for licensing. They now have an agreement with Associated Music Publishers for much European material not under license to ASCAP or BMI. They'll sign if ASCAP can deliver what they want and need.

McIntyre Gets Berle Slot on Blue Network

NEW YORK, Dec. 30.—Hal McIntyre landed the replacement of the Milton Berle radio show, starting Tuesday (2) on the Blue for 11 weeks. Half-hour stint allows McIntyre to hog the whole show, with no one on the bill outside of the band. He'll do a hit show medley every week, first show using score from *Bloomer Girl*.

Band gets a break in the fact that when it moves to Hotel Sherman, Chicago, in February, they'll continue the commercial from there. Time for the show is 10:30-11 p.m. Wm. Morris set the deal.



New Year's Greetings

From

Lloyd

LaBRIE

—and his orchestra—

featuring

Mary Mack

Opening: Pla Mor Ballroom

Kansas City, Mo., Jan. 3rd

Direction of

General Amusement Corporation

New York Chicago Hollywood Cincinnati London

"Thanks" to Art Weems and Art Frew for a Successful '44

Screen Tunes OK---For Other Guy

Everybody's Riding 'Em

Pub pic affiliation no assurance of song delivery when stars cut selves in

By Paul Secon

NEW YORK, Dec. 30.—Music publishers' tie-up with film companies, once looked on as a breath of spring, a haven in heaven, etc., today, by virtue of the fact that artists are in many cases swinging studios by the tail in their demands, have so garbled the pic-pub tie-ups that it's difficult to ascertain what's what and why. Worst havoc, according to the majority of pubs who are tied to pic contracts, is the present inclination on everyone's part, writers and stars, to go into their own publishing biz and take the cream of the tunes away from the pubs affiliated with the various film companies.

Bing No. 1 Star Pub
Biggest example of this is the recent

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Yule Payola

NEW YORK, Dec. 30.—Ork leaders really had themselves a Merry Christmas this year by virtue of landslide gifts from pubs. Even the CMU code states that gifts should be nominal, many leaders were overwhelmed with what nominal can cover. As one leader put it, he got enough liquor to open a store—and that's mild.

Bing Crosby tale, in which Paramount inked him to a 10-year contract on Bing's proviso that he be allowed to publish the songs from the films in which he stars. That means that Paramount-backed firms, Paramount and Famous Music, will get the chaff—in the main—while Buddy Morris' firms, Morris, Melrose, Mayfair and affiliates Burke-Van Heusen, into whose firms the songs will flow, will reap a small fortune on the groaner's pic tunes alone. It's a great break for Morris, a terrific blow to Para's firms, for not only don't they get the top tunes gargled by Crosby, but according to trade toppers, there is little chance of catalog building.

Millions Come First

Reason is, of course, that the producers on the West Coast figure, and rightly so from their point of view, that it's better to have a Crosby for 10 more years and the umpteen millions of bucks he'll drag in, than the paltry—by comparison—few hundred thousand they'll make each year in the music biz, if that. However, the West Coast attitude doesn't help the pub any here, especially in Paramount's case, and the result is that they are definitely going into the outer market for their songs.

Last week Sid Kornheiser bought a song titled *Home for a While* for \$5,000 advance. *Home* is an outside song and Kornheiser will go to work on it. He must have seen the handwriting on the pic screen six months ago for he made a deal with Mack David then for his songs.

But the story is much more involved than the simple Crosby switch to Morris Music, where he's said to be set to get a big slice of all of Morris' enterprises—named above. However, according to music biggies, if the West Coasters want a pic affiliation in the music biz for exploitation purposes, where can they get it on songs from pictures if the scores go outside their own firms? They, Paramount for example, have every one of their songs put on black and whites, and orchestrations, and that helps get the plugs. Trade questions whether they will get the same exploitation if stars swing deals to their own publishing houses.

Will Exodus Continue?

And who's to say that the exodus won't continue? Consensus of opinion, in view of present facts, say that there's a definite trend in that direction. Prime example now beside Crosby, in the star direction, is Frank Sinatra, who's tied up with Barton Music. It's known that Sinatra tried to swing some, if not all, of the songs from his picture with MGM *Anchors Aweigh*—coming up—into Barton. He didn't succeed, and the score went to Felst. However, Sinatra has a seven-year deal with RKO and it's understood that he'll try and get the RKO scores into his own firm. That's what will probably happen since RKO hasn't a tie-up with any music pub now.

However, once Sinatra's firm gets big, and it's natural that it might, due to his ability to help make a song, what's to prevent him from demanding scores to go into his own firm in all future deals. If the pic companies want him bad enough they'll play ball, just as Para did with Crosby. That was the case of the recent Sinatra-Julie Styne-Sammy Cahn deal which was supposed to have been set up by Paramount. Understood that Paramount, which would have bank-rolled the venture, would have gotten 25 per cent, with the others splitting 75 per cent. And the proviso was that all future Styne-Cahn and Sinatra songs were to

(See Pub-Film Tie-Ups on page 18)

Fewer Orks Work This Eve Than Formerly

NEW YORK, Jan. 2.—Instead of New Year's Eve bringing tootlers a nice little nest egg as in years past, Sunday night (31) there were fewer musicians working than in previous years. Blue Laws in some States were partially responsible, but bookers blamed musicians for holding out too long for too much.

Usually a sideman is glad to work N.Y.E. for about \$35, but during the last two weeks here they asked \$50 to \$60—even for engagements in town. Out-of-town work seemed to be out of their minds altogether.

Leaders Change Minds

As a result, agencies were flooded Friday (30) with calls from leaders who had talked their men into taking less and working instead of laying off. Bookers hung up on them in most instances since they had lost a lot of biz because of the holdouts.

Pennsylvania's Blue Laws and the restrictions in some parts of New York State, Massachusetts and Connecticut, and States further south kept a lot of musicians out of work. For instance, Georgia does not permit dancing on Christmas Eve, Christmas Day, Sunday, New Year's Eve or New Year's Day. Florida has laws in some parts of the State that prevent drinking and/or dancing on N.Y.E. adding to the booker's bane.

New York musicians played few N.Y.E. jobs more than 100 miles away. Many turned down dates close by and the promoters hired local bands, refusing to meet the demands of 802 members.

Private Parties Scarcer

Another reason for the lack of work, according to band bookers, was the scarcity of private parties. A new low in such affairs was hit this year.

There are several name bands, especially sweet orks, who rested because promoters wouldn't pay them the \$1,500 to \$2,000 they demanded for the night's work. The promoter felt they wouldn't have a fighting chance of coming out with any profit if they paid such prices. Most of them either hired local or unknown bands or dropped the idea of a dance altogether.

Bob Strong Ork In Wood-Kelly Vaude Package

NEW YORK, Dec. 30.—Bob Strong's ork will play the Adams Theater, Newark, N. J., with the Barry Wood-Patsy Kelly show. Before Wood starts his new air commercial in mid-February, the singer will play two or three vaude dates originally set for Lupe Velez, if negotiations now under way jell.

Shep Fields and ork, who finish their Meadowbrook stint next week, will probably play the theaters with the Woods show.

Global Music Gets S. A. Music Rights

NEW YORK, Dec. 30.—Global Music, professionally managed by Sid Lorraine in Hollywood, has secured the rights of several hundred South American tunes here in New York, according to local rep. Tunes were bought from Amigo Music, S. A. firm, and will go into the California firm's catalog.

Tunes will probably be used as background music for studios. Latter have sent musical directors into various S. A. countries to pick up background music, but many pubs have quietly gone about their biz acquiring such tunes. Pix pay \$150 a shot for synchronization rights.

Screen Song-Selling

By Paul Secon

Can't Help Singing (Universal)

Technicolor musical starring Deanna Durbin gives T. B. Harms (Chappell) couple of good tunes and beautiful selling job on everything done. Film is strictly a medium thru which Durbin's terrific voice is heard doing such tunes as *More and More*, *Any Moment Now*, *California-i-ay* and the titer *Can't Help Singing*. Songs are by Jerry Kern and Yip Harburg—that's why they go into T. B. Harms, which is Kern's firm—with *More* and *California-i-ay* getting top play.

T. B. Harms has already put out latter two numbers and is now working on them. *More* now has a T. D. disk and will probably get lots of play from nets by virtue of its easy singability. *Calif.*, etc., is a bright piece of material with a cute tag ending.

Pic also has two other songs, *Swing Your Sweetheart* and *Elbow Room*, but they're strictly fillers.

Disk Execs Beef That Pubs, Artists Put 'Em in Middle

NEW YORK, Dec. 30.—Age-old tiff between record company execs and pubs who are anxious to set various artists on hit tunes, has resulted in plenty of beefs on the Street. It's the ancient story of pubs, who have big tunes coming up, channeling them to some artists and definitely by-passing others. As a result, when certain leaders hear about the tune, it's already too late for diskings, as some other leader at the same company has already plattered it.

Tough part about it is that it often puts the disk men right in the middle of a fracas with which they had nothing to do. One exec got so balled last week he averred that if the pubs continue to go to artists with tunes, or tell musicians that they can't do tune, because others are making them, he'd stop doing biz with the firms. Of course, that action probably won't happen, but the situation certainly is a sore point with record execs.

Case in point happened recently when a pub informed a big bandleader that he didn't want the tune done without a vocal, even tho the leader wanted to do it. Result: one record exec, without opening his mouth, in the middle of a fray.

Keller Gives Drake the Bird

NEW YORK, Dec. 30.—Stan Keller's ork, currently at the Stork Club, turned down an eight-week engagement at the Drake Hotel, Chicago, to stay on at the Billingsley bistro. Band had its option picked up and will play the Stork another six weeks, starting January 1.

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It Must Be the \$\$

NEW YORK, Dec. 23.—Indie record companies poppin' up with every Tom, Dick and Jimmy going into the biz, results in some weird deals. Well, it happened last week. Small disk company signed deal with ork leader to cut some sides, and session took place with ork leader cutting only tunes that belonged to the record company.

As if that wasn't bad enough, tunes were hardly fit for musical consumption, according to the leader—who should know—and some of the words were in extremely bad taste.

Brother—there ought to be a law!

Shaw's Victor Paper Calls for 50 Sides in '45

NEW YORK, Dec. 30. — Artie Shaw's contract with Victor calls for 50 sides a year, or the same number that he plattered previous to the ban. However, it's pretty well assumed that he won't get that many sides out. Average number of sides in most contracts with disk companies is 24. This number is prevalent with all major diskers, and means one record a month.

Show will cut eight sides in New York January 9. Unusual feature of the date is that he'll do four of them with a small group, like his old Grammercy Five. Shaw is guaranteed \$100,000 a year in royalties from Victor, and got at least that sum during the ban.

Kleig Lights for Carle for March

NEW YORK, Dec. 30.—Frankie Carle, set to do his first pic, is slated to go before RKO cameras sometime in March. At that time he'll be playing the Palladium in Los Angeles. He's signed to a five-year deal with RKO.

Carle's first disk with his own band has just been released by Columbia. His piano solos came out when he was pianist with Horace Heidt.

Palmer, New Ork Leader, Cuts Up For Real Dough

NEW YORK, Dec. 30.—Jimmy Palmer, leader of one of the newest orks in the biz, is having good luck with his professional frankishness. He leaps from the bandstand and cuts in on a dancing couple. It starts a cutting craze and turns the spot into a college shindig. Everyone gets mixed up, acquainted and they apparently love it.

The crew played Camp McCarr, N. C., December 16 for \$600 and the next day was offered \$2,000 for a return engagement on New Year's Eve. Booking was impossible to arrange since the band had been set for the Armory, Jacksonville, Fla., where a \$1,000 guarantee with 60 per cent privilege deal had been signed.

Band is just over seven months old and has played four engagements at Frank Dalley's Meadowbrook, Newark, N. J. Wires in the spot undoubtedly were on the credit side, as will be remotes from the Roseland, where the 15-piece aggregation opens February 5. Jack White is managing, and Howard Sinnott, of GAC, booking.

Williams Out of BMI; Now WHN Night Manager

NEW YORK, Dec. 30.—Tod Williams, who has been in charge of bulletins and publications at Broadcast Music, Inc., for the last year, has left the org to be night manager at Station WHN. He's been a newscaster at the MGM station for some time, doubling over for BMI.

Duke, Satchmo & B. G. Esquire 3 B'way Jam

HOLLYWOOD, Dec. 30.—Three-way jam session will be feature of Esquire's jazz concert at the Philharmonic Auditorium, Los Angeles, January 17, when the Blue picks up the Benny Goodman Quintet from New York, Louis "Satchmo" Armstrong from New Orleans and Duke Ellington here. This is the first three-way tie-up of this type.

Last year the concert featured individual artists, but this year Duke Ellington's ork will be the highlight. The Duke recently won the top slot of the year in the Esquire poll. Count Basie was second and Lionel Hampton third. Besides airing over the Blue from 8:30 to 10 p.m. (P.W.T.) the program will be carried by KPAS, Pasadena, Calif., and KFVB, Hollywood. Highlight of the concert will be celebration of 100th anniversary of jazz. Program, which will be piped in from New Orleans' Basin Street will feature, in addition to Louis Armstrong, J. C. Higginbotham and old-time greats from the birthplace of jazz.

Armed Forces Radio Service is all set to record and broadcast the program to all sections of the fighting fronts, according to Col. Tom Lewis, commandant of the unit. All proceeds of the program will be turned over to Volunteer Army Canteen Service, women's org made up of top picture names. Esquire is paying all traveling expenses, and cost of Philharmonic rent, plus bally.

Kafka Quits As MPU Head

NEW YORK, Dec. 30. — Maurice H. Kafka, head of Music Production Unit, U. S. Treasury Department, resigned last week. During his stay with the department, he supervised planning and production of some 325 Treasury programs of all types, including the ASCAP program, *America's Music*, which featured Deems Taylor.

Kafka will continue to act as consultant to the Treasury Department. There's no successor, as yet.

"Green's Spot" for Herbeck

NEW YORK, Dec. 30.—When Ray Herbeck and ork move from the Green Room of the Hotel Edison into Bill Green's, Pittsburgh, January 4, the org's Mutual airings will not be interrupted since the Pennsylvania spot is wired. The Herbeck crew, which winds up a five-week engagement here, will do two weeks at Green's.

Arrangements are being made to squeeze in a waxing session at Alvin Records between the dates. Herbeck has an eight-side deal with the record firm.

Merrill's Victor Waxes

NEW YORK, Dec. 30. — Robert Merrill has signed a contract with RCA-Victor for a series of waxings to be released under the Red Seal Label. The NBC baritone, who appears on the net's *Serenade of America* and *Concert Hour*, will start cutting classic and semi-classic songs the first week in January.

Dinner Unto Supper Nixed This Yr., But Good, by Musikers

NEW YORK, Dec. 30.—Some hotel location spots tried their usual New Year's trick of asking leaders to lay off the dinner show and make up for it by staying an hour and a half later on at the end of the night, New Year's Eve. One spot told a leader that the practice was "usual," but when he went to the musicians' local he was told "nothing doing." In other words, if he played he got paid.

Understood that the union has clamped down on the practice during past years. Many of the spots had tried it in the past and got away with it, even tho' knowing that the union nixed practice of laying off dinner and making it up later on.

Big Blow No Come; 802 Brass Re-Inducted Sans Injunction

NEW YORK, Dec. 30.—Hopes of obtaining an injunction preventing the newly elected officers of Local 802, AFM, from being sworn in January 1, were given up by opposition forces today. The group of defeated candidates in the December 7 balloting had not heard from AFM prexy, James C. Petrillo, whom they had asked to investigate.

The president's office is still non-committal and indications are that it will not interfere in the local matter. The "outs" started a 10-page petition going the rounds today. They seek the signature of every defeated candidate to the document, which asks that the results of the election should be set aside and a new balloting conducted. Reason given is that the Honest Ballot Association did not run the election.

The paper is addressed to Petrillo and is said to demand that he step in and review the entire matter. Over 50 signatures have been obtained so far and the balance of unsuccessful office seekers were expected to put it on the dotted line by January 5.

The group said last week, that it would wait until Petrillo had the document and had had sufficient time for reply before it took the matter to court.

Officials of 802 who were re-elected and who will be re-inducted into their positions Tuesday (2) tended to pooh-pooh the affair saying they would welcome an opportunity to prove their right to hold office.

William Feinberg, 802 secretary, when

asked what he thought about the accusations, said: "The whole thing is the talk of soreheads—a bunch of guys so frustrated because they lost the election that they will do anything under the sun to wreck the union. They can't take an honest licking in the good old-fashioned American way."

"They have no sportsmanship. They are intent upon vengeance and I am sure that the membership is not going to permit any group of individuals to wreck the organization because of their personal ambitions for power."

The crux of the case is whether or not the Honest Ballot Association or George Abrams, its chief investigator, conducted the 802 election. The opposition group claims to have evidence that Abrams was not authorized to run the balloting and the administration believes that it can prove that everything was in order and according to the by-laws of the local.

Ellis & Ayers Ork E. T.

NEW YORK, Dec. 30.—Anita Ellis and the Mitch Ayers ork have been signed by Lang-Worth for a series of e. t.'s. First session takes place January 10, when they will cut 10 tunes. GAC is handling the deal which brings the Blue Network thrush and Columbia Records' musical contractor together for the first time.

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AND HER TEARS FLOWED LIKE WINE



Ella Fitzgerald with the Song Spinners and Johnny Long and His Orchestra



ROBBINS MUSIC CORPORATION

Pub-Film Tie-Ups Garbled As Stars, Writers Cut In

(Continued from page 16)

go into the firm. The deal fell and broke its back when they couldn't agree on terms.

What! Dog Refuge?

What the big pubs tied up with the movie moguls want to know, Mr. Anthony, is what's the value of a pic connection? Is it, they ask, just to become a refuge for the dogs that pic companies manufacture on the sets to enhance a situation while certain writers and artists, because of their b.-o. strength, drag away the good tunes into their own private hope (gold) chests.

There's justification in their beef. Let's take a look at the list: Hammerstein II and Rodgers have their own firm with Chappell (Williamson Music). Even the 20th-Fox has a deal with Robbins for all its scores, when H. and R. write 'em they go to their firm. Crosby sings 'em for Paramount, and the songs go to Buddy Morris's firm, even the Para has all the dough invested in its own music firms. Mack Gordon writes for 20th-Fox, but his stuff goes to Bregman-Vocco and Conn by virtue of fact that he's said to get 6 cents a copy royalties from B-V-C and Gordon does plenty of tunes for 20th. Harry Warren just made a deal with Morris Music, even tho he still has a two-year deal with MGM to finish. Twentieth-Fox has Harold Adamson and Jimmy McHugh under contract, exclusive, which is plenty unusual these days. That means that 20th pubs all its stuff. However, McHugh is now exploiting all his old tunes, even has added a man to his personal staff for that purpose on the Coast, and the word is that he's thinking of setting up himself after his 20th deal ends.

Jerome Kern, who does a couple of

scores a week, has a firm (T. B. Harms) with Chappell, as does Howard Arlen and Yip Harburg. Latter deal is recent and is set up to handle their *Bloomer Girl* score. However, there's plenty of possibility that it will also handle other material as well. Now to further complicate the picture, it's known that MGM, which owns 51 per cent of Robbins, Feist & Miller, put up \$70,000 into the production. For that, if and when the legit is put into pictures, they won't get the score, for Arlen and Harburg get it.

Youmans Dreams, Too

Vincent Youmans, who does musicals, and who has a wealth of material from which pic companies draw, is said to be considering putting all his renewals into his own firm rather than renew with various pubs. That's only a possibility, but it complicates the situation and weakens the pub situation when it's known that Warners is going to make a pic of his life, titled *Sometimes I'm Happy*. Most of the music nestles in Harms (Music Publishers' Holding Corporation) affiliates of the WP group and owned by WB pic company. If at some future time, pre-supposing that he took his renewal copyrights as they came due and put them into his own firm, his songs were wanted for pic, WB would lose out by virtue of not having his copyrights with their own pub house.

To get back to writers, Johnny Mercer, who's under contract to Paramount, also has his own publishing house, Capitol Music, and a record company, to boot. Buddy DeSylva, now producing via an indie production unit, is also interested in Capitol Records. And Arthur Freed, MGM music exec, has his own company, Variety Music.

But the big story, naturally, is what



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of net-work plugs (from New York outlets WJZ, WEAF, WABC and WOR) for the week beginning Friday, December 22, and ending Thursday, December 28. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically. The total number of times a song has appeared in the chart is in the Weeks to Date column. Compilation is based upon data supplied by Accurate Reporting Service, with plugs per tune omitted by The Billboard. (M) Song in legit musical. (F) Song in film musical.

Wks. to date	TITLE	PUBLISHER
1.	Ac-Cent-Tchu-Ate the Positive (F)	Morris
4.	After Awhile	Starlight
4.	A Little on the Lonely Side	Advanced
13.	Always (F)	Berlin
3.	Auld Lang Syne	P. D. Bourne
9.	Confessin'	Bourne
3.	Don't Ever Change	Morris
10.	Don't Fence Me In (F)	Harms, Inc.
7.	Don't You Know I Care?	Paramount
2.	I Didn't Know About You	Robbins
23.	I Don't Want To Love You (F)	Chelsea
30.	I Dream of You	Embassy
1.	I Had a Little Talk With the Lord	Santly-Joy
2.	I'm Gonna See My Baby (F)	Santly-Joy
20.	I'm Making Believe (F)	Bregman-Vocco-Conn
3.	(All of a Sudden) My Heart Sings (F)	Leeds
2.	Santa Claus Is Coming to Town	Feist
8.	Strange Music	Chappell
8.	Sweet Dreams, Sweetheart (F)	Remick
2.	The Love I Long For (M)	Famous
17.	The Very Thought of You (F)	Witmark
9.	There Goes That Song Again (F)	Shapiro-Bernstein
3.	This Heart of Mine (F)	Triangle
14.	Tico Tico (F)	Harris
23.	Together (F)	Crawford
15.	Trolley Song (F)	Feist
12.	Twilight Time	Campbell-Porgie
25.	What a Difference a Day Made	Marks
12.	White Christmas (F)	Berlin
1.	Winter Wonderland	Bregman-Vocco-Conn
2.	Wonderful Winter	Bourne

Lucky Strike HIT PARADE

CBS, Saturday, December 23, 9-9:45 p.m. EWT.

(Reprinted because of holiday errors last week—Parade of Saturday, December 30, will appear in The Billboard January 13.)

Wks. to Date	Last Wk.	POSITION This Wk.	TITLE	PUBLISHER
4	2	1.	Don't Fence Me In (F)	Harms, Inc.
8	1	2.	The Trolley Song (F)	Feist
2	4	3.	I'm Making Believe	Bregman-Vocco-Conn
2	7	4.	There Goes That Song Again (F)	Shapiro-Bernstein
9	8	5.	Dance With a Dolly	Shapiro-Bernstein
2	3	6.	White Christmas (F)	Berlin
3	6	7.	I Dream of You	Embassy
10	5	8.	Together (F)	Crawford
19	9	9.	I'll Walk Alone (F)	Morris

And the Following Extras: Oklahoma, Chicago, Tico Tico and I Can't Give You Anything But Love, Baby.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLER SOURCES:
 Atlanta: Cable Piano Co. Boston: H. N. Homeyer & Co. Chicago: Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Cincinnati: Song Shop; Willis Music Co. Denver: Charles E. Wells Music Co. Los Angeles: Morse M. Freeman, Inc. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Walter Kane Music Corp.; Carl Fischer, Inc.; Music Sales Corp. Phoenix, Ariz.: J. J. Newberry Co. Pittsburgh: Volkwein Brothers, Inc. Portland, Ore.: Irving Sklare Music Co., care Meier & Frank Co. San Antonio: Southern Music Co. San Francisco: Pacific Coast Music Jobbers. St. Louis: St. Louis Music Supply Co.

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, Davega-City Radio, Inc., New York; Richards Music Shop, Bernard Record Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Shop, Chicago; Klayman's Music Shop, Cincinnati; Smith's Record Shop, Atlanta; Birmingham Vending, Birmingham; Radio Shop of Newark, Newark, N. J.; Gary's Record Shop, Richmond, Va.

has happened to the so-called advantage of tying up with a pic company. In many cases, where they have the "fortune?????" to get a score, many times the "gift" comes at a moment when they've just started on an outside song and bingo! They have to drop it and exploit perhaps four or five dogs in a score. And many times, because of a pic pre-release date, when the studios get all jerked up in their releases, suddenly a music pub is informed that the picture is coming out six weeks earlier and they have to go to work on the score, but fast. Not to mention the number of pictures released in a row. Before a pub has the luck to hit on a song that will make shekels—for the pub.

That the pubs with pic ties are weakened by the whole situation goes without question. They—the pubs—are trying to build up a repertoire to substantially increase their ASCAP ratings, but with the present switch to newly formed pub houses, or artist "preferred" houses, most

of the good material slips out of their hands.

Pic Financing?

One of the possible solutions to the problem, as suggested by one music biggie, is that if an artist or writer wants a pub house, why not have the studio finance the deal, and hold the copyrights within the limits of the lot. In other words, suppose that Dick Haymes (it's not impossible) should demand that his songs go into his own firm, why shouldn't 20th-Fox say "Okay, Dickie, but let's do it together. We'll back you, own a percentage of the firm, and we'll be the publishers." It's logical.

And what is just another thorn in the side of the pubs is the fact that even after they make deals with pic companies, whereby the pic moguls have the right to their material—with the writers coming in for consultation on dough—what happens? Bing, a big pic comes up and John Producer wants a certain song, and

Music Popularity Chart

Week Ending
Dec. 28, 1944

BEST SELLING SHEET MUSIC

This compilation is based on weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See sources below Lucky Strike Hit Parade.) Songs are listed according to their popularity nationally, with the sectional listings to the right. (M) Song in legit musical. (F) Song in film musical.

Weeks to date	POSITION		NATIONAL	East	Mid-west	South	West Coast
	Last Week	This Week					
5	1	1.	DON'T FENCE ME IN (F) Harms, Inc.	1	1	1	1
3	4	2.	THERE GOES THAT SONG AGAIN (F) Shapiro-Bernstein	2	4	8	4
11	2	3.	THE TROLLEY SONG (F) Feist	5	2	4	2
9	3	4.	I'M MAKING BELIEVE (F) .. Bregman-Vocco-Conn	3	3	2	3
8	6	5.	I DREAM OF YOU Embassy	4	8	7	6
15	5	6.	DANCE WITH A DOLLY Shapiro-Bernstein	6	6	—	5
13	8	7.	TOGETHER (F) Crawford	7	5	6	8
12	9	8.	ALWAYS (F) Berlin	8	9	3	7
—	—	9.	I DON'T WANT TO LOVE YOU (F) Chelsea	—	10	—	10
24	10	10.	I'LL WALK ALONE (F) Morris	10	—	9	—

"HARLEM" HIT PARADE

Following list of most popular records in Harlem is based on sales reports from the leading race music stores. (See sources below Lucky Strike Hit Parade.)

Weeks to date	POSITION		Record
	Last Week	This Week	
11	1	1.	Into Each Life Some Rain Must Ink Spots and Ella Fitzgerald Fall Decca 23356
15	2	2.	Gee, Baby, Ain't I Good to You?.. King Cole Trio ...Capitol 169
22	8	3.	Hamp's Boogie- WoogieLionel Hampton ..Decca 18613
12	4	4.	I WonderPvt. Cecil GantGiltedge 500 CG1
11	6	5.	I'm LostKing Cole TrioExcelsior 2986
21	7	6.	You Always Hurt the One You LoveMills Brothers ...Decca 18599
8	3	7.	I'm Making Believe (F) Ink Spots and Ella Fitzgerald Decca 23356
34	5	8.	Cherry Red BluesCootie WilliamsHit 7084
—	—	9.	White Cliffs of DoverLouis PrimaHit 7109
—	—	10.	Somebody's Got To GoCootie WilliamsHit 7119

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
 Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales's. Birmingham: Norlen's Radio Shop; Louis Pitz Dry Goods Co. Boston: The Melody Shop. Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Buffalo: Music House. Butte, Mont.: Dreibelbis Music Co. Chicago: Goldblatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Rose Record Shop; Sears-Roebuck & Co.; Wurlitzer's. Cincinnati: Song Shop, Steinberg's, Inc.; Willis Music Co.; Wurlitzer's. Denver: Century Music Shop; The May Co.; Charles E. Wells Music Co. Des Moines: Davidson Record Co.; Des Moines Music House. Ft. Worth: 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.; Burdine, Inc. Milwaukee: J. B. Bradford's Music House; Morton Lines Co.; Broadway House of Music. Newark, N. J.: G. & R. Record Shop; Radio Shop of Newark. 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 Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Portland, Ore.: Meier & Frank Co. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. St. Louis: Aeolian Co. St. Paul, Minn.: Mayflower Novelty Co. Salt Lake City: Z. C. M. I. Gramophone Shop. San Antonio: Alamo Piano Co. Washington, D. C.: George's Radio Co. Westwood, Calif.: Music Shop.

no matter if the song is in the affiliated music firm, he gets it. And pays thru the nose for wanting it. Pubs howl about the fact that pic producers very seldom look thru their own pub firms for material for pic songs. The grass looks greener somewhere else. The value, naturally, is that when the song goes into a big picture, as in the case of *Time Goes By* in *Casablanca*, it can toss plenty of found dough into the pubs' laps and plenty of free flackery into the pic promotion departments.

Warners Have Best Record

Warners seem to have the best record of using their own material. That probably is because Herman Starr is an exec with both the music biz and the pic company, new hit *Don't Fence Me In* now in WB's *Hollywood Canteen* was picked by Starr for the pic from a mass of material in the WB catalogue. And all thru the picture there is a running file of Music Publishers Holding Company songs, for

at one point the J. Dorsey ork plays *Begin the Beguine* (Harms) from a spot far away from the scene of the camera.

MGM has always gone outside of its Robbins affiliates for many of its songs. It usually ends up with a combination of Southern, Mills, Warners and Chappell (for example) rather than concentrating on the Robbins, Miller, Feist catalog. To make it worse, MGM and 20th, for a long time have had dog scores which Robbins has had to publish, while the songs selected by the studios from other pubs usually profited by the choice.

What the answer to the whole thing will be is only conjecture on any one's part. But that it's confusing goes without question, and that it's now becoming a headache for many pubs also goes without question. Just to show how dizzy the whole thing becomes, score now being pubbed by Paramount is from *Sadie Thompson*, legit musical by Howard Dietz, former songwriter, but now a big shot at MGM, who wrote the lyrics.



SHE..

makes more

NICKELS

than the mint

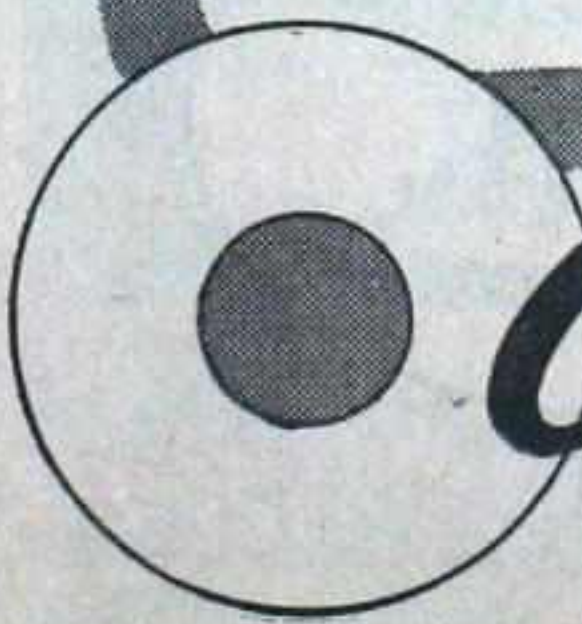
FOR YOU

ELLA MAE MORSE

She brought operators a lot of profitable business with -

- 'COW COW BOOGIE'
- 'MR. FIVE BY FIVE'
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- 'MILKMAN KEEP THOSE BOTTLES QUIET'

These hits are examples of how CAPITOL can pick talent and give it the right kind of tunes. That's the combination that brings in floods of nickels. CAPITOL RECORDS get more plays because CAPITOL produces more hits. They wear better too. We hope soon to be able to make all the records you want.



Capitol RECORDS

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SOON AVAILABLE

I'm Gonna See My Baby • Together
THE PHIL MOORE FOUR 20-1613

Sleigh Ride in July • Like Someone in Love
DINAH SHORE WITH ORCHESTRA 20-1617

Cocktails For Two
Leave the Dishes in the Sink, Ma
SPIKE JONES 20-1628

I Dream Of You • I'm Confessin'
PERRY COMO WITH ORCHESTRA 20-1629

Don't Fence Me In • Peter, Peter, Pumpkin Eater
HAL McINTYRE 30-0834

1945 Mother Goose Rhymes
That Dame I Left Behind Me
CARSON ROBISON 33-0518

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THE TUNES THAT NAB THE NICKELS ARE ON

VICTOR
AND BLUEBIRD RECORDS

Radio Corporation of America
RCA Victor Division, Camden, N. J.



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 1.) Songs are listed according to their popularity nationally with the sectional listings to the right. Record backing the hit record is in italic. (M) Song in Legit Musical. (F) Song in Film Musical.

Weeks to date	POSITION NATIONAL		East	Mid-west	South	West Coast
	Last Week	This Week				
7	1	1. DON'T FENCE ME IN (F) Bing Crosby-Andrews Sisters —Decca 23364 <i>The Three Caballeros (F)</i>	1	1	1	1
7	2	2. I'M MAKING BELIEVE (F) .. Ink Spots and Ella Fitzgerald —Decca 23356 <i>Into Each Life Some Rain Must Fall</i>	3	2	3	6
11	3	3. THE TROLLEY SONG (F) ... Pied Pipers—Capitol 168 <i>Cuddle Up a Little Closer</i>	7	5	6	2
1	—	4. THE TROLLEY SONG (F) Vaughn Monroe— Victor 20-1605 <i>The Very Thought of You</i>	—	4	2	—
—	—	5. THERE GOES THAT SONG AGAIN (F) Russ Morgan—Decca 18625 <i>Dance With a Dolly</i>	10	3	4	—
—	—	6. I DREAM OF YOU Tommy Dorsey— Victor 20-1608A <i>Opus No. 1</i>	8	6	5	—
2	6	7. WHITE CHRISTMAS (F) Bing Crosby—Decca 18429 <i>Let's Start the New Year Right</i>	—	7	—	5
3	4	8. THE TROLLEY SONG (F) Judy Garland—Decca 23361 <i>Boys and Girls Like You (F)</i>	2	—	—	10
2	7	9. WHITE CHRISTMAS (F) Frank Sinatra—Columbia 36756 <i>If You Are But a Dream</i>	—	10	—	4
10	—	10. TOGETHER (F) Dick Haymes-Helen Forrest— Decca 23349 <i>It Had To Be You (F)</i>	—	—	—	3

Other Records Reported in Best Selling Lists by Sections

EAST: *The Trolley Song (F)*—King Sisters, Bluebird 30-0829; *Rum and Coca-Cola*—Andrews Sisters, Decca 18636A; *Angelina*—Louis Prima, Hit 7106; *I Dream of You*—Andy Russell, Capitol 175.
MIDWEST: *Tico Tico (F)*—Ethel Smith, Decca 23353; *Too-Ra-Loo-Ra-Loo-Rai (F)*—Charlie Spivak, Victor 20-1603.
SOUTH: *Twilight Time*—Three Suns, Hit 7092; *Too-Ra-Loo-Ra-Loo-Rai (F)*—Charlie Spivak, Victor 20-1603.
WEST COAST: *Into Each Life Some Rain Must Fall*—Ink Spots and Ella Fitzgerald, Decca 23356.

MOST PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
8	1	1. I'm Wastin' My Tears on You.....	Tex Ritter	Capitol 174
18	2	2. Smoke on the Water	Red Foley	Decca 6102
4	4	3. Jealous Heart	Tex Ritter	Capitol 179
8	3	4. There's a New Moon Over My Shoulder.	Tex Ritter	Capitol 174
2	4	5. Each Night at Nine.	Floyd Tillman	Decca 6104
13	4	5. You're From Texas.	Bob Wills	Okeh 6722
33	—	5. Too Late to Worry..	Al Dexter	Okeh 6718
27	—	5. Soldier's Last Letter	Ernest Tubbs	Decca 6098

ADVANCE BOOKINGS

BILL BARDO: Bill Green's Casino, Pittsburgh, until Jan. 11.
COUNT BASIE: Hotel Lincoln, New York, until Feb. 11.
RAY BENSON: Plaza Hotel, New York, Jan. 18 (indef.).
TINY BRADSHAW: Last Word, Chicago, until Feb. 23.
LES BROWN: Hotel Pennsylvania, New York, until Feb. 10.
CAB CALLOWAY: Sherman Hotel, Chicago, until Feb. 1; Regal Theater, Chicago, 2 (week); Orpheum Theater, Minneapolis, 9 (week); Orpheum Theater, St. Paul, 16-19; Colonial Theater, Dayton, O., March 2 (week); Palace Theater, Cleveland, 9 (week); RKO-Keith, Boston, 22.
BENNY CARTER: IMA, Flint, Mich., Jan. 6; Stanley Theater, Utica, N. Y., 12-14; RKO-Keith, Boston, 18 (week); Adams Theater, Newark, N. J., 25 (week); State Theater, Hartford, Conn., Feb. 2-4; Earle Theater, Philadelphia, 9 (week); Loew's State, New York, 23 (week).
CARMEN CAVALLARO: Palmer House, Chicago, until Jan. 24.
REGGIE CHILDS: Schroeder Hotel, Milwaukee, until Jan. 18.
CHRIS CROSS: Claridge Hotel, Memphis, until Jan. 18.
JIMMY DORSEY: RKO-Keith, Boston, Jan. 4 (week); Frolics Club, Miami, 16 (3 weeks); Hotel Pennsylvania, New York, Feb. 12-April 7; Capitol Theater, Washington, 12 (week); Sherman Hotel, Chicago, May 11-June 7.
TOMMY DORSEY: Capitol Theater, New York, until Jan. 11.
GEORGE DUFFY: Ansley Hotel, Atlanta, Dec. 28 (indef.).
SONNY DURHAM: Tune Town Ballroom, St. Louis, until Jan. 28; Frog Hop, St. Joseph, Mo., 13; Sheraton, Omaha, 14; Corn Palace, Mitchell, S. D., 15; Neptune, Sioux Falls, S. D., 16; Prom Ballroom, St. Paul, 17; The Terp, Austin, Minn., 18; Amber Club, Madison, Wis., 19.

Music Popularity Chart Week Ending Dec. 28, 1944

MOST PLAYED JUKE BOX RECORDS

Going Strong

Reports received from The Billboard representatives and based on information given by leading juke box operators last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide. Listed under the title of each most played record are the other available recordings of this number.

Weeks to date	Position Last Week	This Week	Record
7	1	1	1. DON'T FENCE ME IN—Bing Crosby-Andrews Sisters (Vic Schoen Ork)Decca 23364 (The Three Suns, Hit 7114; Sammy Kaye, Victor 20-1610; Kate Smith, Columbia 36759; Gene Autry, Okeh 6728; Hal McIntyre, Bluebird 30-0834)
10	2	2	2. INTO EACH LIFE SOME RAIN MUST FALL—Ink Spots-Ella FitzgeraldDecca 23356 (Charlie Barnet, Decca 18638)
9	3	3	3. I'M MAKING BELIEVE—Ink Spots-Ella Fitzgerald.... Decca 23356 (The Three Suns, Hit 7105; Hal McIntyre, Bluebird 30-0831.)
5	7	4	4. THERE GOES THAT SONG AGAIN—Russ Morgan.... Decca 18625 (Sammy Kaye, Victor 20-1606; Billy Butterfield, Capitol 182; Kay Kyser, Columbia 36757; Kate Smith, Columbia 36759; Martha Stewart, Bluebird 30-0832.)
11	4	5	5. THE TROLLEY SONG—The Pied Pipers (Paul Weston Ork)Capitol 168 (The King Sisters, Bluebird 30-0829; Judy Garland, Decca 23361; Jack Smith, Hit 7115; Sula's Musette Ork (Don Baker), Continental C-1154; Vaughn Monroe, Victor 20-1605; Guy Lombardo, Decca 18634.)
6	8	6	6. THE TROLLEY SONG—Judy Garland (Georgie Stoll Ork) (See No. 5)Decca 23361
8	14	7	7. DANCE WITH A DOLLY (With a Hole in Her Stocking) —Russ Morgan (Al Jennings)Decca 18625 (Evelyn Knight, Decca 18614; Louis Prima, Hit 7107; Tony Pastor, Bluebird 30-0827)
2	16	8	8. THERE GOES THAT SONG AGAIN—Sammy Kaye (Nancy Norman) (See No. 4.)Victor 20-16106
22	6	8	8. I'LL WALK ALONE—Dinah ShoreVictor 20-1586 (Martha Tilton, Capitol 157; Mary Martin, Decca 23340; Louis Prima, Hit 7083)
1	—	9	9. I DREAM OF YOU—Tommy Dorsey (Freddie Stewart)Victor 20-1608 (Andy Russell, Capitol 175; Art Kassel, Hit 7110; Frank Sinatra, Columbia 36762; Jimmy Dorsey, Decca 18637; Perry Como, Victor 20-1629)
32	12	10	10. YOU ALWAYS HURT THE ONE YOU LOVE—Mills BrothersDecca 18599 (The Three Suns, Hit 7105; Sammy Kaye, Victor 20-1606; Charlie Barnet, Decca 18638)
1	—	11	11. I'M WASTIN' MY TEARS ON YOU—Tex Ritter..Capitol 174
15	17	12	12. AND HER TEARS FLOWED LIKE WINE—Stan Kenton (Anita O'Day)Capitol 166 (Ella Fitzgerald-Johnny Long, Decca 18633)
1	—	13	13. MEET ME IN ST. LOUIS, LOUIS—Guy Lombardo (The Lombardo Quartet)Decca 18626 (Judy Garland, Decca 23360)
1	—	13	13. AC-CENT-TCHU-ATE THE POSITIVE—Johnny Mercer (The Pied Pipers-Paul Weston Ork)Capitol 180 (Artie Shaw, Victor 20-1612; George Paxton, Hit 7120)
4	10	14	14. THE TROLLEY SONG—Vaughn Monroe (Vaughn Monroe-Marylin Duke)Victor 20-1605
10	15	15	15. DANCE WITH A DOLLY (With a Hole in Her Stocking) —Tony Pastor (See No. 7)Bluebird 30-0827
16	—	16	16. DANCE WITH A DOLLY (With a Hole in Her Stocking) —Evelyn Knight (Camarata Ork) (See No. 7)....Decca 18614
3	15	17	17. THE TROLLEY SONG—The King Sisters (See No. 4)Bluebird 30-0829

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.

- I DON'T WANT TO LOVE YOU—Phil Brito (Paul Lavalle Ork) Musicraft 15018
- THE TROLLEY SONG—Guy Lombardo (The Lombardo Trio-Stuart Foster) Decca 18634
- RUM AND COCA-COLA—Andrews Sisters (Vic Schoen Ork).....Decca 18636
- AND HER TEARS FLOWED LIKE WINE—Ella Fitzgerald-Johnny Long Decca 18633

Territorial Favorites With Juke Box Operators

- The following records are reported as favorites in various territories as indicated in reports to The Billboard from leading Juke Box Operators.
- SOLDIER'S LAST LETTER—Ernest TubbDecca 6098 (Fort Worth)
 - EVELINA—Bing Crosby (Camarata Ork)Decca 18635 (Buffalo)

282 NAB Members Back Org's Stand On Platter Turning

NEW YORK, Dec. 30.—Platter-turner situation, which to all outward purposes is resting uneasily between the nets and National Association of Broadcast Engineers and Technicians (NABET) while the AFM sits back and watches the goings-on, got a mild shake-up last week. Members of the National Association of Broadcasters, asked to support the NAB and the recent decision of the NLRB in favor of the NABET, have sent in some 282 telegrams (representing same number of stations) saying that they'll stick together in the fight.

Calvin J. Smith, of KPAC, Los Angeles, sent the initial request to all stations which resulted in replies from some 36 NBC affiliates, 49 CBS affiliates, 83

Mutual and 65 Blue affiliates. Along with these were wires from 49 independent stations. According to a NABET press release, these messages were unanimous in expressing themselves against James C. Petrillo's demands in the platter-turner situation.

AFM is standing pat upon its demand that nets fulfill terms of agreement with the musician's union entered into last January. NLRB specifically designated NABET members as platter turners outside of Chicago and denied AFM the right to control turning. AFM, thru its prexy, Petrillo, still threatens strike unless AFM members are used as turners.

Ed Werner Lays Down Law

DETROIT, Dec. 30.—Eduard Werner, who directed the orchestra at the Michigan Theater here for a number of years, has been named prosecuting attorney for Wayne County, which includes Detroit. Werner is now vice-president of Detroit Federation of Musicians.



with the ANDREWS SISTERS

and Vic Schoen and his orchestra

Here's the low-down—and we mean *lowdown*—on GI Joe and his Yankee dollars and the Trinidad gals and other stuff. Patti, La Verne and Maxine give it the works—Calypso style—on this new Decca record.

It's a song that'll keep the coins *rolling* into your machines. Everyone will want to hear it again and again to find out exactly what Patti is saying in that undertone patter that runs through the song!

The coupling is another hit-in-the-making, titled—

ONE MEAT BALL

It packs plenty of laughs—and a tug at the heart-strings—as The Andrews Sisters tell of the little guy with only a dime and a half for dinner!

Decca Record No. 18636 . . . 50c (not including federal, state or local taxes).

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Watch
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Exciting Four-Way Esquire Jazz Program

The February Jazz Issue **1** of Esquire

Announcing the winners for Esquire's 1945 All-American Jazz Band, and Esquire's All-American New Stars—selected by a board of 22 leading jazz critics and writers. This great issue of Esquire also gives you Barry Ulanov's "The Blues for the Times" . . . and many other jazz-minded articles and stories. At your newsstand January 15.

Esquire's 1945 Jazz Book **2** Published by A. S. Barnes & Co.*

A brand-new Esquire Jazz Book, edited by Paul Eduard Miller. Here are comments by the 22 experts on their choices for Esquire's All-American Jazz Band, lists of their favorite records, and biographies of about 100 musicians named; additional biographies of some 50 New Orleans musicians; lists of all important jazz records and events of the year; wartime hints to record collectors; a complete history of New Orleans jazz; articles by Leonard Feather, Paul Eduard Miller, George Hoefler, and James Crenshaw; and 24 full pages of hot jamming photos. On sale about January 12 at newsstands, book and department stores, record shops, PX and ships' stores. \$1.

Two Concerts **3** by Members of Esquire's All-American Jazz Band

Wednesday, January 17, in Los Angeles and New Orleans

- Duke Ellington and his band plus six winners in Esquire's All-American Band. At the Philharmonic Auditorium, Los Angeles. Gross proceeds to Volunteer Army Canteen Service.
- Louis Armstrong and other All-American Band winners plus New Orleans jazz old-timers, celebrating 50 years of New Orleans jazz. Municipal Auditorium, New Orleans. Sponsored by the National Jazz Foundation.

1 1/2-Hour **4** Broadcast of the Concerts Over Blue Network

January 17, from 10:30 to 12 P.M.
Central War Time

Hear this great broadcast over the Blue Network from Los Angeles, from New Orleans, plus 15 minutes of Benny Goodman and his quintet and Mildred Bailey in a studio broadcast from New York. Featured will be playing by musicians simultaneously from all three cities. The show will be broadcast to the Armed Forces overseas, and shortwaved to South America.

*A. S. Barnes and Co. is the parent company of Smith and Durrell, publishers of the Record Book, the Jazz Record Book, and Panassié's the Real Jazz.

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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.

I'M BEGINNING TO SEE THE LIGHT Harry James and Ork (Kitty Kallen on Vocals)

Columbia 36758

Breezy tempo plus catchy tune-phrase done up in taste marks this as a big James' number. There's little characteristically H. J. about the disk in the usual "horn" style, but it doesn't need it. Kitty Kallen's vocal is sweet, simple, as is the tune and entire Ork's handling. This could be a James' classic and is socko for juke and homes. Reverse is typical James treatment of ballad "The Love I Long For." It'll help.

I DREAM OF YOU Frank Sinatra Columbia 36762

Beautiful ballad that's been getting plenty of play from everyone gets a vanilla sauce trimmin' by F. S. He's helped by a nice background (Alex Stordahl) and record holds attention all the way thru. Sinatra's disk of this tune is as good as any out. Fact that it's backed by his firm's "Saturday Night," which he also wraps in style, moves this disk up to top drawer.

LIKE SOMEONE IN LOVE Dinah Shore Victor 20-1617-B

Both sides of this disk (reverse is "Sleigh Ride in July") are smoothies, and Dinah does 'em fine. They're from "Belle of the Yukon," and both tunes are bound to get a workout by pubs, and consequently this fine disk will show easily.

POPULAR RECORD RELEASES

(From January 4 thru January 11)

COCKTAILS FOR TWO	Spike Jones and His City Slickers (Carl Grayson)	Victor 20-1628
DON'T FENCE ME IN	Hal McIntyre (Al Nobel and Ruth Gaylor)	Bluebird 30-0834
EVELINA	Frankie Carle (Paul Allen)	Columbia 36764
EV'RYTIME WE SAY GOODBYE	Hildegard (Harry Sosnik Ork)	Decca 23378
I DON'T WANT TO LOVE YOU	Sammy Kaye (Billy Williams)	Victor 20-1635
I DREAM OF YOU	Perry Como	Victor 20-1629
I'M CONFESSIN' (THAT I LOVE YOU)	Perry Como	Victor 20-1629
I'M GONNA SEE MY BABY	The Phil Moore Four (Phil Moore and the Phil Moore Four)	Victor 20-1613
INTO EACH LIFE SOME RAIN MUST FALL	Charlie Barnet (Kay Starr)	Decca 18636
IT MAKES NO DIFFERENCE NOW	Montana Slim	Bluebird 33-0519
JUST ONE MORE RIDE	Montana Slim	Bluebird 33-0519
LADY DAY	Artie Shaw	Victor 20-1620
LEAVE THE DISHES IN THE SINK, MA	Spike Jones and His City Slickers (Del Porter)	Victor 20-1628
LET'S TAKE THE LONG WAY HOME	Artie Shaw (Imogene Lynn)	Victor 20-1620
LIKE SOMEONE IN LOVE	Dinah Shore (Albert Sack Ork)	Victor 20-1617
1945 MOTHER GOOSE RHYMES	Carson Robison	Bluebird 33-0518
OH, MARIA	The Three Suns (Artie Dunn)	Hit 7122
PETER, PETER, PUMPKIN EATER	Hal McIntyre	Bluebird 30-0834
RIGHT AS THE RAIN	Frankie Carle (Paul Allen)	Columbia 36764
ROBIN HOOD	Les Brown (Butch Stone)	Columbia 36763
SATURDAY NIGHT	Sammy Kaye (Nancy Norman)	Victor 20-1635
SLEIGH RIDE IN JULY	Les Brown (Gordon Drake)	Columbia 36763
SLEIGH RIDE IN JULY	Dinah Shore (Albert Sack Ork)	Victor 20-1617
SLEIGH RIDE IN JULY	The Three Suns (Artie Dunn)	Hit 7122
STRANGE MUSIC	Fred Waring and His Concert Ork (Gordon Goodman, Jane Wilson and Glee Club)	Decca 23377
THAT DAME I LEFT BEHIND ME	Carson Robison	Bluebird 33-0518
TIME WON'T HEAL MY BROKEN HEART	Ted Daffan's Texans	Columbia 6729
TOGETHER	The Phil Moore Four (Billy Daniels and the Phil Moore Four)	Victor 20-1613
WALTZ IN C SHARP MINOR OP. 64 NO. 2	Fred Waring and His Concert Ork (Harry Simons—Piano)	Decca 23377
WHO ARE WE TO SAY?	Hildegard (Harry Sosnik Ork)	Decca 23378
YOU ALWAYS HURT THE ONE YOU LOVE	Charlie Barnet (Kay Starr)	Decca 18636
YOU'RE BREAKING MY HEART	Ted Daffan's Texans	Columbia 6729

On the Stand

Carl Ravazza

(Reviewed at La Martinique, New York)

Carl Ravazza band (William Morris Agency) is new in the East and is making the most of its opening wedge at the Martinique, smart nitery on the West Side. Ravazza is a terrific showman and gives out plenty with the personality, making most of the payees happy with his sunny disposh and pleasant voice. Musically, group is standard and one big jack is fem vocalist. He's good on tunes, but gal could help vary musical fare.

Band cuts a good show and Ravazza does himself brown on floor, singing half dozen tunes. For dancing purposes he mixes 'em up plenty. However, his forte is definitely on the front side and he makes an A-1 hand-shaker. Guy is

good looking, sure of himself and knows the meaning of the word showbiz. He's hep.

He's in at the place until April, 1945, a lengthy haul for a new band.

Paul Secon.

Ray Herbeck

(Reviewed at the Green Room, Hotel Edison, New York)

Ray Herbeck ork (Frederick Bros. Agency) has definitely profited by leader going into service. Band today, after being disbanded for quite some time, is small, but a musically tidy group. Arrangements lean mainly to the sweet side, and dancers and musickers who like their melody, get a break here. Before Herbeck went into the service it was a Mickey Mouse type of band, but now there's the nucleus of a big-time outfit.

Ork has three trumpets, one trombone, three rhythms and four saxes. Results are surprisingly big-sounding, and might

Music Popularity Chart

Week Ending
Dec. 28, 1944

POPULAR RECORD REVIEWS

By M. H. Orodenker

BING CROSBY (Decca)

Evelina—FT; V. *The Eagle and Me*—FT; V.

In his most persuasive style, Bing Crosby sells it like a million for these two hit ballads from the "Bloomer Girl" stage smash. Spinning drips with magnolias and honeysuckle juice as Crosby chants the "Evelina" love ballad, with pizzicato fiddles creating the flavor of a banjo to accompany the singer. For "The Eagle and Me," Crosby starts off with the verse, taking liberty with the tempo, and then hits into a moderate rhythm tempo for the chorus. A mixed choir breaks in on the second stanza to add vocal force to his singing. Crosby brings out all the emotional appeal of this freedom song, and for both sides, gets excellent musical support from the large studio band directed by Toots Camarata.

Both of these show tunes are bound to skyrocket on the strength of Bing Crosby's song selling, and both sides should bring in a bumper crop of coins for the music ops.

TOMMY DORSEY (Victor)

More and More—FT; VC. *You're Driving Me Crazy*—FT; VC.

Tommy Dorsey goes all-out concert style for his ballad interpretation of "More and More," a new Jerome Kern opus from the movie "Can't Help Singing." A large string section is employed, with the violas, cellos and harp adding tonal body and depth as he slides out the opening chorus. With such a full-bodied band laying down a grandiose background, Bonnie Lou Williams can hardly miss with her low-throated pipes when it comes to singing the wordage. In fact, any singer would show up good against such a flowery musical bank. Flipover finds the Dorsey dandies more in their element, making a lively jump dish for Walter Donaldson's evergreen, "You're Driving Me Crazy." Band swings out lightly and politely as Dorsey slides out the opening stanza, shared with the clarinet rider. For the second stanza, the Sentimentalists, getting a riff background, turn in some polished rhythm harmonies for the familiar tune.

With heavy emphasis on the old favorites, Tommy Dorsey's "You're Driving Me Crazy" will find instant favor with the phono fans.

FRANK SINATRA (Columbia)

Saturday Night—FT; V. *I Dream of You*—FT; V.

For the dream singing, Frank Sinatra takes the bobby-soxers way up in the clouds with his lyrical caresses for "I Dream of You." Sings it slowly for verse and chorus to bring out all of its romantic richness, with Axel Stordahl's musical motifs behind the voice heightening the effect. "Saturday Night," by Sammy Cahn and Jules Styne, is a rhythm torch tune with little infection either in the song or the way Sinatra sings it.

For the Frank Sinatra fans, they'll gush over his vocal goo for "I Dream of You."

ELLA FITZGERALD-SONG SPINNERS-JOHNNY LONG (Decca)

And Her Tears Flowed Like Wine—FT; V. *Confessin'*—FT; V.

To enhance the merchandising appeal, the label has teamed Ella Fitzgerald with the mixed vocal harmonies of the Song Spinners and an enlarged Johnny Long band. In face of all this embellishment, Miss Ella crashes thru with her singing of these two sultry songs. Adds sweetness to her melancholy tones for "And Her Tears Flowed Like Wine," the saga of the sad tomato and a busted valentine. Miss Ella excites with her singing of the verses, but it's a letdown for the prosaic singing of the Song Spinners on the choruses. Johnny Long's band provides a heavy rhythmic beat, punctuated by innocuous handclaps. Miss Fitzgerald would fare far better with the lively rhythm ditty on her own without the added frills and fuss, as marked by her slow and sultry chanting of "Confessin'" with the Spinners remaining in the background to blend their sustained vocal harmonies with the band.

Music ops can count on both of these sides, and more particularly for "Confessin'," to catch up the coins.

(See Pop. Record Reviews on page 69)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodenker

AL DEXTER (Okeh)

I'll Wait for You Dear—FT; V. *I'm Losing My Mind Over You*—FT; V.

Al Dexter and His Troopers, the Troopers taking in a lively musical aggregation of fiddle, accordion, guitars and bass, make it lively enough for the tuneful "I'm Losing My Mind Over You." It's a tuneful Western chant, and Dexter sings it attractively enough in a bright rhythmic setting which should set the side off neatly in the music machines. Fiddle and accordion bridge the many vocal choruses. The same rhythmic mood is established for another Al Dexter original in "I'll Wait for You Dear." However, the ditty is dull and repetitious, not nearly as tuneful as "Losing My Mind." Nor is Dexter very convincing as he professes his everlasting love. The electric guitar and accordion get in the musical bridges to space the many vocal choruses.

Chi Bookers Seek Centralized Offices

CHICAGO, Dec. 30.—There has been a movement afoot here recently to centralize talent booking offices in one building at 203 N. Wabash. The trade here has always felt that one of the things most needed to make Chicago a greater center of act booking particularly in the night club-vaude, cocktail-combo fields, has been the establishment of a booking center, with most of the offices quartered in one building. The plan to make 203 a booking center to be known as the Theatrical Arts Building is the answer to a long standing prayer. William Morris, Mutual Entertainment and a few other booking offices are now located in this building, but the plan is to get many more under one roof.

At the present time, however, there are several non-showbiz offices located there.

No Red for B. G.

NEW YORK, Dec. 30.—There's a reported feud on between Billy Rose and Benny Goodman, latter now doing clarinet solo in Rose's *Seven Lively Arts*. Seems that Rose wants B. G. to wear a red uniform on the stage.

P. S.: B. G. thinks the spangled tails he wears is enough—but plenty.

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Camp Shindigs Creating Demand for Smaller Acts

CHICAGO, Dec. 30.—Local bookers stated this week that in the last few weeks, demand for small acts has increased from officers' clubs throughout the country.

It has always been the custom in the clubs to hold dances on Saturday nights. Now with camps spread all thru the country, and many of them in obscure locations, something more than a dance is wanted by these stranded men. Around larger cities where many camps are located, there is not sufficient space to handle the entertainment for as many men as there are. Transportation difficulties also present a problem.

Camps such as Fort Leonard Wood, Kansas; Camp McCoy, Wisconsin; Fort Monmouth, New Jersey; Camp Berkely, California; the desert camps and many others have asked to have acts such as dance teams, acrobats, singers, jugglers, etc., sent to them for Saturday night affairs.

General Amusement Corporation, Berle Adams Agency, Boyle Woolfolk, Frederick Bros. and several other well-known local

agencies, have started booking these officer club dates.

This outlet for small acts is getting more fertile every week, leading bookers here say, and from indications will continue to grow.

Chanticleer Is Sold 2d Time Within a Year

BALTIMORE, Dec. 30.—The Chanticleer, local cocktail lounge and night club, has changed hands again for the second time within a year.

It was first sold in November, 1943, for a reported price of \$255,000. The purchase price in the current transfer is \$155,000.

Listed as purchasers in a deed filed this week in the land recorder's office were Nathan Bloom, Harry D. Miller and Thomas J. Aversa. The sale included furnishings, fixtures and equipment.

It was purchased from the Eager Corporation. This firm, of which Jacob D. Kaplan was president, bought the cocktail lounge from its original operators, William Lillien; his wife, Mrs. Blanche Lillien, and their daughter, Mrs. Grace Blumenberg.

Under the Lillien ownership, the cocktail lounge had been closed for 60 days by the board of liquor commissioners and had been fined \$100 in the local Federal Court on charges of altering the contents of 23 bottles of whisky.

Angie Bond Buys CRA Pact For 5% of Take to Aug., '45

NEW YORK, Dec. 30.—Angie Bond has managed to get out of her seven-year contract with Consolidated Radio Artists and is now back with William Morris. Contract still had a couple of years to go.

Switch itself is not unusual. Happens every day. Odd part, however, is that in order to make the change Miss Bond agreed to pay CRA 5 per cent of her earnings until August, 1945. According to CRA, act sells for \$500. According to the Morris Office the price is \$600 to \$650.

Review

Phil Moore

(Reviewed at Cafe Society, Downtown, New York)

New Phil Moore combo (personal manager, Dick Dorso; agency, Century Concerts, Ltd.) has plenty on the ball and if handled in the future with sensitive musical kid gloves, as now, it'll do big things. Moore was arranger for Lena Horne, and others, and also wrote background music at MGM for many years, along with *Shoo-Shoo, Baby*.

His sidemen are Gene Sedic, clarinet; John Letman, trumpet; Doles Dickens, bass; Wallace Bishop, drums, and Remo Palmieri, guitar, with Moore at piano. Each man's a terrific sideman, but leader skillfully keeps them subdued in ensemble and on solo stuff. He's concentrating on building a smart, subtle style and yet giving payees tunes they like. His interpretations are easily understandable.

Moore is a genial fellow, plays nice piano and handles himself okay. He's going to add strings to above outfit, and with his arranging skill, will probably have a unique commercial outfit. Group now is definitely A-1. Paul Secon.

Off the Cuff

East:

MARTHA CAWLEY'S unit makes its Philadelphia bow at Little Johnny's. . . . FIVE KINGS new at the Calais, Philadelphia. . . . PENNY PRENTISS and Charlie Sellers are the new features at Maxine's Musical Bar, Philadelphia. . . . WINIFRED NEEHAN TRIO make its bow at Jack Alexander's Continental Music Bar, Atlantic City. . . . JOE FRY TRIO with Betty Gaynor and Bonnie Lee at Mayo's Show Place, Philadelphia. . . . ARTHUR DAVEY TRIO spotlighted at Lou's Moravian Bar, Philadelphia. . . . FORREST SYKES current at Chez Cherie Musical Lounge, Philadelphia. . . . HOWARD DICKSON'S Victory Boys reopen Jack's Musical Bar, Gloucester, N. J. . . . PAUL MARTIN TRIO rings in the new year at Atlantic Grille, Philadelphia. . . . FLORENCE WELLS current at Lou's Germantown Bar, Philadelphia. . . . BOBBY MARTIN, who has been at the Rose Room, Newark, N. J., for the past two years, has just had an option picked up which carries him until May 27, 1945. Combo is now getting \$675.

LAZAR DWORKIN, cleaning and dyeing tycoon, is the new interest in the Downbeat, New York, replacing Joe White.

TOMMY PURCELL stays on at the Whitehall Hotel, New York, until May 20; Guy is supposed to have turned down out-of-town date which offered him two-and-a-half times more than he's getting here. . . . STERLINGS (George and Jerry) current at Jack and Bob's, Trenton, N. J. Team follows into the Theatrical Bar, Cleveland, January 8. . . . CORALLI just wound up 15 weeks at Club Teheran, Philadelphia, and opens at Town House, Buffalo, January 1. . . . BILL PETERSON, CRA's Chicago lounge head, in New York for a look-see. . . . AIRLANE TRIO just finished transcriptions for Lang-Worth. . . . LITTLE JACK LITTLE due back at El Patio, Washington. . . . COOPER AND COLE opened at Blue Moon, Newark, N. J.

Midwest:

JOHNNY FRAZIER'S FOUR FLASHES, a new unit, opened at the Hollywood Show Bar, Pittsburgh, January 1. . . . FLOYD HUNT held over at the Melody Club, Peoria, Ill. . . . JIMMY ALLEN current at Kit's Lounge, Chicago Heights. . . . ALYCE BROOKS current at the Esquire Lounge, Joliet, Ill. . . . THE THREE STRATOLINERS signed for a return engagement at Hotel Woodruff, Joliet. . . . DON ROBY'S band opened January 1 at Hi-Lo Club, Battle Creek, Mich. . . . VIBRATONES opening at the Tailspin, Chicago. . . . CHARLIE CHANEY opened December 30 at the Silver Congo, La Salle, Ill. . . . MEL BRANDT at the Preview Lounge, Chicago. . . . TEXAS TOMMY opens at the Legion Club, Omaha, January 8. . . . MAGE AND KARR into Club Royale, Detroit, January 19. . . . FRANGEE AND FLORENCE, Lester and Irmagene and Lola and the Andie Dancers open at the Trocadero, Evansville, Ind., January 15. . . . JUNE TAYLOR line opens in the same spot January 19. . . . COMMODORES at the Hotel Whitcomb, St. Joseph, Mo. . . . MUSIC MASTERS playing the Bamboo Room, Kenosha, Wis. . . . DICK SAUNDERS TRIO opened the 1111 Club, Chicago, December 27. . . . DUKE SHILLER AIRLINERS opened the Lake Hotel, Gary, Ind., January 6.

CLARENCE BROWNING opens Midtown Hotel, St. Louis, January 5. . . . LARRY ALLEN TRIO into Paddock Club, Calumet City, Mich., December 20. . . . EDDIE ARNOLD current at the Eastern, Milwaukee. . . . CHICK AND CHARLENE JOHNSTON into the Bijou, Battle Creek, Mich., January 5. . . . ISABELLE BROWN and Fay E. Meryl opened at the Talk o' the Town Club, Peoria, Ill., December 29. . . . DIANA CLIFTON held over at this spot. . . . PEPPER HALL plays the Spokane Theater January 5. . . . WILLARD WOOLSEY plays this spot January 15. . . . DON ROY going back to Florida for return dates at all spots on his last circuit.

3 Rooms Lit In Big Town For Holiday

NEW YORK, Dec. 30.—At least three new spots premed here in the past week or so. They are either rooms which were operating on a non-tax policy and have returned to entertainment and dancing with the 20 per cent bite, or new rooms which unveiled hoping to get their share of the loose moola around.

The newie is Don Smith's place, Eight West (address is 8 W. 52d). Place has received temporary cabaret license and is unveiling tonight (30). Talent will consist of Tony Craig, Mark Sebastian and two pianos for the lulls.

The Belvedere, which dropped all taxable entertainment when the 30 per cent bite went into effect, started again. This time room has Phil D'Arcy on a four week, plus options, deal.

The St. Moritz, another casualty of the Federal nick, also is back in business again. Hotel has bought the Los Andrinis (2) and Jovita in addition to Danny Yates ork.

Lou Gold Planning New Nitery for West Philly

PHILADELPHIA, Dec. 30.—Lou Gold, who recently sold his Powelton Cafe, nabe nitery, has purchased the Normandie Hotel and is making plans to convert two large banquet rooms into a new night club for the West Philadelphia area, with a floorshow policy.

Hostelry housed plush supper clubs in the lush days.

Bob Crosby Takes Over 30 Marines for a Unit

HONOLULU, Dec. 30.—Bob Crosby has formed one of the first all-marine talent units here out of strictly G.I. non-professional vaude performers.

The unit starts on a whirlwind circuit of advanced Pacific Ocean areas, appearing before service personnel of all branches in the fighting line.

Unit is under the auspices of the Fleet Marine Force Recreation and Morale Service.

Union Ending Ciney Local

NEW YORK, Dec. 30.—The national office of AGVA will dissolve the Cincinnati local this week and send in Fred Dole to take over. The dissolution comes as the result of non-payment of per capita tax and "non-service by the local," according to union officials here. Dole comes in January 7.

Mike's Not Talking

NEW YORK, Dec. 30.—Biggest question around band biz today is where Mike Nidorf, who just left General Amusement Corporation, is going to hang his hat. There are several rumors around, but even his closest friends have said that Mike hasn't disclosed where he's going. However, it's pretty well known that he has a deal set, but where????

Talk in the trade last week was that he would probably settle down on the Coast for the Eddie Sherman Office. There was also story going about that he might hang his hat with Personalities, Ltd., org run by "Bullets" Durgom and Bob Moss. Intimates, however, don't think the latter will happen.

Meanwhile, Nidorf is sunning—in Florida.

Village Vanguard Ready To Switch to Le Jazz Hot

NEW YORK, Dec. 30.—Hot music will be the Village Vanguard's new policy starting January 9. Max Gordon has bought Max Kaminsky's ork and Art Hodes to give the spot its first send-off. Main reasons for new policy is the difficulty in buying or even finding new talent which can deliver authoritatively. Muriel Gaines and Betty Sanders will stay on.

LARRY LUKE the Duke of Song and His Piano



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Agencies Ready For Post-War

Detroit Agents Adopting New Act Contracts

DETROIT, Dec. 30.—New forms of standardized contracts are being drawn up for use by all local booking offices, Norman H. Birnkrant, counsel of the Michigan Association of Theatrical Agents, disclosed this week. Contracts are designed primarily to clarify the status of an act as an indie contractor, and not as an employee, as some of the older forms have implied.

The status is in accord with the interpretation of the Internal Revenue Bureau and other authorities, and contract forms are being brought into line. Documents will have a number of forms, designed for use for different types of dates, but are being closely standardized nevertheless, so that the same type of information is to be found in the same place on all forms.

While copies of the contracts are being filed with AGVA, as generally required, Birnkrant has advised Billy Grubbs, AGVA national representative here, that the information on the contract, particularly regarding price, is privileged information, and cannot be disclosed to another act, agent, the press or anyone else.

This is designed to prevent disclosure of strictly confidential information when an act, because of special conditions, may work below its usual salary.

Informal approval has also been secured for the rule that contracts for private club dates must be filed with AGVA within 48 hours after the engagement. Normal rule has been that they must be filed before the date, but agents have protested that this sometimes places them in an impossible situation when a date is available at the last minute.

Balto. Owners Warned About Fire Hazards

BALTIMORE, Dec. 30.—Local operators of night clubs and other places of amusement have been requested by Mayor Theodore McKeldin to be vigilant in prevention of fires and panic.

McKeldin has received a confidential report from sources which he refused to disclose to the effect that unsafe and unsanitary conditions exist in a number of night clubs.

According to the mayor, reports were received on 40 establishments. Data also was compiled some time ago by agents of the municipal building engineer. In some of the night spots, it was stated, entrances were blocked and barred, vestibule doors opened inward, there were non-exit lights at others, and in some the exit passageways were blocked by lumber, beer bottles, beer cases and rubbish. In still others it was found that automobiles were parked directly in front of the sole rear exit, along with ash cans.

Operators were urged to put their night spots in shape to prevent another Boston fire.

Marcus Unit Set For Vaude Houses

CHICAGO, Dec. 30.—The A. B. Marcus show is going on the road again. New package will be known as *La Vie Paris*. As in the past, the show will consist of several vaude acts and a large chorus line.

A tentative sked has been set up, with the opening at the St. Charles Theater, New Orleans, January 25; then the National, Louisville, February 9, and the Oriental, Chicago, February 16.

Talent will include Jim Wong troupe, Whitey and Ed Ford, Leon Miller, Dwight Gordon, Latasha and Lawrence, Ruth Durrell, Tula and Mio, Four Lavernes, Dorothy Dowdy and 20 gals.

Rumor NATA Preparing To Open in N. Y.

To Operate in ARA Backyard

NEW YORK, Dec. 30.—Now that it is assured of a deal giving it the right to split commissions any way the members see fit, the National Association of Theatrical Agents is planning to open an office here, according to an authoritative trade source.

Should development take place, as forecast by the source, it will present the spectacle of NATA, major fee-splitting org. operating in the territory of the only other agent organization of comparable size, namely Artists Representatives' Association.

It is believed that NATA will come to New York to enroll any fee-splitter who wishes to join the body, regardless of what other organization he may or may not belong to.

Bud Henshaw Ready To Pay-Off Actors

NEW YORK, Dec. 30.—Bud (Uke) Henshaw, ruled "unfair" by AGVA after his unit, *Heads Up, America*, folded in the South, said yesterday (29) that he will pay \$385 in back salaries to the acts involved in the folderoo by a weekly deduction from his own salary. AGVA officials confirmed the deal.

Henshaw declared that he was not responsible for the lack of funds when the show closed in Birmingham because his partner, Jack Maggert, had a representative with the unit who collected the entire box-office receipts. Henshaw said he will try to get the money he has agreed to pay out back from Maggert and one Robert McMillan, a Kansas City (Mo.) airline official who was also a partner. Meanwhile Henshaw is taking a series of vaude dates and will make good the claims against him, he said.

Indianapolis Barn Opens

INDIANAPOLIS, Jan 1.—Castle Barn, newest roadhouse here, had its grand opening December 29 with Curly Newport and ork.

Colonial Inn Quits After Just 5 Days; Walters Grabs In-Town Terrace for 65G

Gas Shortage Forces Switch

MIAMI, Dec. 30.—Lou Walters has closed his Colonial Inn in Hallandale, near here, after just five days of operation and has purchased the recently opened Terrace Restaurant from Anthony Rossi for \$65,000. He is skedded to transfer his Colonial Inn show intact to the new place tonight.

Shuttering of the Colonial Inn follows hard on the heels of an exclusive story printed in *The Billboard* last week which reported the imminent collapse of the Florida night club season.

Walters took over the Colonial Inn with Sam Gaines, after paying his former partner, E. M. Loew, about \$200,000 for his share. Deal was closed in early fall in anticipation of the biggest night-ery season in Florida history.

Tho the new government ban on racing undoubtedly influenced Walters in his decision to close the Colonial Inn,

Pa. Operators Gird for Fight Vs. Blue-Noses

PHILADELPHIA, Dec. 30.—Niteries here and thruout the State are threatened with their very existence if a gang-up of the reform groups is able to push thru a midnight curfew on liquor for each night of the week.

The State Federated Legislative Committee will ask the 1945 Legislature to enact laws forbidding the sale of all alcoholic beverages after midnight in Pennsylvania.

Under existing laws all licenses, excepting chartered clubs, can sell alcoholic beverages until 2 a.m. on weekdays, excepting Saturdays, when the deadline is midnight.

Made up of 12 reform groups, the Federated Legislative Committee has outlined a six-point program to revise the State's liquor laws, including the reduction of hours for the sale of alcoholic beverages.

In addition to cutting the number of hours licensees may remain open, the committee's program also includes a proposal for the abolition of Sunday sales of liquor in private clubs.

The first objective of the reform group is enactment of legislation outlawing Sunday movies and commercialized sports on the Sabbath. Secondly, it seeks to hold intact Blue Laws, "To make sure that the Sabbath shall never be disgraced with Sunday opening of taprooms or night clubs."

It is understood that the reform groups will do some heavy lobbying to push their proposals. However, nitery ops here are better prepared to hold their own ground, having banded together earlier this year as the Cafe Owners' Association.

One of the chief reasons for the association, was to put up a united front to bat down such reform legislation which always crops up when a new session of the Legislature is ready to convene. In spite of strong pressures, it is not expected that the reform groups will win out. But nitery ops will have to be on the alert.

Florida Patron Payola

MIAMI, Dec. 30.—Kitty Davis Airliner has adopted a new gimmick for enlisted men. A large wheel has been installed with the names of every State. Any customer who throws a dart and strikes his home State gets a free phone call to his folks right from the club.

Cast an Eye Toward Video

Many already started on plans—diversity to highlight big, little offices

(Continued from page 3)

In some cases expansion has already taken place, expansion into new fields or intensification in fields where the office had a foothold. In other cases plans are in the works, men to put the plans into effect are being sought, tie-ups are being made.

In the words of one agency head, Bill Morris, of the William Morris Office, "Post-war entertainment business will be enormous—provided we beat the Nazis completely and solve the problem of providing jobs for everyone." Morris has no doubt that both conditions will be met.

What They're Doing

Specifically, here is what the major offices here are doing, have done and plan to do after the Yanks have marched into Berlin:

Music Corporation of America: According to Charles Miller, vice-president, the firm will go into television big. It will both package tele shows and sell video talent. MCA also will develop its concert business. Toward this end, Harry Squires recently moved his one-nighter and theater concert biz into the firm.

Organization also will expand its interest in literary properties and writers, especially for legit and film purposes. In this connection, Miller did not deny trade reports that MCA has invested heavily in *Dear Ruth* and *Snafu*, in fact he conceded that the firm has dough in "several" shows. Show-backing is a relatively new thing at MCA, said Miller, having been discussed for about a year with numerous legit producers. Firm will do more of it.

Miller also said that MCA will continue producing ice shows for hotel purposes, expansion in this direction to take place when more tanks and other equipment become available.

Otherwise, the firm will continue as it has. Miller denied that MCA has financial interests in one of movie-producing firms or record companies, both of which it is involved in, according to trade gossip. "But," concluded Miller, "whatever others are doing we'll do, too. Diversification will be the keynote in the post-war period."

William Morris: According to Bill Morris, the agency's top man, once the war is over his office will make a big drive for foreign business. Morris says that before Pearl Harbor his office did 75 per cent of the foreign business carried on by all U. S. agencies. After the war WM will not only regain this biz but will increase it, said Morris. The time is not far away, he added, when an act will be able to play a split-week between New York and London, or New York and Hawaii.

WM has been interested in television since 1928, he said, and will be very active in this field. Firm will package many tele shows, since it will have under contract not only bands and acts but writers, directors and producers in radio, film and legit.

Organization will continue and expand its handling of literary properties for films and legit. Firm now makes it a practice of wrapping many of its attractions in suitable stories or plays, and post-war will do even more of the same, says Morris.

Concerts, Too

WM also will go in heavily for concert work. Within last year it has established a concert division, with separate offices, headed by James A. Davidson. Branch will not only send out units, radio shows and similar attractions for one-nighters in auditoriums, but will go in extensively for bookings of longhair artists. Sending around the classicists, says Morris, is a logical outgrowth of handling them for radio, films and so on.

General Amusement Corporation: Ac-

(See Agencies Prepping on page 34)

NIGHT CLUB REVIEWS

Latin Quarter, Miami Beach

Talent policy: Floorshows and dance bands. Shows at 8:30 and 12. Owner, E. M. Loew; manager, Howard Payne. Prices: \$3 top.

At the premiere the new production called *Folie De Victoire* surpassed anything seen hereabouts. Music is by George Komaroff, dances and stage direction by Hela Slavinska.

Jane Wood, Bob Fuller and a chorus of 12 fems and five boys start proceedings in an apache number.

Four Skating Macks (girls) do everything possible on skates, startling twists and whirls get a big mitt. Grisha and Brona, tall and willowy fems, in poses and dances under the blue light, please.

Gaudsmith Brothers, that old reliable pair of comics with their two poodles, are as funny as ever, their patter and acro antics drawing nice returns.

The *Bolero* is a terp number using all the name stars in the production with good results.

Lewis and Van, above-par hoofers, play up their stair-climbing dance. Rapid-fire hoofing draws several bows. Bob Fuller and Stylists, Jane Woods and chorus boys with Wayne McIntyre with a military finish do well.

Harrison and Fisher are placed next-to-closing, and their dancing and comedy by the fem, high-class with original and clever steps.

Senor Wences, saved for last, is a show-stopper. He holds his audience spell-bound with his doll-dummy body and hand make-up, control of which is most remarkable. Tops off act with bit of juggling.

Maurice Weiss and ork play for the show while Don Ostrow and ork handle rumba score.

Salute to flags is a finale that puts the customers on their feet. National anthem is the clincher.

Larry Bertlner.

Copacabana, New York

Talent policy: Floorshows at 8, 12 and 2. Continuous dancing. Operator: Monte Proser; manager, Jack Entratter. Prices: \$2.50-\$3.50, minimums.

If a physical disability can be turned into one of the slickest pieces of show-biz, then Jane Froman has done it. Not only is she still one of the best song sellers around but with that rolling platform from which she now works, she has added some cute bits which not only hide her infirmity but, what is more important, gives her act a tremendous sock.

Just before Miss Froman goes on, all house lights go off while she's helped onto this platform, about a six-foot affair. On it is a small upright piano. Under the keyboard are the controls which guide the movement of the platform. Controls are worked by Miss Froman's keyboarder, "Berg" Bergerson, who, incidentally, does a good job of accompanying as well as motoring. Electric motor under the platform is attached to a long cable which house electrician, seated unobtrusively on the bandstand, feeds out or pulls in as platform moves around the floor.

When lights went on all the customers saw was the beautifully gowned Jane Froman, who seemed as cool as a cucumber. Wearing a light blue frilly gown, an up-sweep hair-do and a tiara, gal looked like a million. First number she gave with catchy *Can't Brush Me Off* for a rousing mitt. Followed with a slowie, *I Covered the Waterfront*, and then socked again with *It Had To Be You*.

While she sang the platform rolled slowly around the floor and Miss Froman kidded with ringsiders for plenty of laughs. She then gave out with a medley of current pops ending with *Night and Day*. Crowd just wouldn't let her off. So she came back with *Love Life of a Sailor*, over which audience just about ralsed the roof. Gal's bubbly style, lovely laugh and delivery were on the beam all the way. From this novelty tune she went into the English version of Grieg's *I Love You*. Then came another change of pace and an audience participation bit. She invited a young gob to do a Helen Morgan on the platform piano. When he was seated she delivered with *Ac-Cent-Chu-Ate the Positive* and then *Very Thought of You*, singing up to the kid. Some ad libs followed which drew (See Copacabana, New York, on page 29)

Hotel Sherman, College Inn, Chicago

Talent policy: Dancing and floorshows at 8:30 and 11:30. Management: Joe Spieler; publicity, Howard Mayer; production, Marty Bloom. Prices: \$1.50-\$2.50 minimums.

Bobby Sherwood's ork is completely out of this celestial globe, playing jumpy, perfect jive with rhythm beat. He makes the other acts fade into nothingness.

The ork has a rhythm that is exceptional for a group of youngsters. Most of them are 19 or less.

Unusual for jump bands, the music is danceable. The jitterbugs and the fox-trotters can dance to this music equally well.

The band vocalist, Gall Landis, has a good voice and looks, but is lacking in pep and sales appeal. She could do much to improve her presentation.

As ever, the Barry Puppeteers are strikingly excellent. Their routines include a sister dance act, a skeleton and dog, a group of three figures representing the Andrews Sisters, an ostrich and an aborigine number. They give their usual stellar performance.

Meade (Lux) Lewis, boogie pianist, started out monotonously but improved as he went on. In spite of this improvement, the band outshines him in its background accompaniment.

This band will go far, as it has everything that makes for a top band. Sherwood does a socko job of fronting and vocalizing. A better fem canary would make this band rank with the best.

Robert Menders.

Palumbo's Cabaret-Restaurant, Philadelphia

Talent policy: Production floorshows at 8:15, 11:30 and 1:15; continuous dancing. Management: Walter Palumbo, owner; Bobby Palumbo, manager; production, William Henrique; publicity, Morton A. Schwartz. Prices: No cover, no minimum.

With the holiday season on hand, this club is giving a prevue of what a nitery celebration will be when the war is over. Victory spirit has been created by crowding tables with noisemakers, paper hats, confetti, and with the chorus gals running thru the house to heighten the festivities. Adding a touch of realism is a newsboy leaving a special edition of a framed newspaper at each table. Performers are all called up from ringside tables, where they have been planted in military uniform.

Production settings which Bill Henriquez has created for this revue are all in keeping with the victory celebration. (See Palumbo's Cabaret on page 29)



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GENERAL AMUSEMENT CORPORATION

New York Chicago Cincinnati Hollywood London

VAUDEVILLE REVIEWS

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 29)

This week's offering is a package show, Harry Howard's *Hooray for the Girls*. The 57-minute show played to a capacity crowd at its opening and kept the customers laughing and applauding with an array of top vaude acts, a good line and fine production numbers.

Package opens with a production made to fit *Holiday for Strings* and ended with Frank Brooks doing a fast, tricky tap routine that brought him a healthy helping of hand-slapping.

Second spot was ably filled by the comic, Al Norman doing imitations of the way people sleep and of several well-known personalities. This, plus some good gags and two clever soft-shoe routines combining old and new steps, kept a round of laughter and applause rolling thruout his act.

Another production number followed, with the costumes matching the mood of several songs that were sung by Larry Stuart. Frank Brooks stepped on again with an interpretative dance, which, as before, caught a good hand. The line finished this spot with a good black-light routine.

Harold Boyd and the Jig Saws are a top acro-dance-contort-comic-pantomime team. They were good and were appreciated by the ticket buyers.

Ben Berl, pantomime juggler, did his routines excellently and mugged perfectly.

Probably the best dog act in the business, Leonard Gautier's *Bricklayers*, scored a hit. The dogs were in top form.

Finale was a patriotic production number with the gals' costumes designed to resemble the services. Costumes and timing were good and gals made a fine appearance. Weakest spot was the production singer, Larry Stuart, who seemed to lack the sales appeal necessary.

Pic was *Three Is a Family*.

Robert Menders.

Paramount, New York

(Reviewed Wednesday Evening, Dec. 27)

Para's entertainment layout this week is a honey and payees get their money's worth, but good. As usual it's a band show and headliner, Woody Herman who's been here many times before. His ork is one of the best around, meaty on sock stuff, mellow on ballads. Fans eat it up. To round out the goings on, there's a smooth dance team, Lathrop and Lee, and comic, Buddy Lester, both acts scoring heavily. Teamed with Crosby starrer pic *Here Come the WAVES*, biz will be plenty heavy.

Herman's outfit, fronted by the clarinet-playing maestro, who also gives out plenty on the personality, doesn't have to take a back seat to any jive band in the biz today. Musicians, both in solo work and in ensemble grouping, drive home each tune like a sure-fingered carpenter working with a hammer and nail. Socko! Heavy on the brass, with one man who skyrockets on trumpet, group gives out to satisfaction of jive hounds who habitually throng the theater.

Woody also handles vocals on a couple of tunes and has a nice, easy-to-listen-to voice. He makes most of a specialty, *Who Dat?*, with a green light tossed on his puss, and if the tune didn't have a monotonous quality about it, it would have been a sensash number. Chubby Jackson, bass boy, with a beard, does himself okay on solo and has plenty of personality. In fact, band has itself a ball on the stage, never slackening, always hitting on all "fours to the bar." Only unhappiness in the eve's bill was fact that winder-upper was *Flyin' Home*, which is done much better down the street by Lionel Hampton. With so much material on hand, Herman doesn't have to copy from anyone, for he has plenty on the ball in anything he does.

Dance team, Lathrop and Lee, smartly dressed pair, are A-1 hoofers on results. This comes from combination of things, mainly the fact that pair are both better than average on appearance and still put on a whippy show. Gal's solo stint is terrific, because even tho material is standard, she's class. Guy's demeanor and pleasant personality put pair on ice. They're fine here, and are a cinch for any class spot.

Buddy Lester panics 'em. Guy is uninhibited in every way, even convulsing Herman's sidemen all the way thru. He never stops punching, belting and belting material all over the joint. He's a one-man circus and the guy has them yelling for more many times. His knock-about, interrupted style of building everything up and then throwing it down in a heap, mentally, physically and above all, funny, is a brand of humor that's easy to take, hard to resist. His bit with the trumpet at the end is swell for bowing off, and guy can take a bend for pruning of material, leaving out corny bits, working only with A-1 lines.

Frances Wayne, gal singer with ork, did two numbers, both in same tempo, and as a result missed fire. Opener, *Making Believe*, is good tune but should have been a sock rhythmmer, and then pace should have been changed to languid version of *Always*. Latter was okay. Gal's voice and stage presence, however, are plenty on the ball. Paul Secon.

Downtown, Chicago

(Reviewed Friday Afternoon, Dec. 29)

One thing this theater could really use is a good production staff with competent technicians. In the days of burlesque poor timing, lighting, etc., were more or less taken for granted. But now if the management wants people to believe that it has changed its policy, the staging should bear it out better than it is doing.

New show comes in two halves and plays for 57 minutes to a house three-quarters full. The first consists of Ray Kinney and His Hawaiian Ork with native dancers, the second half was music by the theater pit ork under Teddy Phillips, and performers Ross and McLain, Buck and Bubbles and Ella Fitzgerald starred.

First half moved along rather well. Kinney fronts and vocalizes with the band to the combination of native and modern rhythms. Dancers perform their routines well under the handicap of poor light. They do several types of Hawaiian dances to such tunes as *Hula Hands*, *Hawaiian Hospitality*, etc. Scored

Loew's State, New York

(Reviewed Thursday Evening, Dec. 28)

Last offering of the year at this house is pretty fair, a situation due chiefly to the presence of the Wingy Manone ork, in conjunction with Bob Howard, and the pacing and build given the program by Jesse Kaye and Ed Douglas.

Manone ork (15), made up of three trombones, four trumpets (including the leader), five sax (one doubling on clarinet), piano, bass and drums, is a new outfit, having been formed just a few weeks ago after the maestro returned to town following a three-year absence.

If what they show at the State is any index, they ought to jell into one of the country's best bands after they have worked together for a while. Even at this stage the aggregation possesses an unusual quality of heat and guts in its work which gets across the footlights to the customers.

Its ensemble passages, on jump tunes, are good and one or two of the sidemen impress favorably. Outfit needs more polishing, of course, and on a ballad like *Don't Fence Me In* it sags a bit, but basically the ork has the makings of a solid outfit with a lively, reaction-getting style.

Naturally, Manone is sparkplug of the outfit. His authoritative trumpeting dominates the proceedings, of course, and his vocals, as a whole, add flavor to the goings-on. His batoning is simple and friendly, and he emcees in a pleasantly casual manner.

Of the acts, Oraway Diamond, acro-contortionist, is first on. Chunky lass opens with conventional bends and so on, then whips into unorthodox series of spinning back-bends, back-flips and one-hand, one-foot cartwheels. Kid has the stuff to develop into a click act. Right now she rushes thru her tricks at a pace that gives the crowd the impression she's doing nothing unusual. Even with underselling, fem yanks good palming.

Stanley Worth, band sax man, then does a very nice job on *Let Me Love You Tonight* to a fair mitt, and is followed by Gordyn and Sawyer, female comedy team.

Gals ante with some weary gags and go into a novelty number, *It's All Up Here*, and an "army drill" routine. Straight member doesn't have enough to do in these items, and comic member overdoes everything. Pair gets a few laughs and nice hands but would do better if the zany one didn't hit with a sledge hammer and had brighter material. Splitting up, the comedienne sings a long and unfunny song about a disappointed bride, and the straight gal next appears in a flashy but competent bull fighter's cape dance which ends with the goof coming on in gag clothes. Last number nets them a hefty response.

Dickie Jones, a "Henry Aldrich" of radio, is on mid-way. Kid is an affable and pleasing lad who shows merit as a performer. As a vaude turn, however, he is strictly lightweight. He's been rigged out with material which is either pointless or over-sophisticated. Best things he offered were an impression of Charles Boyer and a song-dance take-off of George M. Cohan. Responses were good.

Bob Howard, standard Negro piano-singing turn, closes the show and puts things into high with his engaging livery of standards and pops. Guy's solidity as a vaude act becomes clear from the start. Pianist-warbler finished strong with the help of Manone, whose ork joins him in a sockeroo version of *Is You Is*, a first-rate bit of stage stuff that sends the mob into strong applause.

Biz good when caught. Pic is *Mrs. Parkington*. Paul Ross.

well with the ticket buyers.

Second half led off with the ork playing a jump tune that gave a round-robin of breaks to the boys. Again the lights were behind the action, and the whole plan seemed to be haphazard and developed on the stage as they went along.

Ross and McLain, colored dance duo, performed good, tho long and redundant, routines. The crowd being primarily colored, they were well received.

Buck and Bubbles missed their first cue after being announced, but came on later to do a seemingly improvised set of dances, gags and parts of songs.

Ella Fitzgerald was in good voice and scored a hit with her torchy warbling. She sang *Robin Hood*, *Makin' Believe*, *Into Each Life* and for an encore a jumpy *Flyin' Home*.

Pic was *Murder in the Blue Room*. Robert Menders.

Hawaii Seeing First Imported Vaude Since War

HONOLULU, Dec. 30.—Honolulu's new two-hour vaude show, *Surprises of 1945*, opened here this week. E. K. Fernandez, veteran Hawaiian showman, brought this unit in the U. S., and it's said to be the first imported talent to be brought here since Pearl Harbor.

The cast includes Barbara Valentine's *Glorified Sweethearts*, the Skating Morells, Cathay Courtney, Ratha Heatherly, Rosemary Davis, Sandy Shore, Margaret Moore, Joe Brooks, Donna Truworth, the Martinis, singers, and Captain Snyder's Performing Bears.

Show will play six performances at Scott Auditorium here and then play the circuits for the armed forces. Prices here are \$1.70, \$1.20 and 74 cents.



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Follow-Up Review

VILLAGE VANGUARD, New York.—Max Gordon, op of the down-cellar nitery, has found himself a new singer who is slated to go places once she gets a couple of solid years experience to give her assurance and selling ability.

Gal's name is Betty Sanders, a cute, dark-haired, little thing who delivers American, Irish and Scotch folk tunes very pleasantly. When caught (27) she opened with *My Name Is McGuire* delivered with a brogue thick enough to cut. Followed with a native folk tune, *Sad and Lonely*, and finished with a Scotch ballad, *Down the Moor*.

Canary's pipes have a small range but if results are pleasant they are by no means sock. On first appearance gal doesn't impress. Smarter costuming would help. Miss Sanders accompanies herself on the guitar in a soft style. As she is today, warbler wouldn't do for a large room. She needs a small intimate spot where customers will hush to hear her.

Jane Dillon (ex-Ginger Dulo), comedienne, comes up with material which is as fresh as tomorrow's paper. Her *Making an Honest Dollar* was a good opener. A routine involving cigaret shortage just misses being sock. A corny ending killed it. For finisher gal did *Dress Model*, which drew plenty of yocks.

Muriel Gaines, caught here before, has developed well. But gal should stay away from pops. Her best are the calypsos and race numbers.

The Leonard Ware Trio (Ware on guitar) dishes out some slick music. Ware's handling of gut box is still a standout.
Bill Smith.

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Chiado Heads MCOA, Detroit

DETROIT, Dec. 30.—The Metropolitan Cabaret Owners' Association has elected Micky Chiado, of the Club Gay Haven in Dearborn, as president for 1945. Chiado took office about six weeks ago as acting president following the resignation of Eddy Shepherd, former owner of the Club Stevadora.

Frankie Rapp, of the Club Top Hat in Ecorse, was elected vice-president, and Lowell Bernhardt, of the Club Casanova, was re-elected secretary-treasurer. Directors will be elected later. An intensive drive for membership in the body is to be launched.

Capitol Ties Up Youngman For \$2,500 Return Date

NEW YORK, Dec. 30.—Henny Youngman, who just wound up five weeks at the Capitol, goes back into the house within a year on a new deal.

Arrangement, it is understood, calls for a three-week guarantee, with the first two weeks at \$2,500 and the third week at a slight cut.

In event engagement runs beyond three weeks, each subsequent week will be at the lower figure. Youngman has meanwhile agreed not to play any other Stern house until after the Capitol date.

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Literally Speaking

DES MOINES, Dec. 30.—Night club operators sometimes must suffer with the patrons when an act turns out to be a flop. Dave Fidler, proprietor of Club 100 here, was suffering plenty recently with a male warbler. Fidler was leaning against the wall, listening to the act and getting madder by the minute. When the vocalist started to sing *I'll Be Home for Christmas*, Fidler shouted out, "You can say that again."

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Stem Slump Un-Slumps Itself; MH Juicy 130G

NEW YORK, Dec. 30.—With the kids out of school for Christmas week, house after house had long lines outside. Biz was excellent all week. Even Wednesday (27), when a snow and rain storm hit, lobbies were jammed with standees.

Radio City Music Hall (6,200 seats; house average, \$100,000) hit the bell with a solid \$130,000 for the second week of Gautier's Steeplechase, *Nativity* spectacle and *National Velvet*. Previous and opening week was \$114,000.

Roxy (6,000 seats; house average, \$75,000) jumped up to a juicy \$91,000 for its initial week with Nicholas Brothers, Gil Maison, Jack Durant and *Winged Victory*.

Paramount (3,664 seats; house average, \$75,000) ended its fifth and final week with Glen Gray ork, Andy Russell and *And Now Tomorrow*, with a not-so-bad \$55,000, compared with fourth week's \$57,000. Preem was \$93,000, followed by \$75,000 and \$65,000. New bill opened Wednesday (27) has Buddy Lester, Lathrop and Lee, Woody Herman and *Here Come the Waves*.

Capitol (4,627 seats; house average, \$55,000) closed its first week with T. D., Bernard Brothers and *Music for Millions* by getting a handsome \$78,000.

Strand (2,779 seats; house average,

\$45,000) came up with \$63,000 for its second week with Lionel Hampton, Two Zephyrs and *Hollywood Cantone*. Figure was the same it made for the previous week, when bill opened.

Loew's State (3,500 seats; house average, \$25,000) managed to lift up to \$24,000 with Eddie Heywood; Harris, Claire and Shannon; West and Lexing and *Marriage Is a Private Affair*. Previous week's figure was \$20,500. New bill opened Thursday (28) has Wingy Mannon, Bob Howard, Dick Jones and Mrs. *Parkington*.

Downtown Loses Chi Act Battle For Negro Trade

CHICAGO, Dec. 30.—This week's rivalry for the colored movie-vaude theater trade has come to a head here. The Downtown Theater featured the King Cole Trio and Benny Carter ork; the Regal, Louis Jordan. Downtown (1,800 seats) grossed only about \$10,000, with 33 performances; Regal (2,800 seats) grossed about \$20,000, with 32 performances.

Altho Downtown has claimed that it was not bidding for Negro patrons, it is evident to the trade that in the light of recent and proposed bookings, its hat is in the ring. The Regal has not been having vaude every week, but present plans include top colored names each week from now on.

Detroit Grosses Drop

DETROIT, Dec. 30.—Final check-up of pre-holiday trade showed grosses dropping more than anticipated here. The long holiday week-end seemed to turn patronage away from shows rather than bring people in as expected altho the neighborhoods had a slight break in the form of kid trade.

At the Hughes-Downtown Theater (2,800 seats; house average, \$23,000), Gene Krupa and band did \$27,500 for the pre-Christmas week, fair for an attraction of this caliber. Currently, *Gay '90s Revue* is doing a modest business and is expected to gross around \$18,000.

Balto Hipp Good 13 1/2 G

BALTIMORE, Dec. 30.—Hippodrome Theater grossed a good \$13,500 week ended December 20. It was a holdover show, grossing \$19,500 first week. Bill was headed by Terry O'Donnell and included Whitey Roberts, Gilbert and Lee, the Four Pin-Up Girls and Jack Joyce and Claire Norman. Holdover pic, *The Woman in the Window*.

PALUMBO'S CABARET

(Continued from page 26)
Outstanding is a United Nations spectacle, with the principals sporting live masks of the Allied leaders. And for a finale topper the show has a parade spectacle, with the large gal choir of 24 dressed as drum majorettes, and parading a flag display.

Commentary is given by Eddie Thomas, genial lad in the emcee spot, who keeps proceedings moving at a swift pace. Show runs only 55 minutes, and there is plenty of show packed in every minute of it.

Highlight of the running is Eddie White, who fits the scene perfectly, with stories of his overseas experiences on a USO jaunt. One of the first entertainers to go over, White scores solidly with his comedy songs and stories. Elongated lad has been around for quite a while, and each time displays a keener sense of timing and delivery to make his comedy punches count for more.

Wong Sisters (2) add pace to the bill with their rhythm terping, building up to their flashes of acro work. Francis Carroll makes it count for her rhythm and ballad singing, and the violent antics of the jitterbugs are made all the more striking by a dance troupe of two teams in Louie, Janie; Lil and Ernie.

Adding much to the eye spectacle are the costumes by Eva Collins, curtains by Jack Fay, scenery and masks by Frank

Hotel Nicollet, Minnesota Terrace, Minneapolis

Talent policy: Floorshows at 8:30 and 12. Dance and show band. Management: Neil Messick, manager; James Hickman, room manager; Sally Delaney, publicity. Prices: \$2 minimum.

A light and heady bill of fare is the ticket at this spot during the holiday season, and it has clicked in great style. The 35-minute show got off to a fast start, with the Six Selma Marlowe Dancers doing a fast tap routine to the strains of *The Trolley Song*, as Perry Martin, ork maestro and show emcee, piped the tune while dressed as a motor-man.

Perry Franks and Janyce, a smart cluck and a chick, are a couple of okay terppers who know their business, the young. Their specialty is taps. When Janyce bowed off for a costume change, Franks did a solo tap to *Begin the Beguine*, which was well received. Janyce returned for an acro soft-shoe that was good. The pair wound up in a fast tap. Crowd-pleasers, they got a big hand.

Doraine and Ellis, gal-man canaries dressed in Southern costume, are here in a return engagement after a whirl overseas, and they are as good as ever. Start with a medley from *Show Boat*. Ellis has a strong tenor voice, and Doraine's soprano is good. The medley included *Make Believe*, *Why Do I Love You?* *Here Comes the Show Boat* and *Old Man River*. Their next was a group of Southern tunes, including *Come On Along*, *Dixie* and *My Old Kentucky Home*. They wound up with a novelty tune, *The Concert in the Park*, but audience wanted more. First encore had Doraine singing *Italian Street Song*; second encore, a medley from *Yankee Doodle Dandy*, *It's a Grand Old Flag* and *Over There*. For beg-off, they did *Donkey Serenade* and *Ginania*. This pair has what it takes—showmanship plus ability.

Finale had the Marlowe Dancers back in novel specialty. Gals were dressed in Cossack costume, with bells strung around their middle. After a few quick turns to the strains of *Jingle Bells* and *Winter Wonderland* sung by Maestro Martin, the girls played *Santa Claus Is Coming To Town* and *Jingle Bells* by shaking the bells around their middle. Got a terrific mitt.

Martin's orchestra (10 pieces), in its second year here, continues as good as ever, both for show and dancing.
Jack Weinberg.

COPACABANA, NEW YORK

(Continued from page 26)
chuckles and then, looking up at the gob, she let out with *Tea for Two* plus some funny pieces of business for more laughs. Applause was terrific.

Miss Froman doesn't attempt to sluff off the electric stand. On the contrary she makes references to it time and again with remarks about gas coupons for the contraption and invitations for customers to come up for a ride. At no time is there any sympathy pitch. Gal doesn't need it. She's a performer who has lots of stuff and knows how to sell it.

Jerry Lester just about knocks himself out with his routines. Guy does not have to worry too much about brother Buddy, for even if both do the same things they each have a show savvy which spells money in the bank and customers in the box office.

In rapid-fire style, Lester gives out with chatter, parodies, gags, bits of biz and even a couple of pratfalls. Each bit looks like a topper, but is always followed by another that gets plenty of belly laughs. Ork stooze bits are handled skillfully and guy is in there socking all the way. Crowd yoked all the way, too. Blue stuff was practically nil and the way he worked, he doesn't need it to get the boffs.

Production numbers are practically unchanged since Joe E. Lewis came in. Line is still one of the best on the East Side and production numbers come off nicely.

Joe Herrin (11) ork does a splendid job for the show. George Olsen (14) ork capably handles the dance music for customers. Most of Olsen's stuff, however, seems to be on the sweet society side.
Bill Smith.

Blumenthal, and lighting effects by Michael Brodsky.

Lou Del Rio's band still on tap for the musical support, also kicking in with lively dance rhythms. The Hickory Boys, with Pattie Travers for the vocals, make it continuous music.
Maurie Orodanker.

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Monroe Whips Stiff Competish in Philly To Rack Up Fat 28G

PHILADELPHIA, Dec. 30.—Holiday week was a bell ringer for the Earle Theatre (seating capacity, 3,000; house average, \$20,000; prices, 45 to 95 cents) in face of heavy competition from the four legit houses, the *Ice Follies* at the Arena and holiday bills at the after-dark spots.

With Vaughn Monroe making for a hefty band draw, week ended Thursday (28) brought in a fat \$28,000. Maestro carried the marquee alone, with added acts in Jan Murray, Jane Slater and the Norton Sisters, with Mary Lee, Rosemary Calvin, Bobby Rickey, Johnny Bond, Andy Ragni and Johnny Fitzpatrick, out of the band, rounding out the bill.

Screen filled in with *Strange Affair*.

"Tars and Spars" Pull 16G In 2d Week at Orph, L. A.

LOS ANGELES, Dec. 30.—The Christmas season and spasmodic rains cut into the grosses of the second week of *Tars and Spars*, the United States Coast Guard show at the Orpheum Theater here, with the gross to run around \$16,000 for six days.

Show, which features Victor Mature, pulled only a fair \$18,800 last week, Pic, *A WAVE*, a *WAC* and a *Marine*, also played the 13 days.

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Road Minimums Increase First '45 Equity Job

NEW YORK, Dec. 30.—There'll be no seventh-inning stretch at Equity as the new year gets under way. With about one-fifth of its 5,000 members in service, a committee will soon be formed to include actors, managers and other interested parties in a set-up to plan for the problems of the post-war theater and the influx of vets.

High on the list of '44 headaches that Equity will try to adjust in '45 is the matter of minimum pay for members working on the road. The \$57.50 minimum runs like mascara when jacked-up and hard-to-get rooms are taken into consideration, according to the touring members. Prices rises are particularly tough, says Equity, when "hidden" rises are considered. This would include a pair of shoes set at a standard OPA price level, but considerably inferior in quality. Therefore, the agreement signed in the summer of '44 with the League of New York Theaters may come up for an airing long before the contract runs out in September.

The past year has had its ups and downs for Equity. The org lost its fight to halt the doubling of the admissions tax, but scored a legislative homer in Albany, N. Y., at about the same time. In March, Equity beat the Condon-Oster-tag Bill in the New York State Legislature. Equity claimed during its up-State fight that the bill under consideration would enable agents to get out from under the legal maximum fees which were set by the Legislature almost 35 years before. The existing law, which Equity lobbied to keep, limited employment agents to a commission of 5 per cent up to the first 10 weeks of an engagement which they may secure for an actor.

During the early days of '44 Equity finally landed on a set-up to allow experimental productions. This was done in connection with City Library stage facilities. The Equity-Library Theater Project, under the chairmanship of Sam Jaffe, has been putting on several shows a month. There are no more than three performances of each production, as the cast works without salaries and shows are given free. The shows have received critical hosannas and some of the cast members have since made their way into big-time legit.

As usual, Equity has been in the forefront for mixed-cast productions when necessary. Bert Lytell, Equity proxy, and Frank Wilson, who is putting on a Negro-white Library production of *The Merchant of Venice*, has been in the forefront in trying to get CSI to follow a similar plan for its overseas units.

"Porgy" Does 20G At Detroit Wilson

DETROIT, Dec. 30.—*Porgy and Bess*, which opened at the Wilson Theater December 15, did a good 20G for the first 10 days. Total business was off somewhat, however, because of holidays, with grosses down in all Detroit theaters from burlesque to legit.

The Wilson also skipped a show Christmas Eve. *Porgy* closed Sunday (31), the house going dark for two weeks, pending opening of *Winged Victory* January 15.

THE TEMPEST

(Continued from page 31) of *The Tempest* is a muddler if there ever was one. As a piece of stage business, it drums up more drabness than one of those endless dance marathons, and creates more confusion than a jam session of double-talking lox-loungers at Lindy's.

Written as a masque to celebrate the wedding of an English princess, when you mix the bits together, it still doesn't add up to magnolia at eventide. Episodic and dramatically tenuous. It's only in its delivery that any substance is given to the words. But it is asking much to much to make it meaningful for the story of the deposed duke with supernatural power and his servant-spirits, his enchanted isle and his chaste daughter.

There is the lusty Elizabethan clowning of the jester, the tender love scene for those who are moon-struck and the star-struck, and those who are completely virginal. But it's from Arnold



BROADWAY SHOWLOG

Performance Thru December 30

Dramas

Title	Opened	Perfs.
Angel Street (Bijou)	12-5-'44	1293
Anna Lucasta (Mansfield)	8-30-'44	146
Bell for Adano (Cort)	12-6-'44	30
Catherine Was Great (Royale)	8-2-'44	174
Chicken Every Sunday (Plymouth)	4-5-'44	310
Dear Ruth (Henry Miller)	12-13-'44	32
Embezzled Heaven (National)	10-31-'44	36
Hand in Glove (Forrest)	12-4-'44	22
Harvey (48th Street)	11-1-'44	71
I Remember Mama (Music Box)	10-19-'44	84
Jacobowsky and the Colonel (Martin Beck)	3-14-'44	338
Kiss and Tell (Biltmore)	3-17-'43	756
Late George Apley (Lyceum)	11-21-'44	47
Life With Father (Empire)	11-8-'39	2166
Perfect Marriage (Barrymore)	10-26-'44	76
School For Brides (Ambassador)	8-1-'44	175

Title	Opened	Perfs.
Searching Wind, The (Fulton)	4-12-'44	296
Snafu (Hudson)	10-25-'44	77
Soldier's Wife (Golden)	10-4-'44	101
Sophie (Playhouse)	12-23-'44	8
Ten Little Indians (Broadhurst)	6-27-'44	217
Trio (Belasco)	12-29-'44	3
Two Mrs. Carrolls, The (Booth)	8-3-'43	541
Voice of the Turtle, The (Morosco)	12-3-'43	382

Title	Opened	Perfs.
Bloemer Girl (Shubert)	10-3-'44	100
Carmen Jones (Broadway)	12-2-'43	450
Follow the Girls (44th St. Theater)	4-8-'44	306
Laughing Room Only (Winter Garden)	12-23-'44	9

Title	Opened	Perfs.
Mexican Hayride (Majestic)	1-28-'44	390
Oklahoma! (St. James)	3-31-'43	774
On the Town (Adelphi)	12-28-'44	4
One Touch of Venus (46th St.)	10-7-'43	519
Sadie Thompson (Alvin)	11-16-'44	52
Seven Lively Arts (Ziegfeld)	12-7-'44	28
Sing Out Sweet Land (International)	12-27-'44	6
Song of Norway (Imperial)	8-21-'44	153

Title	Opened	Perfs.
Hats Off to Ice (Center)	6-22-'44	366
Sons o' Fun (Auditorium)	Denver, Colo. 2-4;	
Star Time (Shubert)	Boston.	
Star and Garter (Blackstone)	Chi.	
Star in the Window (Ford)	Baltimore.	
Student Prince (Erlanger)	Atlanta 3-6.	
Tempest (Shubert)	Phila.	
Ten Little Indians (Harris)	Chi.	
Three's a Family (English)	Indianapolis 4-8.	
Up in Central Park (Forrest)	Phila.	
Winged Victory (Civic O. H.)	Chi.	
Young Know Best (Copley)	Boston.	

BALLETS

REVIVALS

Routes Dramatic and Musical

- (Routes are for current week when no dates are given)
- Ballet International (Erlanger) Buffalo 4-6.
 - Blossom Time (Cox) Cincinnati.
 - Bonanza (Nixon) Pittsburgh.
 - Gald To See You (Boston O. H.) Boston.
 - Gilbert & Sullivan Operas (Cass) Detroit.
 - Good Night Ladies (Locust St.) Phila.
 - Good Night Ladies (Auditorium) Muskogee, Okla., 3; (Melba) Dallas, Tex., 4-5; (Majestic) Fort Worth 6.
 - Goose for the Gander (Shubert Lafayette) Detroit.
 - Hayes, Helen, in Harriet (American) St. Louis.
 - Hope for the Best (National) Washington.
 - Kennedy, Madge, in Brief Holiday (Wilbur) Boston.
 - Kiss and Tell (Studebaker) Chi.
 - Kiss and Tell (Geary) San Francisco.
 - Lady in Question (Colonial) Boston.
 - Lawrence, Gertrude, in Errand for Bernice (Hanna) Cleveland.
 - Life With Father (Lyceum) Minneapolis 3-6.
 - Many Happy Returns (Plymouth) Boston.
 - Merry Widow (Auditorium) Rochester, N. Y., 3; (Strand) Ithaca 4; (Empire) Syracuse 5-8.
 - Merry Widow (Biltmore) Los Angeles.
 - Oklahoma! (Erlanger) Chi.
 - Othello (Metropolitan) Seattle.
 - Over 21 (Walnut St.) Phila.
 - Overtons, The (Shubert) New Haven, Conn., 4-6.
 - Pitts, Zasu, in Ramshackle Inn (Curran) San Francisco.
 - Rebecca (Davidson) Milwaukee.

Moss as Prospero, the banished Duke of Milan, that *The Tempest* gains its greatest Shakespearean moments. Grinding out the long recitatives, Moss is super-fine. But hardly enough to warrant expenditure of an evening. Maurice Orodanker.

BRIEF HOLIDAY

(Continued from page 31)

father, promptly piles more complications onto the household by announcing that he has invited a refugee professor to stay with them until a job can be found for the man. To complete the problems of the Fabyan menage, Hester Fabyan discovers that her daughter is interested in a cynical, unconventional newspaper columnist who drops in to visit Alida. Hester's cup of woe is full. It stays full until the third act, with nothing very new added except for a brief fling at romance with the professor.

Madge Kennedy succeeds in making Hester Fabyan a believable and pleasant character. The flirtation with the professor is skillfully handled, without coyness. Gwen Anderson does right by the role of the rattle-brained daughter out to look for life in capital letters. Robert Allen's hard-bitten newspaper columnist provides welcome relief whenever he appears on stage.

Once the cast shakes down in their parts and proper emphasis is given to the laugh lines, *Brief Holiday* may make a strong bid as an amusing and unpretentious comedy. It has many good features as it is. Barbara Pearson.

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Carnival Musician Played in Band at Liberation of Paris

By Sgt. Mel A. Sober

Former band man and concessionaire on carnivals, including the Rubin & Cherry Exposition and Johnny J. Jones Exposition, and promoter of special events in Central Pennsylvania. He has been in the army since January, 1941.

Somewhere in Belgium.

SINCE the last time I wrote, we have traveled quite a bit and have played a lot. Last summer while in France we played at the various hospital units as well as units at rest camps. We also played civilian concerts in Cherbourg, Alouges, Montefourg, Saint Lo, Fougeru-Plessis and Paris.

We were in Paris over the Labor Day week-end, arriving in Paris Saturday afternoon and appearing in a combined Special Service-USO Show in one of the theaters on Sunday and Monday, returning to camp Tuesday. While there I took in some of the sights, including Notre Dame Cathedral, the Eiffel Tower and other places. Also did some shopping. Then the following Sunday we returned to Paris and paraded from the Eiffel Tower thru thousands of people to the Trocadero, where we played a concert to an estimated crowd of 25,000. This was the first U. S. Army Band to play a concert in Paris since the last war.

Inside Germany, Too

Since coming to Belgium we played a concert to 35,000 people in King Albert Square in Charleroi and also to a packed house in the Casino at Spa. We have also played a concert near Maastricht, Holland, and last week we were inside Germany, when we played for the boys of our old regiment. We believe we were the first army band to play inside Germany. Our picture of the concert at the Trocadero is on the back of a book which has been published on the liberation of Paris.

We are now living in large tents after months in pup tents and, with three loves and electric light, we have it pretty nice except with all the rain the past few weeks we have plenty of mud to slosh around every time we move outside. Have been getting *The Billboard*, but haven't had a copy for a while.

PVT. JACK BRADLEY, 35356761, former bingo agent for John Quinn on the World of Pleasure Shows, is stationed with APO 198, care of postmaster, San Francisco.

MIAMI SHRINE FAIR UP 18%

PCSA's Dinner Has Show Color

Servicemen guests of honor with over 400 at 17th annual holiday get-together

LOS ANGELES, Dec. 30.—At the annual Christmas dinner of the Pacific Coast Showmen's Association over 400 members and relatives devoured 277 pounds of turkey. The cookhouse flag went down at 5 p.m. Members were greeted by Doc McCullough and Harry LeMack, last living member of the Forepaugh Circus drum corps, as official handshakers.

In front of a 25-foot Christmas tree, D. C. Stover, a professional Santa Claus, passed out presents, while the children watched Beno, the club's mascot cat, play with silver balls in the tree top. President Ted LeFors as emcee turned the affair over to Chairman Joe Krug, who has directed the dinner many years. After the seating of members at long white flowered-decorated tables, Mother Minnie Fisher, chaplain of the Auxiliary, gave thanks and a prayer for those present and in the armed forces. At one table were seated the oldest member, Mary Walsh, 95, and the youngest, Teddy Metcalf, scion of the elephant training family. Kilpatrick's Hollywood orchestra played all afternoon. Lou Johnson, formerly of Lemmen Bros.' band, gave piano selections, and 10-year-old Maxine Peeler entertained at the mike. Jennie Perry's Irish songs brought her back to the rostrum four times. Ben Beno had charge of the snack room, assisted by Marilyn Rich.

Among women who worked two days preparing for the dinner were Rose Rossard, Willina White, Alice Patton, Mabel Brown, Mabel Hendrickson, Mario LeFors, Lucille Dolman, Florence Lusby and Dorothy Enfield. Those in the cookhouse were some old-timers with the tools that had fed thousands on big shows, including Lloyd L. Lusby, Dan Congdon, Jimmie Dunn, Jack Colman, Blackie White, Charles Farmer, Robert Clifford, Frank Murphy, J. P. Kissell, M. Ropard, Pat Ryan, Joe Gelbs and Charles Soderburg. Special guests were R. J. Kinsey, Al Ransom, W. H. Lupren, M.

RC Robbers Get 8 Years; One Still Held

Trio Trailed by FBI

MINNEAPOLIS, Dec. 30.—James De Priest, 31, Los Angeles machinist, and Thomas Stadl, 43, Detroit cafe worker, two of three men who admitted robbing the Rubin & Cherry Exposition show train near Farmington, Minn., of \$65,717 on September 8, 1943, were sentenced to eight years each in federal prison on Wednesday. The third man, Charles Pullen, 39, East St. Louis, Ill., paper hanger, will be sentenced later. Sentences were made by Federal Judge Gunnar H. Nordby.

Trio was arrested by agents of the FBI at their homes last October 7 after the FBI had picked up a trail of \$100, \$500 and \$1,000 bills of the robbery loot which (See *RC Robbers Sentenced on page 43*)

Showfolk Gulfstream Guests

MIAMI, Dec. 30.—Members of the Miami Showmen's Association were guests of Gulfstream Race Track and James A. Donn, president, on the afternoon of December 23. Special race, the Miami Showmen's Handicap, was run and immediately after the race Club President David B. Endy presented the owners and track officials with flowers. Photos were made of the showfolks, there being over 600 present. Special club house privileges were given club members and several boxes were set aside for the club officers and directors.

Leasem, J. R. Christhofferson, S. S. Baxter and D. C. Case, all of the U. S. Navy, and Lieut. Chang Ming-Shian and Lieut. Kuo Kwan, of the Chinese Air Force.

MSA Hosts Needy Kids

DETROIT, Dec. 30.—The Michigan Showmen's Association switched from its usual Christmas party for members and (See *PCSA Dinner Colorful on page 43*)

Endy - Prell Biz Holds Out Okay

Pre-holiday Kids' Days aided by 40,000 pupils' tickets—46-week tour ended

MIAMI, Dec. 30.—Business for Endy Bros.-Prell Shows at Miami Temple Shrine Fair here December 1-17 showed a gain of 18 per cent over that of last year at the event, reported H. E. Stahler, shows' publicity director. Location was at 23d Street and 8th Avenue, N. W., and weather was good except for some cool nights in the final week.

A big crowd was out opening night when Chairman Harry Ebright had members of the Shrine out in full uniform as ticket takers and ticket sellers for rides and shows. Management said over 8,100 paid admissions were registered, not including soldiers and children. Children's Days on Thursdays were well attended in view of the coming holidays, and 40,000 pupils' tickets were distributed in schools. Dinty Dennis, Shrine publicity director, got many stories and much art into the local papers and all radio stations were used. Five free acts were presented.

Convalescent returned soldiers in the hospital here were guests, groups of 150 to 200 being transported in large army trucks to the grounds each night, escorted by Red Cross nurses. A number of the vets, having been with shows before the war, met many friends. Bill Tucker laid out an 1,100-foot midway. A large exhibit tent was used, and all (See *Miami Show Is Up 18% on page 43*)

AUGUSTA, Ga., Dec. 30.—First Lieut. Johnny J. Jones, who recently received an overseas assignment with the U. S. Army Air Force, is stationed: ASN, O-805062, APO 627, care Postmaster, New York, N. Y. He visited his mother, Mrs. Hody Jones, and friends on the Johnny J. Jones Exposition prior to his overseas assignment. He was accompanied by his wife and daughter, who reside in St. Petersburg, Fla. After spending the holidays here, Mrs. Hody Jones will spend several days with her sister, Mrs. Joe Fleishman, in Tampa and then visit her daughter-in-law in St. Petersburg.



SCENE AT THE ANNUAL BANQUET AND BALL OF THE PACIFIC COAST SHOWMEN'S ASSOCIATION AND LADIES' AUXILIARY in the Gold Room of the Hotel Biltmore, Los Angeles, December 14. Nearly 500 attended, setting a record for the 23d annual event, it was the social highlight of the first annual Outdoor Showmen's Convention Week inaugurated by the PCSA and its Auxiliary. J. Ed Brown was chairman of the event.

MIDWAY CONFAB

Communications to 25 Opera Place, Cincinnati 1, O.

EQUALIZER gettin' you?

MRS. NAN RANKINE left Chicago December 23 for Denver to visit her son, Bud.

IRVING ZOLUN, concessionaire, left Chicago December 26 for Miami to spend the winter.

T. H. STRONG reported a successful season for Strong's Amusement Company, which closed October 14 in Nebraska.

AFTER closing with the John R. Ward Shows on lots in Baton Rouge, La., Jumbo Finn went to Golden Meadow, La., to visit friends.

POETS, fair men and showmen agree that fall is the best time of the year.

JOHN D. GORDON reported from Hot Springs that he would be back on the James E. Strates Shows with his concessions in '45.

J. B. HENDERSHOT, general agent, who is sojourning around Tampa and

BLACKIE AND MRS. McLEMORE, carnival concessionaires, wintering in San Antonio, returned from a week's trip to Aransas Pass, Tex., where they went on fishing trips with the colony of outdoor showpeople there.

W. G. WADE, owner of the shows bearing his name; Cameron D. Murray, manager of the No. 2 Unit, and D. Wade, general representative, attended the Indiana fair meeting in Indianapolis.

SINCE closing with the Cetlin & Wilson Shows, where he managed and talked on fronts of the Sultan's Harem and Miss American Shows for the past three years, Monte Novarro acquired management of the Regent Theater, Miami.

HE has been signed to handle press and radio publicity for the Custer United Shows, New Orleans, reported Frank St. Phillip. The new motorized show of Ted Custer, Texas showman, and Al T. Sumner is being readied to open this month. After April 1 it is planned to enlarge the org and add a free act.

BRUCE J. DUFFY, popcorn concessionaire, formerly with the Gold Medal Shows, Buckeye State Shows and Wallace Bros.' Shows, who underwent a major throat operation December 11 in the Ear, Eye, Nose and Throat Hospital, New Orleans, is recuperating but will be in the hospital another two weeks.

IT'S time that we stopped covering for some of our attractions with, "Nowadays the public is more broadminded."

MR. AND MRS. HARRY E. MOORES returned to Richmond, Ky., after spending Christmas with Mr. and Mrs. Lee Startzman in Portsmouth, O. Police Cap-



BEN BRAUNSTEIN has been signed by Max Goodman as general representative for his Wonder Shows of America, which will return to the road in 1945 after having been inactive for two seasons. Work has begun in winter quarters in Little Rock and Owner Goodman and General Agent Braunstein will attend the Western fair meetings. Braunstein has been mostly active in the East, where he was with the Cetlin & Wilson Shows two seasons as agent and publicity director.

who will do some fishing till about February 1 before going north, was a recent guest of Bill Rice at Ruskin, Fla.

AFTER selling his Look-at-Paris Museum in St. Louis to Dee Aldrich, Lloyd Priddy opened the Times Square souvenir and gift shop, New York, to capacity holiday business.

LOUD, backfiring, mufflerless motors lead patrons to believe that some rides are jet propelled.

LE-OLA, who has had the annex in Al Tomaini's Side Show on the James E. Strates Shows for the past two years, spent the holidays at home in Portsmouth, O.

RALPH ROBINSON, concessionaire, reported good business in some of the towns in the Rio Grande Valley of Texas and that he expected to stay in that territory all winter.

M. J. DOOLAN, first vice-president of the Showmen's League of America, stopped over in St. Louis for a day to visit friends, en route from Hot Springs to his home in Chicago.

GENERAL agents are missing a bet when they don't include longer fishing seasons in their contracts.

HARRY W. HENNIES, general manager of Hennies Bros.' Shows, went from Dallas, where he visited friends, to Hot Springs for a stay, after which he will go to winter quarters of the show in Birmingham.



JAMES M. RAFTERY, owner-manager of R & S Amusements, who has been adding equipment in quarters at Leland, suburb of Wilmington, N. C., reported a record season and plans to open in '45 about March 15. Tour was climaxed by the American Legion Post Gala Week and Thrill Circus, of which he was director, in his home town, Wilmington. His midway combined with the John H. Marks Shows to run up the biggest gross ever chalked there by an outdoor event.

tain Startzman is grandfather of Zane Kennard, M.M. 1/c. husband of Mrs. Moores's daughter, Helen.

MR. AND MRS. T. M. HENDERSON and small daughter, Hedda, have returned to their home in Paris, Tex., after attending the Chi outdoor meetings. Mrs. Etta Henderson, member of the SLA Ladies' Auxiliary, attended the club's installation dinner, accompanied by her daughter, for whom it was an initial function.

ANDY CARSON, who was co-owner of the former Lachman & Carson Shows, left Acton (Calif.) Sanatorium to spend Christmas with his wife, Mrs. Esther Carson, and son, in Los Angeles. Another son, Andy Jr., is reported a prisoner of war in Philippines. He returned to Acton, where he has been for many months, and his condition is greatly improved.

JACK EDWARDS, last season agent of

Double-Scoff Run

REMEMBER when a jump was considered a long one if the office gave each workman enough brass to lay on the line for two meals in the privilege car?

the T. J. Tidwell Shows and Bill Hames Shows, has purchased a No. 5 Eli Ferris Wheel and truck, which he has booked on the Greater United Shows for the 1945 season, opening at Cherro Days Celebration, Brownsville, Tex., February 3. He and Mrs. Edwards have returned from a trip to Mexico and are now in Aransas Pass, Tex., for some fishing.

SGT. AND MRS. JACK BRACKEN are parents of a son, Johnny Ward, born in Our Lady of the Lake Sanatorium, Baton Rouge, November 12. Sergeant Bracken, formerly of MGM Studios in Hollywood, is in the Special Service Division in France. Mrs. Bracken is the former Jessie Jean Ward, who operates a dance studio in Baton Rouge. Baby was named for his grandfather, John R. Ward, owner-manager of the John R. Ward Shows.

WINTER is the season when a penny-pinching trouper husband refuses to spring for anything the little woman wants except groceries.

BOB FISHER and His Fearless Flyers, now appearing as a free act with the Bistany Greater Shows in Florida, have been contracted with the O. C. Buck Shows to present their flying act as a free attraction on the midway for the second season. Fisher will present the act at the St. Louis Police Circus, under direction of Frank Wirth, prior to opening with the Buck Shows. He reported a big winter season with the Bistany Shows.

JOHNNY CANNON, general agent of the All American Shows for several seasons, has assumed duties as general agent for Capell Bros.' Shows, reported Manager H. N. Capell from Haskell, Okla. Equipment is being augmented for about the usual route in Oklahoma and Kansas. Staff will remain: Jack N., Robert C. and William D. Capell, owners;

Owners Walter and Alta Byers say:



"We are proud of our BIG ELI Wheel. The Bill of Sale came as a surprise. We did not know we were so close to our goal of finishing payments. Will be in the market for additional equipment when it is possible for you to serve us." And so another Owner is added to our long list of Satisfied Customers. Decide to add a BIG ELI WHEEL to YOUR equipment when Victory is won and latest model Wheels are again available.

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No Kennel

AMONG the unsung heroes is the trouper who kept a litter of pups because he could stash 'em in a wagon or truck without any trouble, but forgot about living in a dinky apartment during the winter.

H. N. (Doc) Capell, general manager; Mrs. Mayme Capell, secretary-treasurer; Johnny Campbell, general agent; Hank Bergan, master mechanic-electrician.

JACK AND VIRGINIA BARNES, who have been in Iowa since the middle of November, plan to return to Waco, Tex., to rehabilitate their photo concession. Due to the illness of their son, Billy, who was with them last season on the World of Today Shows and Capell Bros. shows and who is now in a hospital in Waterloo, Ia., they were unable to attend the Chicago conventions. En route north they visited Mr. and Mrs. Paul Mills and Mr. and Mrs. L. C. Reynolds at World of Today Shows' winter quarters in Muskogee, Okla.

NOTES from Endy Bros.-Prell Shows quarters in Miami by H. E. Stahler: Sam Murphy, ride superintendent, left for Philadelphia and will return in January. Charlie Day, mailman and *The Billboard* representative, who went to South Boston, Va., to visit his mother, will return in January. Charles Powell, general agent, spent Christmas in Miami. Jack Ormsby, gate superintendent, is visiting his family in Philadelphia. Abe Prell spent Christmas with Mrs. Prell in New Orleans. Fred Maurer, billposter, went to Canton, O., his home town, to spend the holidays with relatives. Chuck Conners, night watchman, is visiting many friends in Miami. Charles Traub, carpenter, spent the holidays on a deep-sea fishing trip. Mike Roman is readying his Penny Arcade for the January opening of the show.

ONE doesn't have to be an old-timer to remember the days when we wondered whether a show manager would ever have enough money to sell his show and retire.

DODSON'S World's Fair Shows' winter-quarters notes from Jacksonville, Fla.: With return of President and General Manager M. G. Dodson from a Florida fishing trip December 21 conferences began on 1945 activities. Henry Gamble and William Harvey are completing work on the steel dining car. Assisting in work on cars are C. A. Stiverson and others. Employees are working on government

projects, including the Naval Air Base, Municipal Air Base, St. John's Ship-building Corporation and Merrill-Stevens Dry Docks. William B. Starr, legal adjuster, is vacationing in Miami with his wife, Marie, and he has daily conferences with George A. Golden, concession manager. Curtis L. Bockus, general agent, and wife, Ethel, who spent the holidays in Lynn, Mass., are expected here shortly after the first of the year. W. F. (Dutch) Schneider, canvas superintendent, is starting his 11 season under the Dodson banner. Ray Cramer and wife, Helen, will soon return from Miami, he to start work on his three attractions and enlargement of his Jungles and Plains Animal Show. Robert Holt, manager of the Exotic Stars attraction, will report soon from Miami to supervise building a new two-wagon front for his attraction. Bob and Marion Perry, of Cavalcade of Thrills, have a new bungalow here and Roscoe and Vera Carter, Chet and Juanita Fowler and others attend social gatherings there almost nightly. Perry has purchased a chassis for a big exhibition cage for the front of the show.

In the Armed Forces

UNDERGOING flight training is Ford Munger Jr., S2/c, CAC, Sqd. 51-C, Box 2, NAS, Banana River, Fla.

S/SGT. GEORGE SCHROEDER, former concessionaire in Eastwood Park, Detroit, is stationed overseas.

PVT. H. J. BODE, known in the carnival and circus field as Hal Compton, is stationed with APO 926, care of postmaster, San Francisco.

PVT. ALBERT J. (LABEL) GREENBERG, formerly with World of Pleasure Show and Cote's Wolverine Shows, was wounded in action, his family has been informed.

ISADORE (TOMMY PADDLES) REISNER, formerly with shows in the Michigan area, has sent home a quantity of Japanese money, captured during the invasion of Leyte.

FIRST SGT. THOMAS A. RANKINE, 36374673, who has been in service more than two years, is stationed with the Eighth Air Force in England, APO 635, New York.

PVT. RICHARD L. AUSTIN, 38555942, former cookhouse operator and 16

months in the service, is stationed with APO 79, care of Postmaster, New York City.

PFC. LAWRENCE STONE, former concessionaire with Michigan shows, who was wounded in France, arrived at his home in Dearborn, Mich., on a Christmas furlough. He will return January 10 to Kennedy Hospital, Memphis, for further treatment.

PVT. MOE (TIMMY) CLAMAN, former concessionaire with the Johnny J. Jones Exposition and formerly stationed in England, has been transferred to Belgium.

MARRIED recently, Staff Sgt. Franz Pamperin and Sgt. Gwen (Lewis) Pamperin spent Christmas with her parents, Freddie and Patsy Lewis, in Richmond, Va. Bride's father is a son of the late Fred Lewis, noted carnival designer and builder. Staff Sgt. Pamperin is now stationed in Rome, N. Y., after 2½ years overseas. Sgt. Pamperin, WAC, is at Tilton General Hospital, Fort Dix, N. J. Both formerly worked on the radio in Richmond.

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

WANT

Rough sketch or drawing or photo as to how to set up or erect a Rollo Fun House made by Allan Herschell Co. We bought a used Rollo Fun House, it is not marked and we know of no person in this Northwest territory who knows how to erect same. Will pay for sketch that will help us erect same. Address
CRESCENT SHOWS, Pentlcton, B. C., Canada

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

DANCING GIRLS WANTED

For a fast stepping Revue—Oriental, Hawaiian, Strip and Toe Dancers. This Girl Show will be on a Railroad Carnival; opens early in March. Send recent photo which will be returned. Also two beginners who want to learn to Dance, also Posing Girls. Those who have worked for me before, write, as I want all my people contracted soon as possible. Will pay top salary to those who can cut it.

C. J. McDONNER

P. O. Box 152

Bay St. Louis, Miss.

STANDARD SHOWS

NOW BOOKING FOR 1945 SEASON

Will sell exclusive on following Concessions: Photos, Palmistry, Diggers, Floss Candy, Snow Cones, Candy Apples, Popcorn. Other Concessions write, have few openings. Bill Tompkins, Charlie (Bingo) Wierick, get in touch with me. Have opening for two small Grind Shows.
Winter Quarters Address: Box 445, Douglas, Wyo. Permanent Address: Box 1255, Sheridan, Wyo.

P.S.: Fair Secretaries, note—Have few fair dates open in Wyoming and Montana only.



27th Annual
Installation of Officers
Ladies Auxiliary - Showmen's League of America
Dec. 5th 1944 Hotel Sherman - Chicago, Ill.

BURNE & DEAN
Photo - Chicago

DINNER DURING THE 27TH ANNUAL INSTALLATION OF OFFICERS of the Ladies' Auxiliary, Showmen's League of America, in the Hotel Sherman, Chicago, December 5, was largely attended by members from all over the nation. The new officers, headed by Mrs. M. J. (Ann) Doolan, were installed by Mrs. Lew Keller. Mrs. Marie Brown, past president, was dinner chairman and Mrs. Viola Fairly was emcee.

FOR OUR 46th ANNUAL TOUR...

SHOWS—We have limited openings for reputable showmen with new and different attractions. Especially — want one grind show of merit.

HELP—Can use useful people in winter quarters NOW. Especially want ride foremen and canvas men. Top salaries and good railroad show accommodations.

WILL BUY for cash or book Fly-o-Plane and Caterpillar rides and one other ride not conflicting with what we have.

WILL BUY or lease 70 or 72-ft. steel flat cars. Have 72-ft. steel box car will exchange on flat cars.

LEGITIMATE Concessions—Now booking a limited number of same. Preference given reliable operators who want to remain the season. Can place dependable concession help in all departments. Openings for Bingo caller and aisle men.

EXCELLENT openings for managers for Midget and Posing Show. Office operated. Can also place attractive girls for line work and specialties in Girl Revue. Good pay and railroad accommodations.

TINY DEMPSEY, Tilt-a-Whirl, Elmer and those that have worked for me before, get in touch with me, Milton Morris, Manager.

WINTER QUARTERS
OPENS MONDAY,
JANUARY 8.

NEW

JOHNNY J. JONES EXPOSITION

P. O. Box 878

Augusta, Ga.

INC.

BING!!—BIFF!!—BANG!! GREATER UNITED SHOWS

INAUGURATE THEIR 1945 SEASON WITH THREE CHAMPION CELEBRATIONS AT A TIME WHEN MOST SHOWS ARE STILL IN WINTER QUARTERS

NO. 1—BROWNSVILLE, TEX. "CHARRO DAYS," FEB. 3RD TO 11TH.
2 Saturdays and Sundays

NO. 2—LAREDO, TEX. WASHINGTON BIRTHDAY CELEBRATION AND PAN AMERICAN FAIR, FEB. 17-MAR. 4.
3 Saturdays and Sundays.

NO. 3—CORPUS CHRISTI, TEX. JUNIOR C. OF C. FIESTA.
Located on T Head, Heart of Business District. Mar. 7 to 18.

HOME OF THE LARGEST NAVAL AIR BASE IN THE WORLD

RIDES CAN PLACE OCTOPUS, RIDE-O, ROCKET, FLY-O-PLANES OR DUO LOOP-O-PLANES.

SHOWS OPENING FOR HILLHILLY AND GLASS OR FUN HOUSE. WILL BOOK OR BUY KIDDIE AUTO AND AEROPLANES.

RIDE HELP THOSE DRIVING TRUCKS AND OVER DRAFT AGE GIVEN PREFERENCE.

Write **J. GEORGE LOOS, Laredo, Tex.**

★ INSURANCE ★

CHARLES A. LENZ

"THE SHOWMAN'S INSURANCE MAN"

A1338 INSURANCE EXCHANGE

CHICAGO

CLUB ACTIVITIES

Showmen's League of America

Sherman Hotel, Chicago

CHICAGO, Dec. 30.—Past President Edward A. Hock presided December 21 and with him at the table were Treasurer Mike Wright, Secretary Joe Streibich and Past Presidents Ernie A. Young and Jack Nelson. Welfare committee reported Louis Rosen and Mike Rosen out of the hospital. Interment of member R. N. (Hi-Ki) Adams, who died December 17 after a long illness, was in Showmen's Rest, with Rev. Marcel Le Voy officiating. Sam Feinberg was elected to fill a vacancy on the board of governors. Harry Bernstein sent his photo from Hawaii. Al Kamm, in for a call, reported he would soon be discharged from serv-

(See SLA on page 41)

National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Dec. 30.—Chairman of the New Year's Party committee, Sam Rothstein, assisted by Joe Casper, engaged a radio band for the New Year's festivities. Christmas tree in the rooms was donated by Moe Elk, the seventh that he has presented to the club. Among servicemen visitors have been Pvt. Seymour Lieberwitz, Camp Reynolds, Pa.; S/Sgt. Scott Henshaw and Corp. Terrance LaMonte, both of the First Allied Airborne Army; Pvt. Al Rosen, Fort Dix, awaiting assignment; T/Sgt. Stern and Sgt. Billy Taylor, who is fresh from the European theater.

Annual election December 27 was (See NSA on page 43)

Caravans Arrange Parties

CHICAGO, Dec. 30.—At the meeting of Caravans, Inc., in the clubrooms, Ashland Building, December 26, Ann Young and Marianna Pope were placed on a committee to acknowledge holiday greetings, reports Alice Cady, press. Emily Bailey was made chairman of the annual card party. Also chairman of the valentine party, she reported plans well under way. A gift donated by Frieda Rosen will be used as an evening award. Flowers were ordered sent to the National Showmen's Association installation dinner and a gift is being sent to the Lone Star Club. Esther Weiner, Edna Stenson and Lucille Hirsch pledged donations to the Welfare Fund. Club donated \$10 to the Salvation Army Charity Fund. Treasurer Claire Sopenar wrote from California, where she is taking a rest.

Miami Showmen's Association

236 West Flager Street, Miami

MIAMI, Dec. 30.—President David B. Endy opened the 12th regular meeting December 11. Officers in attendance besides President Endy were First Vice-President R. K. (Bob) Parker, Second Vice-President William J. Tucker, Third Vice-President Joe Payne, Treasurer William D. Bartlett, Assistant Treasurer Wilbur C. Shaffer, Secretary Milton Paer and Tyler Russell D. (Senator Lewis) Erdell.

Nominating committee for the election December 18 voted in the same officers for 1945, no independent ticket be-

(See MSA on page 58)

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 of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. 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 4x5, 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

HARRY CRAIG SHOWS

Now Booking for 1945

BOX 158, BROWNWOOD, TEXAS

World Of Pleasure Shows

NOW BOOKING FOR 1945 SEASON

SHOWS — CONCESSIONS

Ride Help, Write Us Now.

100 Davenport St., Detroit 1, Mich.

HAPPY NEW YEAR, SHOWFOLKS

Opening Again in the Valley of Vitality

EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 26, 1945

CONCESSION PEOPLE—New and Old—Contact us NOW!

SHOW PEOPLE—We have Equipment open. Write NOW!

RIDE OWNERS—We will book Kiddie Rides, Loop or Roll-o-Plane Chairplane and Pony Ride. Act NOW!

24 WEEK SEASON, WITH 8 SELECT FAIRS, ALREADY BOOKED

SUNSET AMUSEMENT CO.

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DANVILLE, ILLINOIS

FOR SALE OR LEASE BLUE RIBBON SHOWS

Consisting of 2 No. 5 Wheels, 1 32-Ft. Merry-Go-Round, 1 Smith & Smith Chair-o-Plane, 1 Super Roll-o-Plane, 1 7-Tub Tilt-a-Whirl, 1 12-Car Ride-o, 26-Ft. Silo Drome with 3 Indian Wall Machines, 3 Panel Fronts for Girl Revue, Jig Show, Posing Show, plenty Canvas and Seats for same; 150 K.W. Transformer Truck, complete with switches, cut outs, tower and plenty 2-0 ground cable; 1 37 1/2 K.W. Semi Diesel and 1 62 1/2 K.W. Semi Diesel Light Plants, both mounted on Trucks. Have Trucks and Semi Trailers to transport all the above equipment. All in good running condition and most of it now in operation in Florida.

L. ED ROTH, 2031 N. W. 33rd St., Miami 37, Fla.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Swamp Root, La.
December 30, 1944.

Dear Editor:

This show is made up entirely of cook-house diners. We like plenty of elbow space, with no holds barred. What is more enjoyable than to sit down at a long counter, yell an order in pig Latin to a waiter, who isn't dressed in a white monkey jacket and who shoots back with: "What's your hurry? Midway won't open until tonight. Furthermore, we don't kill our juice sales by serving

water and we haven't any butter. Would you mind lifting your feet so that the boy can rake the shavings under you, and lift your arm so I can mop the coffee off the counter. What! Two spoons of sugar? You must think you own the show." Reason why we crack our orders in pig Latin is so that no towner standing close by will know what we're eating.

What makes it more interesting is that there isn't such a thing as dinner dress. Whether it be a ride boy wearing greasy dungarees or a dancing gal who has just rushed out of a house trailer while wearing a house dress with a foot of her nightgown hanging below her dress, it's all okay with the diners. We have no after-dinner speakers. They do it during the meal. What is more interesting than to hear a bally gal tell how she fell thru a platform because the shows' carpenter was too damn lazy to fix it? Then to hear the carpenter shoot back: "Yeah. Blame it on me when the office is too damn stingy to buy lumber."

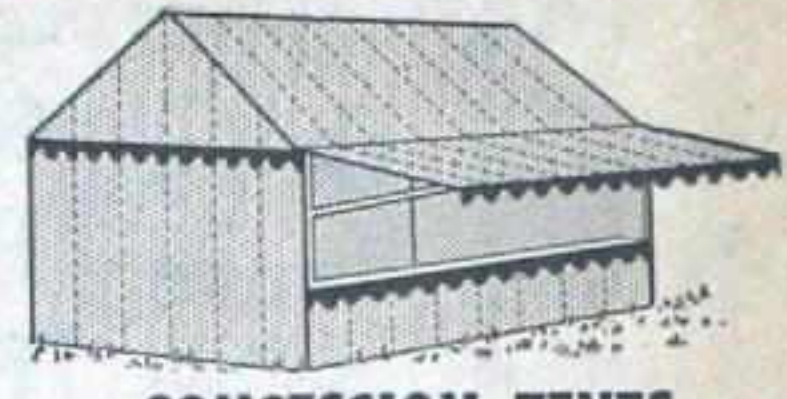
Cookhouses always furnish a variety of appetizers such as celery, which hangs on the top frames; pickles, green peppers and lettuce, which is used to garnish the top of the griddle. It has been said that the operators eat the pickles after the show closes. The rest of the stuff wilts by Saturday night. They act the same as floaters in juice bowls do.

Did you ever eat in a place steadily where the food tasted the same day in and day out? That's because those places keep the same cooks the year around. In cookhouses the food is never prepared the same and each meal is a new experience in itself. Our circulating chef system does away with sameness in foods. When a working man gets fired off of a show or ride for over indulging he goes to work as a dishwasher to earn some getaway money. Before Wednesday he is promoted to be a waiter. By Friday he is the cook. And on Saturday he is fired by the cookhouse manager for again over indulging and is hired back by his former boss as an extra hand to help tear down, to again let him make a little getaway money. Monday finds him again rehired as a ride man or canvasman, because the office believes he has learned a lesson. The chances are five to one that he will not again become a dishwasher, waiter and cook to make getaway money, for a period of not less than three weeks.

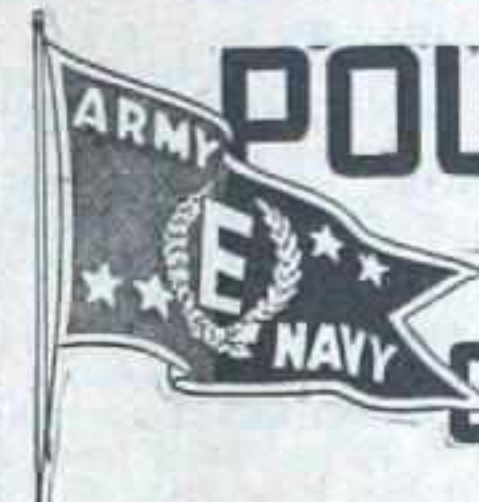
Eating in cookhouses is the way nature intended us to live. It isn't the fresh air, sunshine and living in the great outdoors that keeps troupers healthy. It's the circulating chefs and the changes in cooking. As one cookhouse manager put it: "We may have flies, but we travel too fast for cockroaches to keep up with this show. Furthermore, we are never booked up far enough ahead to let 'em know where we're going." MAJOR PRIVILEGE.

"First Things First"

Our Army-Navy E Pennant is evidence that Uncle Sam comes first at Powers & Company. Naturally, it is impossible to accept civilian orders until after the war. Then we will be happy to fill your Canvas needs.



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Important Feature of Our Post-War Plans



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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—BANNERS

16x36 Bingo Top.
14x21 Living Top, White, Six-Foot Wall, New.
Charles Driver—Bernie Mendelson.

O. Henry Tent & Awning Co.
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Sideshow, Roadshows, Carnivals, Store Shows, Picture Shows, Museums, Circuses, Window Attractions—For the latest in attractions send for Circular No. 2. Very best Sideshow, Storeshow and Window Attractions in America today. It's free, write today for yours.

TATE'S CURIOSITY SHOP
Rt. 9, Box 365 E. Van Buren, Phoenix, Arizona

BARLOW'S BIG CITY RAILROAD SHOWS

WANT FOR EARLY OPENING, St. Louis, Mo., Ride Help, Showmen, Concessions, Useful Carnival People. Write
HAROLD BARLOW,
529 N. 52 St.
East St. Louis, Ill.
Phone: Midway 1720

L. J. HETH SHOWS

NOW BOOKING SEASON 1945
Shows and Concessions. Ride Help, answer.
COOKHOUSE WANTED.
All replies: North Birmingham, Ala.

SEASON'S GREETINGS TO ALL

In closing the 1944 season, we wish to thank our many friends, Committees, Fair Associations, all employees for their loyalty in helping us to build the mammoth organization which we now have. There has been nothing done that has been too small for us to appreciate. To our hundreds of true and loyal friends we now take this opportunity of wishing each and every one the best of everything, Health, Happiness and Prosperity in 1945.

We salute the Stars of the Greatest Show on Earth, World War Number Two, and wish for their safe return. We want all former members of this show now in the uniform of the United States to know that when the Victory is won that their jobs are waiting for them when they return to this show. CHEERIO, WHEREVER YOU ARE.

Issy Cetlin

John W. Wilson

CETLIN & WILSON SHOWS

Winter Quarters Address, P. O. Box 787, Petersburg, Va.

CAPELL BROS.' SHOWS

(An Enviably Success)

Wish All Friends and Enemies Season's Greetings
10 Rides Free Act 7 Shows

Open the season early in March with the best spring route in the Middle West. Short jumps. Strong auspices. Book any legitimate Concession except Bingo and Photos. Sell ex on Diggers. Book Monkey Show, Wild Life, Unborn. Place Manager for big flashy Pit Show, Man and Wife for Jungle Show. Cook House Manager for swell framed Cook House. We furnish everything; salary or PC. Place Second Men on all Rides and few more Workingmen in all departments. Best of pay and treatment. Sober, capable show people, get in touch with us now. Can use a few more Workingmen now in winter quarters.

Address H. N. CAPELL, Box 457, Haskell, Okla.

P.S.—Bill Fee Johnson with Pan Joint, contact.

Advertising in the Billboard since 1905

ROLL TICKETS DAY & NIGHT SERVICE

★ 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.

BUY WAR BONDS NOW BUY WAR STAMPS NOW

AFTER THE WAR BUY A NEW TLT-A-WHIRL

In the meantime keep your old rides safe with the original builder's parts.
SELLNER MFG. CO. Faribault, Minnesota

ROLL TICKETS

Printed to Your Order 100,000 for
Keystone Ticket Co. Dept. B. Shamokin, Pa. \$19.50
10,000 ..\$6.50
20,000 .. 7.75
50,000 ..12.50
Send Cash With Order. Stock Tickets, \$16.00 per 100,000.

STEVENS TITLE IS CHANGED

Bonham Bros. Will Be Name

Org will have 25 trucks, new menagerie top, and more seating capacity

CLEVELAND, Dec. 30.—Bailey Bros. Circus, motorized, Bob Stevens, manager, will go out under a new title, Bonham Bros. James M. Beach will be general agent, and George Shirley, boss biller, carrying a crew of seven men and two trucks. Show will open early in April, and all acts that were with it the past season will be back with exception of the Paul M. Lewis unit. A new 60-foot round top with two 30s has been ordered and will be used for the menagerie. Last season show had 40 sections of seats, 10 high, and for 1945 will have 46 sections, 10 high, with over 2,000 starbacks as reserved seats.

Capt. Billy Sells's wild animal act and the Miller Family will be with the org. George L. Myers will be equestrian director and announcer. A crew of 22 is in quarters at Brady Lake, O., Jack Nelson being in charge. A liberty act of three black and three white horses is being broke in Houston by A. W. Kennard. E. L. (Yellow) Burnett will paint the show. C. C. Smith, secretary-treasurer, is in Jackson, Miss. Management has bought a new 35-k.w. light plant, also a new 10-k.w., both being mounted on a new 24-foot semi. A calliope was purchased from Dee Lang last season. Stevens bought 19 trucks while on the road and is adding six to the fleet. Ham-bone Nelson's colored minstrels will be an addition to the Side Show.

Mills Presenting Acts in England

CHICAGO, Dec. 30.—Bernard Mills, English circus impresario, has been released from the RAF and is again presenting his animal acts in England, according to a letter received from Mills by Major James Edgar.

Mills has about 10 acts working. "Altho this is helpful," he writes, "it is not the same as having our own show open, as our overhead expenses are so terribly heavy even tho the show has been practically dormant. I am hoping that we shall be able to get our circus on the road again next year, but this will depend on the developments in the war situation. The main problem is the question of labor."

Pick-Ups From Peru, Ind.

PERU, Ind., Dec. 30.—Circus folk here are Polly McCloud and husband, who have a news stand; Mr. and Mrs. Freddie Freeman, who will soon play winter dates, and Joe and Eva May Lewis.

George Valentino, formerly of the Flying Valentinos, reports that Gladys and Bob are in business at Aransas Pass, Tex. George's home is the Tinkam Circus Farm, R.R. 5. Bill Moore, who was here on legal business two weeks, returned to Russell quarters at Waxahachie, Tex. Mr. and Mrs. Jess King are here on business. Jess is an animal trainer.

Eva Lewis and Patrick T. K. Lewis had a grand Christmas at the home of Gus and Gladys McAllister, Chili, Ind. The (See Pick-Ups From Peru on opp. page)

E. E. Coleman Will Operate

DAYTON, O., Dec. 30.—E. E. Coleman, located here, will again have a circus on the road. Big top will be an 80 with three 40s, and org will have side and pit shows, pony ride and lunch and popcorn stands on the midway. There will be two advance trucks with five lithographers and billposters, and three light plants will be used. More trucks and seats will be added.

Grand American Pulling Crowds In Mexico City

MEXICO CITY, Dec. 30.—An outdoor show, Grand American Circus, with acts from the United States, is attracting good crowds at the National Stadium. The show, brought here by a group of American and Mexican business men, to further good neighbor policy, is headed by Clyde Beatty, lions; Harriet Beatty, tigers and elephants; Pallenberg, bears; Con Colleano, wire; Cristiani Family, riders; Mark and Lucille, cyclists; Pape and Conchita, perch; Francisco, wire; several clowns headed by Robbins, and animals, including several elephants.

Stadium holds 25,000. Performances are given twice daily. Prices range from 50 cents to 80 cents. Box seats bring \$3 and were quickly bought by high government officials and rich refugees. Much of the take goes to local charities. Sponsors hope the show will stay at least four weeks.

City was plastered with plenty of paper, and radio and newspaper advertising was used extensively two weeks ahead of the show. Several noonday parades were staged thru the principal streets.

Plan Indoor Show For Detroit Olympia

DETROIT, Dec. 30.—An indoor circus is being planned for the Olympia Stadium, to play about two weeks around May 1.

The Barnes Bros.-Olympia Combined Circus was presented last year, but it was uncertain whether the same title would be used. Detroit dates are dependent upon the earlier engagement at Chicago.

HONORABLY discharged from the army, Herbert Weber, wire performer, is resting at his home in Los Angeles prior to taking his act to New York to fill vaude bookings.

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

MAKE any money-saving resolutions?

GREAT LeROY, high wire, has signed with Jack Knight to play indoor circuses at Galveston, Tex., and New Orleans.

IRV J. POLACK, who was in Chicago for several weeks, left Christmas night for San Francisco.

RAY BRISON played a few dates with his clown kiddie act in Pennsylvania and returned to Baltimore.

CONTORTIONIST Lloyd Senter is visiting his mother and brother in Des Moines.

ANOTHER season like '44 and we'll cease to complain about anything.

LEE CONNAROE, of the Ringling show, and T. Dwight Pepple, Polack Bros., were in Cincinnati last week and visited the offices of *The Billboard*.

RUBE SIMONDS, who clowned in Toyland, Jordan Marsh Company, Boston, for seven weeks, expects to play indoor dates at an early date.

CLYDE BROS.' Circus's Oklahoma City promotion was under management of Billie C. Martin, assisted by Lydia L. Martin, Ted Edlin, Tom Wall, and Louise Harris, secretary.

S. L. CRONIN arrived in Chicago the day before Christmas and spent several days conferring with Tom Gorman on plans for the Cronin Circus which opens in Los Angeles early next spring.

IT makes a graybeard feel his age when nobody mentions the need of a harness maker in quarters.

Tritch Is Prexy Of Canton Club

CANTON, O., Dec. 30.—The Canton Showmans' Club, Inc., at a meeting December 18, elected the following officers for 1945: Gerald (Boots) Tritch, president; Jack (Red) Malloy, first vice-president; Edyth Siegrist, second vice-president; Ruth Malloy, secretary; Art Hill, assistant secretary; Leo (Doc) Portmann, treasurer; Bob Anderson, inner guard; Lillian Tritch, chaplain; George W. Rinchart, chairman board of trustees, and Don Hans, trustee, for three-year term. The term of third member of the board of trustees, Ed Fornes, expires in 1945.

The club was organized and incorporated in 1940 with 33 charter members, all veterans of many branches of show business. The club meets the first Wednesday and third Monday each month at 8 p.m., in Western Union Hall. Next meeting will be January 3. There will be a social session following business meeting.

Tritch was formerly of the comedy acrobatic Hill family. Other members of the act were his father, Joe; brother, Harry; his mother, Flora, and for many years their acrobatic dog, Zig. Another veteran of the club is Charles Hill, who took to the road in 1883. He was at one time a member of the Hill-Overcashier-Hill comedy horizontal bar act.

Anderson Plans 15-Truck Show

EMPORIA, Kan., Dec. 30.—The Bud E. Anderson Circus is readying for the coming season and planning opening first week in April. Show will be enlarged and travel on 15 trucks. New sleeping trucks for the help have been received, also a new 25-k.w. light plant and truck complete.

Si Rubens, secretary-treasurer, has returned from Miami, and Bud and Dorothy Anderson are back from a vacation. The office is being made larger.

Dailey Highlights Of 1944 Tour; Ft. Dodge Best Stand

GONZALES, Tex., Dec. 30.—Highlights of the 1944 season of Dailey Bros.' Circus follow:

The show's first season on rails was, for the most part, an uneventful tour. Opening here, the home town, April 1, the org traveled thru 16 States for a mileage of 13,919. It closed at Crowley, La., December 2. Longest run was 240 miles and shortest 15; the most dangerous run was from Nebraska City, Neb., to Red Oak, Ia., thru spring floods.

Largest attendance was at Fort Dodge, Ia., August 18, when it was necessary to give four performances to take care of the straw crowds; smallest crowds were at Bald Knob, Ark., October 14. Probably the most remarkable event was the day at Marshfield, Wis., where show had two straw houses July 12 in a pouring rain.

Two performances were lost, Decatur, Tex., night of May 1, and Carroll, Ia., night of August 26, both as a result of storms. There was one blowdown, at Burlington, Ia., June 18, when a storm came up after the matinee. Canvas was again put up and night show was on time. At Bowie, Tex., May 2, two camels were killed by an auto; night of May 25, a zebra, a lamb and 14 monkeys were killed and eaten by tigers when a cage partition came loose during the run.

The circus started the season on six flats, two sleepers and two stockcars, and added one more stockcar and the Davenport family's private car. Added to the menagerie were two polar bears, one zebra, four llamas, two Haddad sheep, sun bear, elephant, and 12 monkeys. Eight teams of sorrel draft horses, a team of oxen and several menage horses, including two Tennessee walking horses were also purchased.

Fox Plays One Week At Camp Beale, Calif.

CAMP BEALE, Calif., Dec. 30.—Benny Fox's Star-Spangled Circus opened at the Field House here December 19 and ran thru Christmas day, a two and one-half hour program. Show has played 76 army camps. Fox was emcee.

Present line-up includes the Torrellis, with dogs, ponies and horses; the midget Landons, comedy acrobatics and boxing routine; Charles Siegrist troupe, flying number; Helen Siegrist, featuring loop-the-loop; Mickey King, one-arm planges; the Canastrellis, balancing; Mathews, double traps; Iwanow, wire; Concha Escalante, balancing; LaTosca, bounding rope, who will soon appear in film, *The Circus Queen*; Ernie Wiswell and his comedy Ford; Eric Filmore, juggling; Hip Raymond, clown; Miller's elephant, Rosie; Jansley, on high pole.

Argentino Rounding Out Five Months in Mexico

MEXICO CITY, Dec. 30.—Circo Argentino, largest Mexican-owned circus, is rounding out five months to good business at the same stand at Veinte de Noviembre and Cuauhtemotzin streets; in fact, biz has been so good for the Argentino that it hasn't played outside the city limits in the last two years. Show is owned by Felipe del Castillo, who comes from an old circus family, and another del Castillo, Emigdio, is manager.

Show has a good, clean airy canvas, using one ring, and has seating capacity for 1,800. Prices range from 50 cents to 10 cents. Attendance is capacity on Saturdays and Sundays and good thru-out the week. Main tent is a three-mast affair and is one of the few water-proofed tops in the Republic.

Average performance runs two and one-half hours, with most of the actors Latins. The Flying Esquedas, aerialists, are the star performers. They were formerly with Cole Bros.' Circus.

Show has no zoo, but carries 8 lions, 1 elephant, 6 monkeys, 3 bulls, 20 ponies and horses, 3 hogs and some smaller animals. Del Castillo said he was negotiating for a tiger act from the States.

Music is by a five-man orchestra, augmented by electrical record equipment. No side shows are carried, but Argentino has smaller tents for performers, storage (See *Argentino In Mexico* on opp. page)

JAMES A. GEPHART and Art Miller, circus agents, are with the Criterion Advertising Company, Chicago, contracting locations in a number of Midwest cities. Miller was a recent patient at the St. Joseph Hospital, Chicago.

BYRON GOSH, touring the South, visited with a number of showfolk, including Eddie Jackson, formerly with the Sparks circus. Eddie escorted him to the old Sparks quarters in Macon and also gave a lecture at the Ochmulgee Indian (See *Under the Marquee* on opp. page)

Shareholders Mulling Features

Saskatoon To Expand Stand

Larger crowds expected in '45 may see double shows on three nights of fair

SASKATOON, Sask., Dec. 30.—Classing the 1944 fair as best in the history of the organization from a financial standpoint, J. W. G. MacEwan, retiring president and honorary manager, told the annual meeting of shareholders of Saskatoon Industrial Exhibition, Ltd., that a net surplus of \$27,000 had enabled a substantial reduction to be made in its indebtedness.

"Our debt position will have been improved by \$40,000 in 1944, made possible in part by concessions from the city," he said, stating that a bank debt, which stood at \$54,000 in 1932 and at \$10,000 a year ago, had been liquidated and a mortgage of \$5,000 a year ago paid off.

Auditors' report set total revenue at \$105,541, with operating expenses of \$69,181.64, and fixed charges of \$9,124, leaving a net surplus of \$27,235. Revenue was increased in every department above that of 1943 except rent revenue, which dropped from \$5,120 to \$4,315. Racing revenue hit an all-time high, increasing from \$16,705 in 1943 to \$23,117 in 1944.

Grandstand revenue went up from \$19,846 in 1943 to \$24,626 in 1944, and Professor MacEwan said alterations were being planned to accommodate larger crowds anticipated in 1945. One proposal will provide for two grandstand shows on each of three nights during fair week.

A statement showed that operating expenses had decreased from a peak of \$86,877 in 1939 to the low of \$69,179 this year. At the same time revenue had increased from \$92,029 to \$105,538, and a deficit of \$8,596 in 1939 had become a surplus of \$27,235 by 1944. Resignation of M. P. Nelly, caretaker of the grounds for 32 years, was announced.



C. C. NICHOLS, new president of the Fair Managers' Association of Iowa, elected at the annual meeting in Des Moines December 11 and 12, had been serving as vice-president. He has been secretary of Howard County Fair, Cresco, seven years and prior to taking that post had been assistant secretary 12 years. He has been interested in the success of all fairs for many years.

Young Repeats on Contracts

CHICAGO, Dec. 30.—Entire grandstand show for the 1945 Tennessee Valley Agricultural and Industrial Fair, Knoxville, has been contracted by the Ernie Young Agency, it was announced here by Ernie Young. He said it was his eighth consecutive booking of the fair. He also has booked the grandstand show for South Dakota State Fair, Huron, for the sixth consecutive year.

Policy Set-Up Is Important Cog in Wis. Junior Fair

EXCERPTS from address by Russell E. Frost, of Wisconsin Junior State Fair, Milwaukee, at the 54th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, December 6.

THE governing body which helps to operate the Wisconsin Junior State Fair, the policy-forming body, is known as the Junior Fair Board. It is composed of 12 men and women leaders from the six Junior Fair organizations. The board meets about three times a year upon call of the Junior Fair director. A fall meeting of the board gives opportunity to discuss criticisms of this year's fair and plan next year's fair while the facts are still fresh. At the December meeting of the board committee reports are accepted and premium classifications for the following year adopted.

Every day during the fair there is a conference of the Junior Fair staff and as many board members as are present at the fair. At these staff meetings we discuss problems as they arise in the departments of the Junior Fair. This staff meeting is held at 8:30 each morning.

Selection Is Honor

Wisconsin Junior State Fair is proud of its slogan: "The Round-Up of Champions." The highest honor for achievement that can be paid any boy or girl in the Junior Fair organization thruout the State is to be selected as a Junior State Fair participant.

How are the Junior State Fair participants selected? When the Junior Fair was organized in 1938 the fair board conceived the county Junior Fair committee idea. Every county in the State was authorized to organize a local county committee, with one member from each of the Junior Fair organizations in its membership. The county committee serves on a year-round basis and its purpose is even more far-reaching than simply to take care of State fair participation. The job of the county committee is to act as a clearing house for all youth activities locally.

Chairman of the county committee in almost every case is the county extension agent. Make-up and personnel of the committee should be on a permanent basis. A report blank is furnished each county chairman so that changes in committee personnel can be reported to the Junior Fair director before March 15.

Classification Revision

Every fair manager knows that one of the major jobs in connection with State Fair work each year is the preparation, publication and distribution of premium books. While it is the direct responsibility of the Junior Fair director to follow thru on preparation and distribution of the Junior Fair book, these suggestions for classification revision come from two sources, the Junior Fair board and the committee named by the board.

A superintendent's report blank is distributed to every department superintendent at the beginning of State fair week. On this blank the superintendent not only gives a complete report of his department, including number of exhibits and exhibitors, but makes suggestions for classification revision another year. We aim to issue our Junior Fair premium book in February or March.

This year for the first time we adopted the group judgment system for home economics exhibits. It was so successful that it will be continued next year. Group judging at the Junior Fair was first started several years ago with one or two breeds of dairy cattle. Now all dairy breeds are judged on the group system. In addition we used group judging in the health contest and home economics exhibits.

Supers' Turnover Heavy

The Junior Fair Board appoints a superintendent for each of the Junior Fair departments. These superintendents

National Show Sought by La.

Returns okay without pay gate, stockholders told—want sub for cow exhib

SHREVEPORT, La., Dec. 30.—Despite the necessity of operating the '44 Louisiana State Fair here without a pay gate, Treasurer J. R. Querbes reported operations were especially gratifying. It was also announced at a stockholders' meeting that efforts were being made to secure a show of national character for the 1945 fair similar to the National Hereford Show held in connection with the 1944 fair.

Will Knight, Caddo parish planter and cattleman, was elected to the board of directors, and eight directors whose terms expire January 1 were re-elected. Knight was elected for a three-year term to succeed C. C. McCrory, parish agricultural agent, who died recently. Others re-elected for three-year terms were J. M. Sentell, George Freeman, W. A. Robinson, W. R. Hirsch, R. T. Andress, J. H. Jordan Jr., O. M. Dickson and N. C. McGowen. Dates for the '45 fair were set.

A committee, W. A. Robinson, C. R. Minor, W. G. Woolf and M. Meltzer, was appointed by President W. H. Johnson to prepare a memorial resolution on the death of McCrory.

are on a permanent basis, and yet you would be surprised at the turnover because of change in operation. Of the 15 original department superintendents seven years ago the last one is being replaced this year. Superintendents for the most part come from the ranks of agricultural teachers, home economics teachers and State offices of the Junior Fair organizations.

One form of premium which we pay at the Wisconsin Junior State Fair that may be different from most fairs is the budget allotment for transportation. We pay transportation at the rate of 3½ cents a mile one way from the county seat to the fairgrounds for participants in music, demonstrations, booths, health contests, style revue (and when we have them, judging contests, but these have been discontinued during the war). We also pay transportation at a stated rate per livestock unit mile on all livestock exhibited at the Junior Fair.

The Junior Fair building, with its dormitories, camp dining hall, exposition and exhibit facilities, is the hub around which Junior Fair activities revolve. We also have a Boy Scout camp with accommodations for 200 scouts and leaders. Camp Ammon, as it has been appropriately dedicated, is a service center for the entire fair. While the Boy Scouts live there they eat their meals with the other Junior Fair participants in the big dining hall in the Junior Fair building.

For Child-Care Service

"Playland," for little tots, is a child-care service furnished the State Fair by older Girl Scouts enrolled in the Mariner program. Playland is an enclosed fence area and equipped with swings, teeter-totter, slides, sand boxes, work tables and other equipment. Sixteen mariners from Madison supervised Playland the first half of the fair this year, and the last four days Fond du Lac mariners took over. This is a free service provided fair visitors. They can check their youngsters here free of charge while pa and ma see the fair. It has proved a very popular and worth-while feature.

Down in the barns we have special identification cards for Junior State Fair livestock, and each entry is appropriate. (See Set-Up Wis. Junior on opp. page)

DETROIT, Dec. 30.—W. G. Wade Shows were awarded the contract for the 1945 Wabash (Ind.) 4-H Fair, reported D. Wade, general representative. This will make six straight seasons for this fair for Wade.



AGRICULTURAL FRONT

Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

THE year 1945 will be the fifth successive war year that war dominates American agriculture. Even with a European victory early next year the demand for the food and fiber output of American farms will continue at high level. Military food requirements in the Pacific will be greater than ever, overall civilian demand is expected to continue above pre-war levels and foreign relief and export needs may assume large proportions. This demand, together with government price supports, means farmers will again be assured favorable prices for their 1945 output.

But four years of record production have brought about record stocks of many agricultural commodities. In some cases these stocks will exceed probable demand, in others demand will far exceed supply. And so, rather important production shifts are in prospect for 1945. What these shifts are for important commodities and what the general outlook is for agriculture, as it appeared in mid-October, are outlined in the following summaries. These summaries are, for the most part, based upon materials used at the Twenty-Second Annual Outlook Conference held in Washington.

Demand—Prices

Total demand for farm products in 1945 will be almost as high as in 1944, with most products selling at prices averaging only slightly below those of 1944. Reductions in the output of war goods following the end of hostilities in Europe are likely to be accompanied by a decline in the national income because of reduced employment, particularly overtime, in a number of important industries. Consumer expenditures are

not likely to drop as much as national income so that domestic demand for many farm products, at ceiling prices, may continue to exceed supplies. Commodities relatively plentiful in 1944 are likely to sell at somewhat lower prices in 1945 if supplies are maintained at levels reached during this past year.

Even though some military and lend-lease requirements for farm products are likely to be smaller in 1945 following the defeat of Germany, food and clothing needed for the rehabilitation of Europe and other areas will tend to maintain exports of agricultural products near present levels. Non-agricultural incomes in 1945 are likely to be lower than in 1944. The reduction in industrial production following the defeat of Germany will cause a substantial decline in the present payments for overtime work. Also, there will be some shifting of labor from high wage to lower wage industries.

Farm Prices

Declining demand, together with an unprecedentedly large production of agricultural products in 1944 and a large carry-over of certain products in 1945, is likely to cause some reduction in the prices received by farmers in 1945. This will, of course, be limited by the Stabilization Act of 1942, which provides for price support programs for most important farm commodities. These commodities have accounted for about two thirds of cash receipts to farmers in recent years. Prices of some of the things purchased by farmers, particularly food for family living and feed for livestock, probably will decline. As a result, the 1945 index of prices paid, interest, and taxes is likely to be slightly lower than in 1944.

Jantzen Take 3% Over 1943; Crowds Up 19%

Games, Penny Arcade Drop

PORTLAND, Ore., Dec. 30.—Admissions to Jantzen Beach Park increased 19 per cent in 1944 over the previous year, it has been announced by Paul H. Huedepohl, managing director. Total gross income was three per cent better than last year.

Other percentage increases at the beach were ballroom and checkroom, 1; Natatorium, 10; restaurants and eat stands, 3; concessions, 30, and rents and other incomes, 1.

Losses were reported on games and Penny Arcade for 25 per cent, and rides, 4 per cent.

Park is operated by Hayden Island Amusement Company.

A. C. Dads Honor Skean; Plans Afoot To Merge Bureaus

ATLANTIC CITY, Dec. 30.—Albert H. Skean, who recently returned from New York to resume his former post as manager of the Atlantic City Convention Bureau, was honored last week with an official reception given at Hotel Brighton by officers and the board of directors of the bureau. Mayor Joseph Altman and the city commissioners gave further official prestige to Skean's welcome.

Skean addressed the group, giving a forceful summing up of present conditions and post-war expectations. He warned hotel, business and amusement people in attendance that in the future the resort will face keener opposition for national convention business. The problems of reconversion and the establishment of civilian trade will make it vitally necessary for the leaders of many business enterprises to get together and talk over their problems.

Plans are being put in motion for the merging of the City Press Bureau, the resort's official publicity office, and the convention bureau, which acted as the resort's publicity outlet prior to the establishment of the press bureau over 10 years ago. Mall Dodson heads the publicity bureau.

Merging of the two bureaus into one co-ordinating unit as a means of more widely publicizing Atlantic City and bringing more conventions here was proposed by Harry Hackney, one of the resort's leading business men.

A resolution calling upon Governor Edge to include an appropriation of \$100,000 in the 1945 State budget for advertising was authorized by the board of directors of the Atlantic City Chamber of Commerce. Out of such an appropriation, \$25,000 would go to advertise the resorts of New Jersey, with equal amounts going to promote the State's agriculture, manufacturing and recreational features. Mall Dodson, director of the City Press Bureau and an officer of the New Jersey Resort Association, told the chamber directors that out of this year's appropriation of \$50,000 about \$7,800 went for resort advertising. He pointed out that out of \$400,000,000 worth of resort business brought into the State this year, Atlantic City grossed \$117,000,000, or about 28 per cent.

Piers Must Pay Even in Ocean

COLUMBIA, S. C., Dec. 30.—Unless piers are built that can extend more than three miles into the ocean, it looks as the State taxes on amusement pier concessions are here to stay. A test case was brought against South Carolina on behalf of two Myrtle Beach piers. The pier owners, the Coastal Corporation, contended that their piers extended beyond the low-water mark and were not within the State's boundaries as defined by the Legislature.

South Carolina's eastern boundary had been set as the Atlantic Ocean by the State Legislature many years ago. The pier owners were told, however, that common law determined boundaries at oceans as extending three miles out. The pier owners brought their case up to the State Supreme Court before they decided to give up. So taxes are here to stay, come high or low water.

Daytona Beach Biz Perks Despite Cold

DAYTONA BEACH, Fla., Dec. 30.—Winter visitors are beginning to trek into this resort in reasonably large numbers, and tho the weather has been unseasonably cold, there has been a fair amount of activity.

From now on, bathing here is only on occasional basis, tho a couple of the big pavilions remain open. Many folks take advantage of other beach facilities, however.

Servicemen constitute the bulk of the amusement seekers and Earl Warner's Club Casino Pier on the waterfront is one of the top-flight spots. Midnight curfew on alcoholic consumption has lessened trade considerably, but not enough to bring out the wholesale use of crying towels.

Daytona's spacious beach, internationally famed as an auto racing speedway, still attracts a reasonable number of motorists who prefer to budget their rationed fuel for a spin on its hard sands. The effort to popularize bicycle riding on the beaches is meeting with favorable response.

The Sheraton Plaza Hotel, huge waterfront hostelry, has opened, as have a score of other large places.

Daytona attracts the younger element during the summer, but the permanent winter trade is comprised largely of elderly folks.

Atlantic City

By Maurie Orodener

ATLANTIC CITY, Dec. 30.—An adequate amusement and recreational program is one of the crying needs of the resort and is just as important a municipal function as the removal of garbage, the Atlantic City Planning Board has been told. At the second "town meeting" conducted by the five-member Planning Board, the following developed: (1) A demand for a civic theater; (2) a suggestion that the Fishblatt estate at the beach be turned into a beach club or a game area; (3) a suggestion that a band be organized and paid for with new city funds to give concerts during the summer on the proposed new civic center at Garden Pier; (4) a call for playgrounds on the Northside, and (5) a suggestion that a flower garden be planted between trolley tracks as a means of beautifying the street and as a safety measure.

City Commission last week accepted a compromise offer of \$88,075 to pay four years' back taxes on Steel Pier. Under the compromise Steel Pier will pay back taxes for 1938, 1939, 1940 and 1942. The company paid its 1941 taxes. City Solicitor Leon Leonard explained that the \$88,075 represents the full amount of taxes for the four years but that penalties and interest were waived by the city under the deal.

Hopes of rebuilding the Boardwalk for its entire length appeared brighter when Director William P. Casey, of the Public Works Department, revealed that plans and specifications would be submitted to (See ATLANTIC CITY on page 50)

George J. Baker Dies in Chicago

CHICAGO, Dec. 30.—The amusement park industry has lost another of its outstanding veterans. George J. Baker passed away shortly after midnight Christmas night following an emergency operation. His heart failed after the shock of the operation.

Baker was born in Moline, Ill., in 1883 and started his business career as a contractor in home construction in association with his two brothers, the late Harry C. Baker and Herman Baker. He started his amusement career in Riverview Park, Chicago, in 1907 when he became associated with the Belmont and Hyde Park construction companies, which operated the major Roller Coasters at Riverview for many years. After taking part in the construction of their Coasters he took over management of all their operations and continued in that position until 1920, when he left to associate himself with John J. Carlin in Carlin's Park, Baltimore. In 1922, in association with his brother, Harry, he built and operated at Burlington Island, N. J., several major devices, and continued in that location until he left to join the staff of the Philadelphia Toboggan Company in 1930. He left that company to build Flying Turns Coasters at the Brussels and Paris expositions following the (See Baker Dies in Chi on page 56)

Party, Good Biz Christmas Fare at Tampa's Playland

TAMPA, Dec. 30.—Employees of Playland Park here enjoyed Christmas Day at their posts, with Mrs. M. K. Reid, Playland owner, presenting each of them with a cash bonus and a box of goodies. Employees, in turn, collected a jackpot to buy Mrs. Reid a present. Arthur Bechard acted as Santa Claus.

All rides operated Christmas Day to big business, Tom Ilse capturing top money with the 20-car Skooter. Speedy Merrill's Caterpillar was second. All rides and equipment have recently been painted.

Toledo Zoo a Safe Spot

TOLEDO, Dec. 30.—Toledo Zoo has operated the last seven years without an accident either to employees or the more than 10,000,000 paying customers. William Bettridge, president of the Toledo Zoological Society, announced at the annual Christmas party for employees and their families (16). The park has been closed for several weeks while buildings undergo repairs. Regular season ended late in September.

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American Recreational Equipment Association

By R. S. Uzzell

Our friend from Peony Park, Omaha, Joseph Malek, has met with a reversal in his litigation with ASCAP. The State of Nebraska had ruled in his favor for which reason he had made no payments to ASCAP. The reversal by the federal courts makes all back payments due and payable. We are watching for the allied interests in Nebraska to make an appeal to a still higher court. No litigation in the amusement business has aroused so wide an interest as the recent court decree on the music situation.

The recent setback in the war situation, with its resultant big demand for more men and material, naturally causes apprehension in our business. First is the appalling loss of life; then the possible prolongation of the war with its increased demand for men and supplies will compel us to draw our belts a little tighter.

Our industry will use more students than ever the coming season and will depend on older men and returned soldiers. With the ban on racing and other professional sports we shall have to make some sacrifices, too. There will be

compensating advantages. The restraints on professional baseball will give impetus to soft-ball teams which can be induced to play at our parks and thus bring with them their following to boost business.

Munition and other war plants that were letting out men are now rehiring. Instead of smaller picnics in 1945 as we were expecting, these industrial gatherings will, in all probability, hold their own the coming season.

John J. Carlin was in from Baltimore and reported a good winter business on his artificial ice and roller skating. The Orioles play their hockey games at his arena. He expects the coming park season to top his 1944 mark which was high. He is confident of carrying on.

With all other added responsibilities operators are going to be compelled to get tough on pilfering. Heavy turnover in help, much of it below grade, and overworked managers have let the leaks grow. They grow by what they feed upon and increase by leaps unless severely checked. Jailing of a few of the slippery fingers is a detriment well worth its costs. It was tried last summer with marked success and made the rest of the delinquents scamper as rats do on the appearance of a new cat. Eternal vigilance is the price exacted if you would not have a pilfered till. Remember, the cash register counts only that which is rung up. It can count but has no eyes. Crime has always thrived on prosperity. Our business is no exception. If unchecked the pilferers make more money than the owner because they have no expense. One man at Chicago said: "They can take it while you are looking at them unless you know just how to look." Strange enough the thieves have only contempt and ridicule for the manager who lets them get away with it.

Zip Is Shown in Activities Of RSROA; Membership Up Among Operators and Clubs

Sanctions for Month Run to 43

DETROIT, Dec. 30. — Exceptionally heavy list of formal actions taken by the national RSROA offices during the past month shows a healthy state of activity. List, as released by Fred A. Martin, secretary-treasurer, shows 12 new memberships enrolled, as follows:

Operators: Joseph A. Hofrichter, Bridgeville, Pa.; S. D. McFarland, Indiana, Pa.; Joseph J. McNamara, Boston; Irma L. Hartman, Troy, Ill.; George Mekosh, Jamison, Pa., and G. H. Schiefelbein, Toledo.

Clubs: Toledo Figure Skating Club, Toledo; Glenn C. Hubbard Figure Skating Club, Spokane; Figure Skating Club of Omaha; Jamison Dance and Figure Skating Club, Jamison, Pa.; Roller Palace Figure and Dance Skating Club, Los Angeles.

Renewals of membership were issued

to operators; Nathan Gordon, Chicago; Robert Rhoades, Kansas City, Mo.; Joe Cantor, Indianapolis; James V. Hoare, Philadelphia; Adam Metz, Richmond Hill, N. Y.; Louis M. Berliner and Harry R. Wiener, Paterson, N. J.; William Schreyer and R. B. Young, Johnstown, Pa., and Fred W. Gardner, Lansing, Mich. Managers: George Horvath, Columbus, O., and William M. Patterson, Indianapolis.

Clubs: Rollerland Skating Club, Indianapolis; Hillside Figure Eight Club, Richmond Hill, N. Y.; Twelfth Street Roller Skating Club, Erie, Pa.; The Waltz Club, Salt Lake City; Oriole Skating Club, Baltimore; Lansing (Mich.) Dance and Figure Skating Club, and Lansing Roller Skating Club.

New professional certificates were issued to Ted C. Bruland, Victory Roller Rink, Anacortes, Wash.; John M. Back, Coliseum Rink, Baltimore; Roy W. Rauschert and Margaret I. Nelson and Gene E. Herbert, Roller Bowl, Tacoma, Wash., and Mary A. Christian, Westmont Grove Roller Rink, Johnstown, Pa. Renewal went to Christian Guthy, Wal-Cliffe Roller-drome, Elmont, L. I.

Forty-three sanctions for special events were issued during the month. These included special shows for the RSROA Nights, at which proceeds are turned over to the national funds, at Rollerland, Columbus, O.; Berthianian Figure Skating Club, Ogden Utah; Southeast Roller Skating Club, Salt Lake City, and Knoxville Roller Skating Club, Knoxville.

Other sanctions were issued to: Mill Bridge Roller Skating Club, Lyons, Ill., benefit show to buy books for public library, also a Red Cross benefit show; Broadway Roller Skating Club, Glassport, Pa., seven-night revue for Infantile Paralysis Fund and RSROA; Chez Vous, Upper Darby, Pa., amateur show by Les Patineurs and Les Roulettes Skating Clubs, celebrating rink anniversary; Waltz Club, Salt Lake City, program at City Recreation Center in connection with civic activities; Sunnyside Roller Rink, Long Island City, N. Y., show for employees' annual Christmas party; Southern Dance and Figure Skating Club, Philadelphia, amateur review by members; William T. Brown Figure Skating Club, Seattle, three amateur shows, for a school show, dedication of new Hammond organ, and for Puget Sound Machinery Division of the Boeing Bomber Plant Skating Party; Wal-Cliffe Roller-drome, Elmont, L. I., N. Y., program for employees' annual Christmas party and club program for USO party; Knoxville Roller Skating Club, Knoxville, show for Infantile Paralysis March of Dimes fund; Imperial Roller Rink, Portland, Ore., 1945 State meet in dance, figures, pairs and fours; Bay Ridge Figure Eight Club, Brooklyn, program for Christmas benefit party; Queens Figure Eight Club, Elmhurst, N. Y., amateur show for rink anniversary celebration; Skateland Dance and Figure Skating Club, Aurora, Ill., two-night show; Roller-cade Skating Club, Cleveland, program for Timmerman Products Company Christmas party at Swiss Hall; Ideal Roller Skating Club, St. Louis, special program, and Ringing Rocks Roller Skating Club, Pottstown, Pa., Christmas night skating party show.

Wheels' Wartime Value Is Officially Okayed in Norfolk

DETROIT, Dec. 30.—Official recognition of the wartime value of roller skating is being given in the personal encouragement given Henry W. Mason, rink operator, in the construction of the new Mercury Rink at Norfolk, by Rear Admiral D. Mc Le Breton, commandant of the Fifth Naval District, who is slated to be a guest of honor at the formal opening this coming week-end. The admiral stated that he believes skating has been a morale builder for the navy during this war.

Event will be a social affair, with the Governor of Virginia, Mayor of Norfolk, General J. Fulmer Bright, Dr. Douglas Southall Freeman, well-known editor, and others attending.

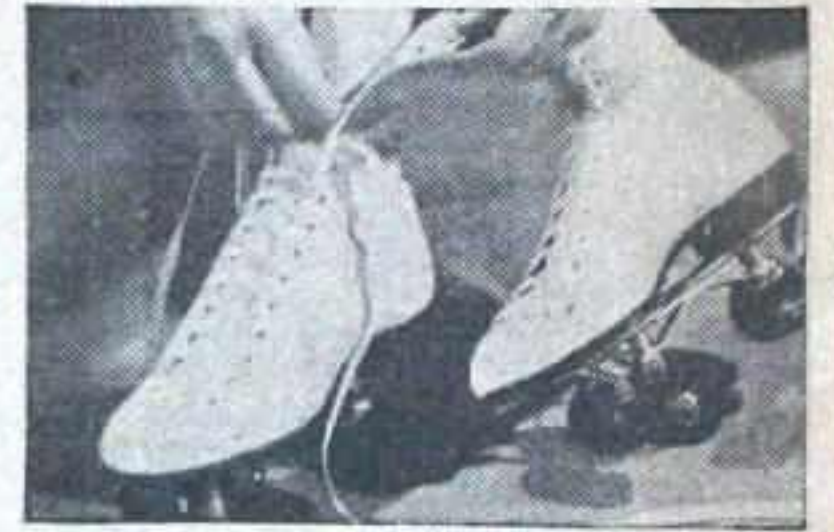
Special program for the opening will include Betty Lytle, brought by Victor J. Brown, of the New Dreamland Arena, Newark; Jane Hutchinson, of Washington, and Gibby White. Brown, a former head of the RSROA, also plans to attend.

Charles F. Womble, formerly with the Coliseum in Washington and the Cavalier Rink in Richmond, Va., has been named professional-manager at the new spot, coming direct from the Gay Blades Rink, New York.

Rebuild Burned Roller-drome

PORTLAND, Ore., Dec. 30.—Using WPB priorities, reconstruction and enlargement of the Roller-drome, 52d and Sandy Boulevard here, is under way as a \$40,000 project. Rink burned recently. Manager Jess Fee revealed that the new structure will have a capacity of 1,000 instead of 750 formerly, and that the rink is being widened and lengthened, with the ceiling being raised to 30 feet. Floor space is being increased from 22,000 square feet to 26,000.

DAYTONA BEACH (Fla.) Y.M.C.A. RINK is operating on a five-day week policy, omitting sessions Sunday and Monday nights and getting healthy response in trade. Bulk of patronage is made up of military personnel stationed near by.



THE Roller Shoe SITUATION as we see it today!

The Army's expansion of its sports programs boosts demands for equipment as an entire new athletic branch is established. Enormous orders include thousands of pairs of athletic shoes.

We have been fortunate in meeting civilian demands and are planning our post-war lines.

We are trying to ration fairly those roller shoes we are able to produce among hundreds of patient rink operators we would protect.

We would like to welcome everyone and serve each to the best of our ability.

We hope you will appreciate this situation beyond our control and anticipate your needs today. Do your own post-war planning now. Order six months ahead and we will do the best we can.

Shipments can't always go out on time. We'll keep you posted as changes take place. We appreciate your understanding co-operation and patience. We want your business and will do everything we can to help.

HYDE

ATHLETIC SHOE COMPANY
CAMBRIDGE, MASSACHUSETTS

Manufacturers of those Famous

Betty Lytle ROLLER SHOES

14 of RSROA States' Champ Sites Allotted

DETROIT, Dec. 30.—Locations for 14 State championships have been confirmed by the RSROA Board of Control for 1945, according to Fred A. Martin, secretary-treasurer. In three cases, the meets cover two States.

Rinks which have been awarded the championships, for which dates have not been set, are: California—Los Angeles Figure and Dance Club, Los Angeles; Colorado-Wyoming—Mammoth Garden Rink, Denver, which will also be the site of the national championships; Illinois—Arcadia Rink, Chicago; Indiana—Rollerland, Indianapolis; Iowa-Nebraska—Crosstown Rink, Omaha; Michigan—to be divided between Arena Gardens, Detroit, and other rinks in Michigan; Missouri—Wonderland, St. Louis; New York—Empire Roller-drome, Brooklyn; Ohio—Coliseum, Mansfield; Oregon—Imperial, Portland; New Jersey—Paterson Recreation Center, Paterson; Pennsylvania-West Virginia—Lexington, Pittsburgh; Utah—Woolley's, Salt Lake City; and Washington—divided between Skateland, Everett; Southgate, Seattle; Redondo Rink, Redondo, and Roller Bowl, Tacoma.

The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WANTED TO BUY FOR CASH

Richardson and Chicago Plates with or without trucks. Write us immediately what you have.

JOHNNY JONES, JR.
132 7th Street Pittsburgh 22, Pa.

FOR SALE

Skating Rink, now in operation, doing good business, down town location, near army camp. For quick sale, cash or terms. Write, wire or phone 9588.

GUS ANDERSON
723 Towson Ave. FT. SMITH, ARK.

No. 321 DUSTLESS FLOOR DRESSING

Cleanses the air, providing a snug grip with less wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

GAGAN BROTHERS
444 Second St., Everett, Mass.

ATTENTION

Special Sale on PRECISION BEARINGS No. 37 @ 40¢ each. All our Bearings are new, not seconds. Balls, 3/16" round, true, high-grade steel, @ \$1.50 per 1000. We have Precision Wood Wheels with bushings. Also general supplies for Roller Rinks. Send in for full particulars.

JACK ADAMS
1471 Boston Road Bronx, New York, 60

FOR SALE

Three hundred and fifty pairs of Chicago Skates. All skates regular rink run. Will sell to highest bidder in lots of 100 or more. Must take an assortment of sizes.

DON McELHINNEY
Co-Mar Roller Rink Marion, Iowa.
Phone 9334, Cedar Rapids, Iowa.

FOR SALE

200 Sets of Steel Rollers. Fit Chicago Roller Skates.

Sefferino Roller-drome
Gilbert Avenue CINCINNATI, OHIO

Rink Operators Acclaim the New

"STURDIBILT" FIBRE WHEELS

Rink Operators, Dealers, Jobbers Write for details, prices and free trial offer.

WHEEL PRODUCTS CO.
Council Bluffs, Iowa

STOLEN

From Rainbow Roller Rink, Bentonville, Ark., 50 to 60 pairs of Chicago Roller Skates and P. A. System on or about December 18. All Rinks and Rink Operators, be on the alert. Reward for information leading to recovery of these skates and P. A. System.

J. N. "RED" CAVNESS
Rainbow Roller Rink Bentonville, Ark.

"Flexible Action"

War Materials Are Now Most Urgent

The Boys at the FRONT MUST Be Served First

Then We Will Serve You

CHICAGO ROLLER SKATE CO.

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

Willoughby Marks 25th Year In Roadshow Film Business

CHICAGO, Dec. 30.—Bertram Willoughby, president of Ideal Pictures Corporation, celebrates 25 years in the non-theatrical film business Monday (1). Willoughby first became interested in films when he was pastor of the First Congregational Church, Osage, Ia.

Altho this church had a seating capacity of 1,200, his Sunday evening congregations were relatively small. In order to overcome this situation, he started what he called "the people's pleasant Sunday evening services." At these meetings he had one or more lyceum attractions, either vocal or instrumental numbers, and he preached a 10 or 15-minute sermon. Soon the attendance began taxing the capacity of the church. Since he had some difficulty in securing attractions, he became interested in motion pictures and installed one of the first moving picture machines in a church in the State of Iowa. Each Sunday night he ran a motion picture which contained a religious or ethical message, and around these pictures he built his sermon.

About this time, the Monarch Film Company opened a production unit in Osage, and Willoughby became interested in producing short subjects especially for churches. In a few months he produced four shorts, all on religious subjects, thru Monarch. His sole idea was to run them in his own church, but other churches heard about the pictures and he received requests from all over the United States for his movie sermonettes. This led to his establishing a rental library for churches only.

John Burhorn, president of New Era

Films, one of the world's first non-theatrical film libraries, heard of Willoughby's activities and went to Osage to secure national distribution of his films. As a result of this visit, Willoughby became vice-president of New Era Films, heading the religious department. He moved to Chicago January 1, 1920, to start his career in roadshow films.

Organizes Distributing Company

Less than a year after Willoughby became associated with New Era, a disastrous fire all but put the company out of business. He then organized his own distributing company, Pilgrim Photo-play Exchange.

The new company found ready acceptance. At first it specialized in religious films and slides, but it was soon found that there were other outlets than churches for non-theatrical films and slides. The company began supplying films for schools, clubs, institution and, finally, itinerant roadshow men.

In 1928 Willoughby incorporated his company and changed the name to Ideal Pictures Corporation.

With the advent of sound pictures, non-theatrical customers became dissatisfied with silent films. At the time there were no 35mm. sound projectors, and the cost of standard projectors was prohibitive to most non-theatrical accounts. Ideal continued to operate, however, as a distributor of 35mm. silent films and stereopticon slides. About this time 16mm. silent film came into general use and Ideal became a distributor for these films.

It seemed almost a miracle when the non-theatrical trade began hearing about 16mm. sound films and projectors which could be purchased at much lower prices than the 35mm. equipment. Willoughby became interested in the idea and began investigating every source of 16mm. sound films. In January, 1935, Ideal Pictures Corporation purchased its first 16mm. sound subjects and sound projectors and launched into distribution of these films and the rental and sales of 16mm. sound projectors.

From the advent of sound-on-film, Ideal has built up its library of subjects. Proof of the firm's faith in the industry is its recent 128-page silver anniversary catalog representing their present library. The Chicago office, headquarters of the company, has quadrupled in size and 11 branch offices have been established over the country.

Headed ANTFA

From the time he entered this industry, Willoughby has had faith in it and has been actively interested in the development of the industry as a whole. He was active in the organization of the Allied Non-Theatrical Film Association, was its first president and is today its honorary president.

Despite his many years in business, Willoughby has no intention of retiring. He is in complete charge of purchasing and promotion for his offices and affiliates. He visits each office twice a year and gets out his annual catalog. He is proud of the men and women who have worked with him in helping to build the Ideal Pictures Corporation to its present size.

In common with most of the men and women in the industry, Willoughby is very optimistic about the future of the non-theatrical business. He feels there is almost no limit to its possibilities and is looking ahead to the post-war period and its opportunities for expansion.

WPB Asks Greater Film Output in '45

WASHINGTON, Dec. 30.—Manufacturers of camera film have been notified by the War Production Board that they must increase 1945 output of types now in short supply, including 16mm. film, without interfering with other classifications.

Most critical at present, in addition to 16mm., are 35mm., X-ray and gun camera films. Production during 1944 has fallen below military and civilian requirements, WPB reported, and estimated needs for 1945 are in excess of present production capacity. Industry

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Auspices Pan Well For Small Tricks, Colored Circles

BOSTON, Dec. 30.—More than 200 flesh tricks are playing auspices dates in or around larger cities. Some of the units, more particularly in the Midwest, have a radio tie-up, but most of them are on their own and easily get by.

Not a few of them have casts employed otherwise by day, taking to the boards only at night, the only full-timer being the manager, who also acts as booker, as well as taking on a role in the show.

The above shows do not take in the many vaude-pic tricks or straight pic shows which are mounting in number daily. The average flesh cast is four people, but more and more it is getting down to a trio proposition. After some experience, the average vaudevillian gets to be quite a top legit exponent. Bills played give each member a strong part and is generally good entertainment when done by experienced hands. Things are booming in the play-under-auspices end of showbiz.

Colored circles with short casts are also active in many of the larger cities and colored patrons go for drama in many spots even better than they do for minstrels or vaude.

Colored religious groups are strong sponsors for shows seeking auspices, and Boston, Atlanta, New Orleans, Jacksonville and Baltimore are all good show-grounds for colored legit units with skeleton casts that can get by and keep moving on small takes. One three-people colored dramatic group has kept busy for three years, always able to get dates, most of which are now return dates.

Old-time rep-style bills with a Southern atmosphere are leaders with colored groups, but there is hardly one of the many operating that has more than five in cast. Most have three or four people.

representatives were asked to submit recommendations on methods by which to increase output.

To aid in increasing production the agency announced that steps have been taken to release more camphor for film manufacture. Notice also was given that plans are under way to provide new controls over distribution of sensitized paper.

Rep Ripples

CHARLES J. LAMMERS, veteran rep and stock performer and manager, celebrates the beginning of his 48th year in showbiz January 8—35 years in the theater, two years at the Chicago World's Fair and the last 10 years at WLW, Cincinnati, where he is producer of special programs. . . . C. J. BAIRD has a two-people school and hall trick in the Frederick (Okla.) area. . . . KNOWLES School Assembly Show played over 30 dates in New Hampshire and Maine during the fall and will resume again in that sector after a holiday layoff. . . . GEHROW PLAYERS, three people, are busy around Brattleboro, Vt., showing under auspices. . . . ROGER NIHAN will launch a vaudepic show in the New Bedford (Mass.) territory after the first of the year. He has played some school dates recently in the Cape Cod sector of Massachusetts. A son and daughter help with dramatic sketches. . . . JOHN R. VAN ARNAM, veteran minstrel and tent-show operator, is now manager of the Temple Theater, Jacksonville, Fla. . . . CRAWFORD PLAYERS are having satisfactory business in schools and halls in the Winnipeg sector. . . . COSTA PLAYERS are showing around Toronto under auspices. Show has a three-people and a 16mm. pic outfit. Dave Costa and Helen Coakley do the flesh of short-cast bills and dramatic sketches. They move into schools after the first of the year. . . . OLD VIRGINIA PLAYERS, four-people colored trick, will take on auspices dates around Roanoke, Va., early in January.

Mickey Gillmore a Major; Also Awarded Bronze Star

GLENDAL, Calif., Dec. 30.—Mr. and Mrs. Louis (Red) Gillmore, now residing here, have been informed that their son, Capt. L. J. (Mickey) Gillmore, has been promoted to major and awarded the Bronze Star Medal. Mrs. Gillmore is known in rep and stock circles as Margie Mason. Mr. Gillmore is engaged in the outdoor show business.

Major Mickey tramped for many years in rep and stock with his mother, playing child parts. He enlisted in the army before he finished high school in 1939 and served three years in the Hawaiian Islands, working himself up to the rank of warrant officer. Young Gillmore returned to the States for his O. C. training and was commissioned second lieutenant in January, 1943. He has been in England 14 months.

His address is A. C. 0571785, APO 133, care Postmaster, New York 4, N. Y.

Whetten Pilots Circus Unit

BIRMINGHAM, Ala., Dec. 30.—F. D. Whetten, veteran rep show manager and agent who in recent years has been working schools, halls and theaters with his own novelty act, Fred's Kiddie Circus, opens January 5 as pilot of Lee Huston's Society Circus, six-people indoor circus unit playing one-night stands. Whetten is resting here after winding up a tour of Ohio, West Virginia, Tennessee and Alabama with his act. He will route the Huston unit thru South Georgia, Alabama and Mississippi.

tropics with Gifford Pinchot, former governor of Pennsylvania, and his family. Shows flightless birds, sea lions, the Albatross, giant sea bats, sharks, swordfish, etc. Made under the auspices of the National Museum of Washington and the Philadelphia Academy of Natural Sciences. Running time, 60 minutes.

TRADE SERVICE FEATURE

New and Recent Releases

(Running Times Are Approximate)

IN A CARTOON STUDIO, released by Official Films, Inc., is one of the Jungle Jinks series. The animals in a Hollywood cartoon studio turn the tables and produce their own animated cartoon. There is much amusement as the "production staff" shows the ins and outs of a cartoon studio and produces its own melodrama on Little Nell.

SLIGHTLY HONORABLE, released by Commonwealth Pictures Corporation, features Pat O'Brien, Edward Arnold, Broderick Crawford and Ruth Terry. The story couples a mystery with a comedy theme. O'Brien and Crawford are two smart guys who laugh their way thru a murder story. Running time, 90 minutes.

SOUTH SEA ADVENTURES, released by Brandon Films, Inc. Cruising in the

WINSTEAD'S MIGHTY MINSTRELS WANT

People in All Lines for 1945 Season. Musicians, Chorus Girls, Singers, Comedians, Dancers and Novelty Acts. White Agent and Boss Canvasman needed. Top salary to sober, reliable men. Rehearsals Start March 15. **DAVID SURLS, Mgr.** Box 1011, Fayetteville, N. C.

Brand New SOUND FEATURES

— 16MM. SOUND —
ACTIONS — WESTERNS
At Our Usual Low Prices

16 MM. RELIGIOUS SUBJECTS 16 MM.

. FEATURES and SHORTS .
.: SEND FOR LISTS .:
MULTIPRISES Box 1125 Waterbury, Conn.

NO PRIORITY NEEDED

Like New and Factory Reconditioned PROJECTORS 16-35MM SOUND Complete—Ready for Use

SCREENS ALL SIZES AND TYPES Also Tripods, Photocalls, Projection Bulbs, Exiter, Tubes, Splicers, Rewinds. Immediate Delivery—Trades Accepted. 8-16MM FILM—SALE, RENT.

59 W. 48 St., New York, N. Y.

The LOST CITY

Serial in 12 Episodes

ALLIED 16MM. DISTRIBUTORS CORP.
1560 Broadway NEW YORK 19, N. Y.

16 MM. RELIGIOUS SUBJECTS 35 MM.

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

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

New 16mm prints "TEN NIGHTS IN A BAR ROOM," all talking, RCA recording, William Farnum, Tom Santschi, Hollywood cast. Greatest road-show feature ever offered. Plenty new posters. Also new laboratory prints of the sensational all-Negro religious spectacle, "THE BLOOD OF JESUS," greatest all-colored cast roadshow attraction ever produced.

BACK AMUSEMENT ENTERPRISES
Film Exchange Bldg. Dallas, Texas

SOS PORTABLE SOUND!

16mm. AND 35mm. PORTABLES, ALSO EVERYTHING IN THEATRE EQUIPMENT. Send for Winter Sale Bulletin.

449 WEST 42ND ST., NEW YORK 18

EXPECT CRUCIAL TRADE YEAR

New Zest for Small Radios By L. A. Firm

Promises 6-Tube Wonder Set

LOS ANGELES, Dec. 30.—New enthusiasm was added to the small radio field recently when Harvey Machine Company here announced it would have a small radio ready for the post-war market, which is really no larger than three cigarette packages put together. A radio set so small has many possibilities in the specialty merchandise field, it was said. The new set will have six tubes and will be offered in six basic models of regular size as soon as a spot permit is obtained and future manufacture can begin.

The firm has been in business 30 years, making specialty items of many kinds and in recent years has made radio sets and other small gadgets. It also has made items for the automotive field and employed several thousand people. The management says that because of its large employment it will have a production capacity so great that when complete civilian production is resumed it can soon have its sets on the market in full quantity. Distribution of the new small sets will be thru the regular wholesale and distributor trade. Models bearing the trade name and unbranded models will be offered.

MERCHANDISE TRENDS

By Editorial Staff

CHICAGO, Dec. 30.—Buyers in the wholesale trade field began to think of possible shortages that are sure to show up after January 1. One immediate effect of the shortages is the fact that attendance at the shows scheduled in Chicago early in the new year is expected to be at a record high. Buyers are rushing to the show to hear whatever reports they can about possible merchandise in the future.

Reports will be coming in for another month on the unprecedented sales during the last quarter of 1944. The official reports probably will not all be in until the excise tax reports are available. The U. S. Department of Commerce broke into print even before the end of the year, saying that consumers spent \$97,000,000,000 in 1944. The department reported a big increase in the money spent for food and clothing, but the unusual sales in merchandise during the last three months of the year was given credit for the big dollar volume piled up during the year. One trade summary of 1944 said that it was not as bad as complaints would indicate, either in wholesale circles or in the retail trade field. Many ups and downs were marked in 1944, but the big dollar volume of sales is something to think about for many months to come.

War Still Serious

The biggest news during the holiday season was the fact that the war is still to be won. Government agencies, such as WPB, indicated this seriousness by repeated announcements of restrictions on the prospective manufacture of civilian goods. Buyers in the merchandise

field were made well aware of the fact that the goods which they had expected early in the new year will not be on the market. New rationing restrictions by OPA were expected to convince the buying public that the war was still serious. WPB issued a list of its spot permit approvals up to December 8, but the list was simply an indication of what might have been had the war not taken such a serious turn. It is clearly evident now that a lot of progress was being made toward making civilian goods early in 1945 had the war news continued along its favorable trend. WPB officials have given a pretty clear outline of steps they will follow in the near future. They say that future decision on civilian goods will depend largely on man power.

Question About Shows

This week there was a big question mark about the merchandise shows that have been scheduled for January. The ODT has issued strict announcements about transportation needs and the government has also clamped down on horse and dog racing. The usual furniture shows have been scheduled for Chicago and Grand Rapids, Mich., and buyers have planned to attend these shows in greater numbers than ever, expecting to see what new merchandise is (See Merchandise Trends on page 54)

Look to Shows For Some Hope

Emergency buying to be rule during first half of 1945, leaders think

CHICAGO Dec. 30.—Business leaders and the man in the street had their eyes upon the reports from the fighting front this week, looking for some hopeful trend in the developments. The orders coming from various government agencies made it clear that the nation must again prepare itself for more serious efforts in winning the war. It was clearly recognized thruout the nation that all these plans would have their reactions in every line of business, perhaps for some months to come. Specialty merchandise circles had not fully decided just what was taking place in their field because of an unprecedented merchandise buying spree that continued right up until the day before Christmas. It was plainly evident that retail outlets in all parts of the country would have the lowest stocks perhaps in their history and that (See Expect Crucial Trade on page 52)

STERLING FORGET-ME-NOT FRIENDSHIP JEWELRY

WITH TWO HEART DANGLES



No. 9J50

Now in a matched set. Forget-Me-Not design friendship ring with heart dangles. Attractive screw back earrings to match. All sterling silver. Gift box.

\$24.00 Dozen Boxed



No. 9J398—\$15.00 Doz. Pr.

Forget-Me-Not design sterling silver earrings with heart dangles. Screw back. Each pair carded.



No. 5R81—\$7.50 Dozen

Biggest selling friendship ring! Forget-Me-Not design with heart dangles. All sterling silver.

Harry Pakula & Co. 5 N. Wabash Ave. Chicago 2, Ill.

We have over one hundred styles of beautifully colored Figurines ranging in price from \$4.80 to \$90.00 per doz.



No. 4273K ITALIAN PEASANT GIRL offering flowers. With BLUE skirt.

No. 3582K is the same design with an orange skirt. 10 inches high, with 4x2 3/4 inch base. Weight 26 lbs. to the doz. BOXED INDIVIDUALLY.

\$21.00 PER DOZ. PIECES

FULLY ILLUSTRATED PRICE LISTS MAILED TO ANY GIFT SHOP ON APPLICATION

LEO KAUL IMPORTING AGENCY, Inc.

115-119 K SOUTH MARKET ST., CHICAGO 6, ILLINOIS.

TOYS—DOLLS



Stuffed Toys — Made of Plush, Fur, Wool. Dolls Fully Dressed, With and Without Hair, With Painted or Moving Eyes

PRICE \$12.00 TO \$84.00 Per Doz.

Well Made Toys. You Don't Pay for Any Fancy Names. Good Values.

Complete Line of Boards, Pushcards, Premium Merchandise. Write for List 25% With Order, Balance C. O. D.

WIS. DELUXE CO.

1902 N. Third St., Milwaukee 12, Wis.

Write for New Catalog!

COMPLETE LINE OF

LOCKETS



ANKLETS



BRACELETS



CHARMS

MURRAY SIMON CO. 114 EAST 32D STREET NEW YORK 16, N. Y.

READY FOR YOUR XMAS NEEDS

—LIMITED STOCKS STILL AVAILABLE—

Blankets, Enamelware, Cutlery, Luggage, Mirror and Cedar Vanity Chests, Fitted Travel Cases, Dresser Sets, Metal Tool Chests, Portable Bar Sets, Fur Animals, Dolls, Toys, Giftwares, Gift Jewelry, Brush Sets, Pen Sets, Beverage Sets, etc. Also a complete line of Decorations, Favors, Souvenirs, Novelty Hats, Noisemakers, Ornaments.



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.

LEGISLATIVE YEAR PROSPECTS

Trade Busy Helping Nation Keep War Supplies Moving

General outlook suggests fewer tax bills—last year saw record bulk of reports sent to officials—trade must depend on local groups to oppose unfair taxes

CHICAGO, Jan. 1.—With the observance of New Year's Eve now in the past, the coin machine industry is ready to join the nation in buckling down to fighting the war to a successful finish before another year comes in. The seriousness of the war crisis in recent weeks has served to definitely shelve the making of new coin machines for many months and operators are ready to keep their routes in condition as far as possible. Under the recent freeze order which affected new production prospects in all lines of business, it was understood that the few sanitary napkin and postage stamp machines which were being turned out during the past year would continue at about the same rate. The many thousand soft-drink venders that were about to be approved for early manufacture had been definitely shelved along with the recent freeze on new civilian production.

In official circles it was suggested that if war conditions later permit the orderly return to civilian production which had been planned by the WPB, it may be taken for granted that the soft-drink venders will again be considered as among the first for early approval. Officials still keep in mind the possibility also that a sudden collapse of the Axis powers might bring a grand rush in all industries to get started on new goods.

Watch Legislation

Next to watching the progress of the war, the coin machine trade was expected to begin watching the calendar of meetings for at least 44 State legislatures during the year. The new year ushers in what has come to be known as a "legislative year," during which the big majority of the State law-making bodies meet in regular sessions. This usually means an avalanche of legislation, chiefly proposals for new or increased taxes of various kinds. A national financial paper recently pictured all business as awaiting the "deluge of new laws which would be proposed in the various States in 1945."

Because the manufacturing industry is so completely occupied with war work, it is anticipated that any legislative problems this year will be the concern of the trade in the State or city where it occurs. In a few States the local organizations have held together and will be

Doehler Firm Expands, Plans New Activities

NEW YORK, Dec. 30.—On January 1 the Doehler Die Casting Company will become the Doehler-Jarvis Corporation and will greatly enlarge its activities. This firm, that has at intervals during many years made devices for the vending machine trade, recently merged with the W. B. Jarvis Company, Grand Rapids, Mich.

The Michigan firm made auto accessories and the Doehler Company has long been known as probably the largest producer of die castings in the United States. It had plants in Toledo, Chicago; Pottstown, Pa., and Batavia, N. Y. Doehler specialized in the production of castings in tin, lead, zinc, aluminum, magnesium, brass and copper. When the vending machine industry was in its boom period in 1928 and 1929, the Doehler firm was widely known in the industry as a manufacturer of mechanisms for the leading type of vending machines.

The new consolidation will be engaged in war work but plans to increase its services for various industries after the war.

able to rally for emergencies, but in the big majority of trade centers the organizations have become inactive.

Only one national organization, the National Automatic Merchandising Association, has reported plans for coping with new legislative proposals. Officials of this group, representing manufacturers of vending machines and several operating concerns, had reported recently that a constructive program in behalf of the trade would be undertaken in at least seven States. In some cases it was understood this would include effort to secure more favorable amendments to existing laws on venders.

No reports were available at this date to indicate any definite proposals on coin (See *Legislative Prospects* on opp. page)

Det. Coin Biz Holds Firm; Trade Keeps Eyes Focused on Post-War

DETROIT, Dec. 30.—This year was largely one of transition of leading personalities and business trends in Detroit. Demands of the services took an increasing number of men during the year, including several heads of operating firms themselves. Relatively few new operating firms were formed, but of those few that were, an unusual number were incorporated, rather than operated as merely informal businesses or small partnerships, indicating that the men back of them have been planning soundly for post-war operation.

Several companies, either established or planning to open, have begun to lay plans for post-war distributorships. Wurlitzer is represented here now by the new Martin Distributing Company, opened a few months ago. Other major distributor openings may follow in coming months. Detroit looks like a good market, and some sound money is going to be invested in the local industry.

From the legislative standpoint little has happened to date. Early in the year there was threat of a council assessment on each machine in the city, but this was placed in committee, where it remains at this writing. However, this move is now up for reconsideration, and some further battles over the issue may be fought shortly. In the spring the

music operators went before the council in a body, making a plea for their industry that won at least some respite.

There has been some rumor of a liberalization of Detroit's game ordinance which stops the use of about every type of game except ray guns and skeeball which are considered games of skill. Rumor early in the year was to the effect that slots might be allowed more freely in some up-State territories. There were proposals in connection with raising additional revenues by such means, but the recent restrictive decision of Circuit Judge Miller on gambling at the Star Fair race tracks may balk any liberalization whatever.

One effect of the Detroit restriction on games has been to create an extreme demand for skeeballs of all types and in any condition, with operators and distributors outbidding each other to buy old models.

Music Holds Firm

Music operators have remained nearly constant, aside from personnel. Number of machines on location are about the same as in 1943, although a few older models were necessarily removed. Many operators had some reserves in stock or managed to buy replacements.

Play on music boxes has been reported consistently good during the year, with minor ups and downs. Total figure is not available, but appears to be slightly above 1943, from the statements of leading operators.

A considerable drop in popularity of (See *Detroit Biz Firm* on page 62)

Editorial

Victory in 1945

By Walter W. Hurd

VICTORY in 1945. That is the kind of slogan that will rally the spirit of the American people to carry on thru another year in their best fighting tradition. Repeated often enough, it will make its power felt on every fighting front.

The American people have a habit of swinging from one extreme to another in their national emotions. This is no doubt due to the terrific impact of its vast publicity mediums upon the minds of the people.

Recent military reports from Europe have been unfavorable, and press and radio keep pounding this fact upon us, so that the national emotions quickly swing to the gloomy side. The picture probably is not as bad as its frequent repetition makes it seem, but the impact of publicity given to the bad news is well calculated to have a sobering influence on our thinking.

Last summer the reports were very favorable, and the news was repeated so often that everybody began to hope for an early end to the war. Some say there was too much optimism, but the final story is likely to show that it played its part in the long fight necessary to win a complete victory. Even the Nazis felt the power of that optimistic surge and at the time, they thought the fight was about over.

What may be the reasons for recent setbacks to American forces on the European front, the full impact of its meaning will at least teach America that it cannot win alone. Russia, Britain and Canada are still important allies and we will need them to the very last.

A lot of talk in recent months gave the impression that we were really fighting Britain and Russia rather than the Nazis. Perhaps a heavy jolt now where it hurts will remove or at least delay any recent

dangers that the Allies might fall into disunity.

Victory is entirely possible over Germany and Japan in 1945, and a nation fighting in that spirit can do much to make the goal a reality. The crucial fighting is yet to be done and that is why the nation must get set to win before another year passes. All business will feel the crisis during the next few months, but all signs say that business can take it and work harder than ever. The coin machine trade can wait for its new machines and will keep right on doing its part. The masses of the people are in that mood.

The recent setbacks may have humbled American pride somewhat, but that should only make the home-front work the harder. We should have been prepared for a military setback. Some two weeks before the German drive got under way an American broadcast from the Western front tried to give the home folks a pretty good hint that fresh trouble might be brewing. An American observer had seen the fighting in recent months on both the Russian and American fronts and his report was meant to be very sobering.

To bolster the hope of Victory in 1945 the observer said the real blow against Germany would be delivered by the Russians, and that the consensus of opinion among Russian officers was the decisive blow would get under way in January. This has been pretty well understood as the real plan all the time. But Americans are an aggressive race and they like to win as soon as possible.

The impact of recent news has been to make people on the home-front count the cost and redouble efforts to win against all odds in 1945.

Silent Sales Byram Gets Rank of Major

WASHINGTON, Dec. 30.—Ira T. Byram Jr., owner and originator of the Silent Sales System, in the nation's capital who started business in the coin machine industry in 1936, was recently promoted from the ranks of captain to that of major in the army.

Major Byram, now stationed in the office of the chief officer in Philadelphia was commissioned a lieutenant in the



MAJ. IRA T. BYRAM JR.

Signal Corps in January, 1943. His vast experience in methods of distribution hastened his promotion in the service and Major Byram hopes to bring much of the specialized knowledge he has gained in the army back into the coin machine business when the war is over.

Major Byram, a native of Washington, was owner and general manager of the Silent Sales System, large Washington coin machine distributors, and president of the Metropolitan Realty Company in Washington, until he joined the army. Silent Sales System is being ably managed by his former assistant, John T. Maclean, pending his return to the coin machine field.

ATTENTION, OPERATORS!

Kentucky's Newest Distributors—

LION DISTRIBUTING COMPANY—OFFERS:

PIN GAMES—READY FOR LOCATION

Table listing various pin games and their prices, including Red Hot, Midway, All Out, Action, Production, Bombardier, Sentry, Four Roses, Stage Door Canteen, Salute, Smack the Nap, Monicker, Wild Fire, Bowloway, Sink the Japs, Victory, Invasion, New, Marvel Baseball, Big Parade, Southpaw, Eagle Squadron, Home Run, '42, Slap the Jap, Pick 'Em, '41 Major, Paratroops, and Destroyer.

ONE BALLS—CONSOLES—FACTORY REBUILT SLOTS

Table listing one ball games, consoles, and factory rebuilt slots, including Jennings 5¢ & 10¢ Victory Chiefs, Mills 5¢, 10¢, 25¢ Gold Chromes, Mills 5¢ Green Vest Pockets, Mills 5¢ Blue & Gold Vest Pockets, Mills 5¢, 10¢, 25¢ Club Consoles, Mills 1-2-3, '39 & '40 Models, Mills Jumbo Parade, Late, Red & Blue, F.P., Keeney 4-Way Super Bell, 5¢, Bell Sportsman, Orig. Crata, Keeney 4-Way Super Bell, 5¢ & 25¢, '41 Derby, Gold Cup, Pimlico, Hi-Hand, Mills 25¢ War Eagle, Watl, 5¢ Relatop, Hawthorne, Club Trophy, Eureka.

ARCADE EQUIPMENT

Table listing arcade equipment including Zingo, Battling Practice, Skyfighter, Keeney Anti-Aircraft, Ace Bomber, Seb. Shoot the Chutes, Chicago Coin Hockey, Keeney Air Raider, Cupid's Wheel, Tail Gunner, Evans Tommy Gun.

WANT TO BUY: Complete with all parts, glass, legs, etc. BALLY Mascot, Attention, Silver Skates, Crossline, Broadcast, EXHIBIT Short Stop, Merry-Go-Round, Do-De-Mi, Sun Beam, Duplex, Zambie, Leader, West Wind, Double Play, Big Parade, Sky Chief.

Write for any other game. We have them. Send for latest Price List.



LION DISTRIBUTING COMPANY Phone Wabash 7689 726 So. Fourth St. Louisville 2, Ky.

Terms: 1/3 deposit with order, balance C. O. D. or sight draft.

2 New Operating Firms Incorporate In Philadelphia

PHILADELPHIA, Dec. 30.—Two new amusement machine companies were incorporated here last week. One firm, to be known as Variety Corner, Inc., seeks to set up a chain of amusement machine arcades in the city. The other, to be known as Automatic Sales & Service, Inc., indicates in its application for a certificate of incorporation that the firm will be engaged in widespread vending machine activity.

Variety Corner, Inc., in its application for a certificate of incorporation, stated that the purpose for which the company is being organized is to purchase, lease, or otherwise acquire, operate, conduct and manage recreation centers, arcades, sound recording and photographic studios; to buy, sell, distribute, job, lease, service, trade and generally deal in and with, music records, recordings, radios, television sets, automatic coin and manually operated amusement sound, movie, photographic and vending machines, instruments, equipment, devices, appliances and accessories of every kind, character and description, and allied and kindred articles and products.

Automatic Sales & Service, Inc., indicated that the purpose for its organization is the manufacture, buying, selling, owning and leasing for hire of equipment of all kinds used in the sale and dispensing of books, magazines, periodicals, newspapers and publications of all kinds, cakes, chewing gum, fruits, novelties, toys, soft drinks, cigars, cigarettes, tobacco and products of a similar nature.

SLOTS READY TO SHIP

Table listing various slot machines ready to ship, including Mills 25¢ Bonus, Mills 10¢ Blue Front, Mills 10¢ Mystery Bonus, Mills 5¢ Blue Front, Mills 5¢ Mystery Bonus, Jennings 50¢ DJP, Jennings 25¢ Four Star Chief, Jennings 5¢ Four Star Chief, Jennings 10¢ Silver Chief, Jennings 5¢ Silver Chief, Jennings 5¢ Victory Chiefs, Watling 25¢ 3/5 Payout Rolla Top, Watling 5¢ 3/5 Payout Rolla Top, Mills 10¢ War Eagles, Mills 5¢ War Eagles, Mills 25¢ Dice Machine & Stand, Pace 25¢ Deluxe, Pace 25¢ All Star, Pace 25¢ Comet, Pace 10¢, Pace 5¢, Columbia Jackpot, Jennings Triplex, Dice Bones.

CONSOLES

Table listing various console games including MayBell, Roll 'Ems, Rolletto Jr., Keeney Super Track Times, Keeney Super Bell, Evans Roulette, Triple Entry, Galloping Dominoes, Chicago 'Dewey', Hi-Hand, Baker's Pacer, Paces Races, Evans 5¢ Bangtails, Two-Tone Cabinets, Paces Races, Evans 5¢ Jungle Camp.

ARCADE EQUIPMENT

Table listing various arcade equipment including Battling Practice, Keeney Air Raider, Shoot-the-Jap Seeburg Guns, Bally Alley, Texas Leaguer, Bean-the-Japs, Target Roll Jr., Midget Skeeball, Exhibit Bicycle, Torpedo, Ten Pins.

MISCELLANEOUS

Table listing various miscellaneous items including Bausch & Lomb 10¢ Telescopes, Seeburg Wall Boxes, Holly Grips & Stands, Gottleb Triple Grips, Slot Box Stands, Slot Folding Stand.

Terms: 1/3 Cash, Balance C. O. D.

AMERICAN TELESCOPE CO.

223 COURT STREET EVANSVILLE, IND.

TIP BOARDS CIGAR LIGHTERS

120 Single Ticket Tip Boards, \$22.50 per gross; Five on One Tip Tickets, 24 tickets to book, \$17.50 per gross; 28 Ticket Tip Books, \$17.50 gross. In 12 gross lots, \$1.00 off above prices. Quality goods.

12 Cigar Lighters on display card, retail 69 cents, \$3.75 per dozen. These come in several colors, are all metal and fast selling. 25% deposit with all orders, balance express C. O. D.

WE GIVE FAST SERVICE ON ORDERS. Want To Buy Groetchen Metal Typewriter Machines. Give best price, guaranteed condition and size coin slot. Prefer ten cent size.

JOE E. ALLEN

P. O. Box 865, Greensboro, N. C.

PHONOGRAPHS

JUST OFF LOCATION

- 2 Rockola Standards
2 Wurlitzer 500
1 Wurlitzer 600K
1 Mills Throne, Ex. Condition
1 Mills Throne, Mother of Pearl Finish
1 Seeburg 9800
1 Seeburg Classic
1 Seeburg Regal
1 Seeburg Casino
(All of These Machines are in First-Class Condition and CLEAN.)
7 Jumbo Parade, P. O.
1 Track Time
2 Gross Superior Charley Boards, Old Reliable, Golden Boy, Lotta Charlies, Charley Jackpot—All Thick, Protected.
Everything above for the first \$5,000 offer
MID-STATE SPECIALTIES
Oshkosh, Wisconsin

FOR SALE

Music Route grossing about \$40,000 in thriving industrial city about 200 miles from Cincinnati. Can do better if taken care of. Reason for selling, other business. Price \$55,000.

BOX D-339 Care The Billboard Cincinnati 1, O.

MECHANIC

WANTED

Reliable, sober and experienced on Phonographs and Pin Balls, with own tools; \$260.00 a month, 9 hours a day, 6 days a week. Overtime over 9 hours and commission on any new locations, 1/2 of our first month's take. Permanent job if qualified. Wire or write

DAN ARIAS

602 N. Albany Ave. Tampa, Florida

Look To The GENERAL For LEADERSHIP

FOR THIS WE STRIVE, IN '45

As the New Year emerges, we believe it fitting to re-state the aims and ideals of the General—to continue furnishing operators throughout the country with the finest equipment and best possible service in keeping with the high quality standards we have maintained continuously, in peace-time and in war time, since 1925. To all of you who look to the General for leadership, we send our sincere thanks and warmest wishes for a happy and victorious New Year.

HARRY HOFFMAN IRVIN BLUMENFELD GEORGE GOLDMAN

Established 1925 Growing Steadily Ever Since!

The GENERAL Vending Service Co. 306 N. GAY ST. ★ BALTIMORE, 2, MD. Includes image of a man in a uniform.

COMPLETE ROUTE FOR SALE

- 44—Music Machines
17—Wall Boxes
5—Coin-Operated Pool Tables
25—Pin Ball Machines
1—1941 Pick-Up Truck, Records, Parts, etc.
\$25,000.00

CLEETON'S AUTOMATIC SALES

211 N. Elson Kirksville, Mo.

BRAND NEW UNIVERSAL AMPLIFIERS TO FIT ALL PHONOGRAPH MODELS!

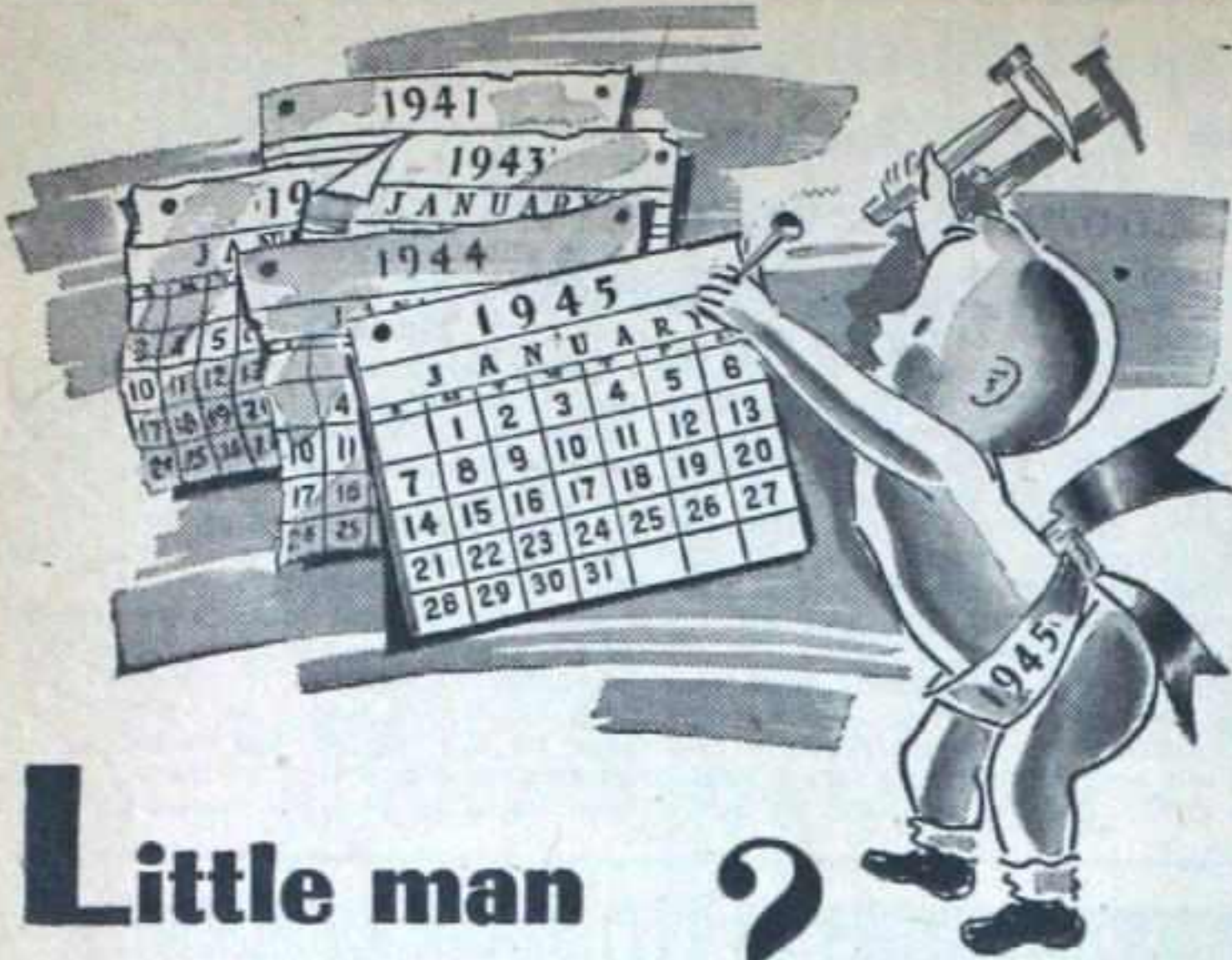
MODEL UX1: This unit is the phase inverted type using a 6507 as a driver and two 6L6's in push-pull. Output approximately 20 watts. Will fit all Wurlitzer Models, all Seeburgs (except Hi-Tones), Rockolas, and Mills Throne and Empress 1040. Because of its large output it can be used as a P. A. System. Unconditionally guaranteed for one year against any defects in workmanship or material. \$54.50 Less Tubes

Late Model Wurlitzer Motors converted to fit all Wurlitzer Models—\$5.00. Wurlitzer Counter Model Motors converted to fit all Rockolas, \$8.00. Wurlitzer Trays repaired at 25¢ each. All Model Tone Arms repaired and repacked. All Phonograph Motors rewound, \$8.00. All types of Speakers and Voice Coils sold and repaired. We sell all types of Tubes. (Call us and let us know your requirements.)

Immediate Delivery—1/3 Dep., Bal. C. O. D., F. O. B. N. Y. ALLIED SOUND EQUIPMENT CO. 300 West 56th St. New York 19, N. Y.

TOKEN EJECTOR \$5.00

Complete With Instructions. Token Ejectors now ready for immediate delivery for MILLS 10¢ Bell Escalators. Guaranteed to eject 100% Red and Blue Tokens, aluminum and paper slugs; 50% of all car tokens. Install it yourself RIGHT ON LOCATION in a few minutes. No drilling, cutting or fitting—no special tools necessary. Send full amount with order—we ship prepaid. VALLEY SPECIALTY CO., Inc. 550 Clinton Ave., N., Rochester 5, N. Y.



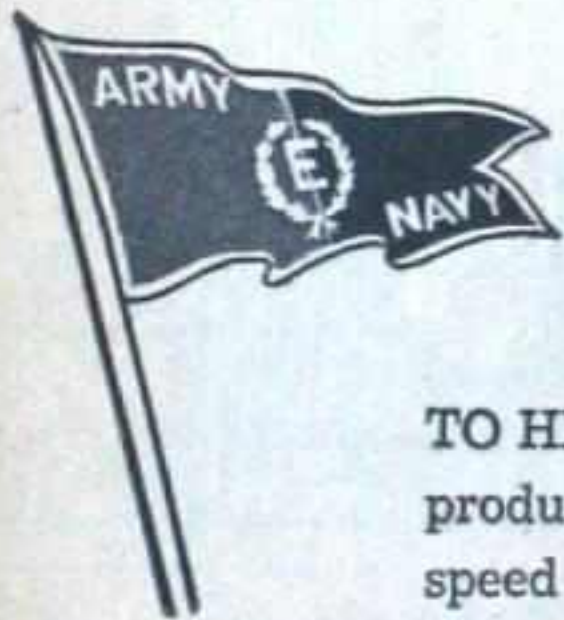
Little man ? what now ?

To sit back and relax now that the darkest days have passed is a tempting thought. But to finish this terrible war in 1945 will take all of our efforts—yours and ours—unceasingly! Look forward to 1945 with grim determination to work and fight harder .. for victory.

Chicago Coin machine co.

1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS

★ WE MUST BACK 'EM UP WITH WAR BONDS ★



A privilege... TO SERVE!

TO HELP AMERICA WIN . . . our entire production facilities remain geared at top speed for war!

AFTER THE WAR . . . Jennings will produce equipment that is destined to write new coin machine history.

RIGHT NOW . . . we can help you keep your Jennings machines in good operating condition. Tell us your needs.

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SENSATIONAL NEW REVAMP GLAMOR GIRLS

(For Sport Parade)

Make This Attractive Change-Over Yourself. We Supply All Materials. No Mechanical Changes Necessary. Nothing Else to Buy. Brand New Game Appearance — A Proven Money Maker.

COSTS YOU ONLY **\$9.50** PER GAME
F. O. B. CHICAGO

Rush Your Order Today

VICTORY GAMES

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WRITE FOR OUR COMPLETE LIST

Racing Ban To Cut Deep Into Revenue of 21 States

CHICAGO, Dec. 30.—A lot of States began to foresee lost revenue when James Byrnes, War Mobilization director, issued his order closing horse and dog racing tracks. At least 21 States now license pari-mutuel betting and recent reports have indicated the large amounts of revenue which these States get from the record amounts being bet on the races. The order by Director Byrnes came as only one step in many moves that have been made in the last two weeks to meet the military crisis in Europe.

Racing interests have shown unanimous willingness to co-operate in every possible way and it is expected that all racing will come to an end January 3, according to the date set by the order. Reports this week said that attendance and betting at Tropical Park, Miami, passed beyond all expectations, indicating people were taking a last fling at what may be one of the last racing sprees until the European war is over.

One of the first to envision a loss of big revenue was New York State which faces a possible loss of around \$27,000,000 in 1945. The State had only recently reported the revenue derived from races showing that it lead all other States in its benefits from the pari-mutuels. Illinois came second in the amount of revenue derived. State officials in New York declined to comment on the new order from Washington but they did say that races would be stopped in compliance with the order. The racing season in New York State begins in May.

New York Not Too Hard Hit

According to New York State officials the finances of the State would not be seriously affected by losing the revenue for 1945. This is expected to hold true for most other States that have legalized betting, but it will be a signal for the State Legislature that meets in 1945 to begin looking elsewhere for revenue. It had been expected that some new States would be added to the list of those that license pari-mutuels. New York State reported a good surplus at the end of its last fiscal year and most other State treasuries are said to be in that condition, but they are all facing the prospect of declining revenues in the near future and most all States are expected to begin looking for new sources.

AP Survey

The Associated Press recently made a survey of betting on the races and what it does in the way of providing revenue for many State governments. This survey was widely published in newspapers and attracted unusual attention. Among other things it showed that some of the States that fight such a minor amusement as pinball games profit much by betting on the races. It also showed that the three big cities of New York, Chicago and Los Angeles, which are noted for their crusades against pinball games, also profit much indirectly from betting on the races and the operation of the race track.

Many editorials were published on the AP survey of racing and probably one of the most interesting was that in *The Louisville Courier Journal* December 13, as follows:

"Reading an Associated Press compilation which shows that race track betting in the United States increased from its 1943 total of \$705,142,000 to the startling and unprecedented sum of \$1,126,309,000 in 1944 reminded us of the exceedingly poor mouth the race track interests put up at Washington when the 1944 federal tax law was being written and how they got Senator Barkley to help them kill a proposed 5 per cent federal levy. Speaking of the \$1,126,309,000, *The Associated Press*' compiler notes that it would be enough to give every man, woman and child in the continental United States a \$10 Christmas present. That, of course, would have been an impossible and imaginary way of distributing such a sum, but we can't see much reason why every man, woman and child in the United States, as represented by their government, should not have had 5 per cent of it.

"And, on the subject of betting and taxes, one other thing struck us. *The Associated Press* presents two tables, one showing the total sum wagered in each of the 17 States where race tracks operate

and the other the total of each State's revenue from this wagering. On the first list—total sums wagered—Kentucky stands 12th. On the second—total State revenues collected—Kentucky stands 16th, which is next to last. In New York, first on both lists, the fabulous amount of \$410,230,000 was wagered, from which the State got \$27,664,000 in revenue, or about 6 per cent. In Kentucky, \$20,253,000 was bet and *The AP's* compilation gives the revenue collected by the State as \$174,300, or less than 1 per cent. Another curious thing was that in Louisiana, where \$9,863,000 was bet, or less than half of what was bet in Kentucky, the sum of \$325,200 was collected by the State, or nearly twice what is given as collected in Kentucky.

"Can anyone tell us why, if these figures are accurate and the comparisons fair, Kentucky has permitted herself to be treated in so relatively beggarly a fashion?"

Wall Street Journal Expounds

Even the financial journals took note of the big sums being bet on the races. This was taken as an indication that racing even has its business angles. The important *Wall Street Journal*, in its columns on financial and dividend reports from various firms, included a paragraph on racing bets with the caption "Metropolitan Velvet." The comment was as follows:

"Substantial sums are being bet at and off the race tracks. The mutuel handle in 37 days of racing at Jamaica this year was \$78,548,762, or a daily average of \$2,122,940, according to the Metropolitan Jockey Club's report covering the 1944 racing season. Last year's handle, which had surpassed previous records, was left far behind. In 1943, \$48,865,123, or a daily average of \$1,357,365 for 36 racing days, went thru the machines, or about \$30,000,000 less than the 1944 total. The biggest day this year was April 22, when the Wood Memorial was run. 41,529 spectators placing a record-breaking \$3,176,553 on their favorites. This compared with an attendance of 34,183 and a mutuel handle of \$2,162,000 on the biggest day of 1943. The 1944 State tax on mutuel betting at Jamaica was more than \$5,000,000 this year, plus an admission tax of \$195,435, while the government received an admission tax of \$160,336 and an estimated income and excess profits tax of \$1,729,205. Apparently Uncle Sam is still a long way behind New York State in levying racing meet taxes. Total gross receipts at the track this year were \$4,321,928 against \$2,891,234 for 1943, with a net before taxes of \$2,299,475 against \$1,222,994. After federal taxes a net of \$432,301 remained, from which \$184,275 was paid in dividends, leaving a balance of \$248,026 for surplus."

Jackpot Fruit Reel

\$47.50

BRAND
NEW



Unconditionally
Guaranteed

A Great Automatic Payout Machine for 5¢ Play. Pays out a flashy nickel plated token (25¢ size) when winning fruit symbols come up, such as two cherries, etc. Complete with 138 tokens bearing odds low as 3 to 1, high as 50 to 1. JACKPOT consists of large "Goldward" coin which is usually redeemed at counter for \$5.00 cash. Takes space 10x10 in. Ht., 13 in. Wt., 25 lbs. Send \$10.00 deposit, balance express C. O. D. (10% discount in lots of 3 or more.) Each, \$47.50.

WEBB DISTRIBUTING COMPANY

612 N. Michigan Ave., Chicago 11, Ill.

WANTED

Phonograph Motors, 1/30 H.P., 110 Volts, 60 Cyl., 1140 R.P.M. Or will trade for 25 Cyl., 1725 R.P.M., 110 Volts.

PASCHKE

2852 W. 63rd St. CHICAGO 29, ILL.

Salt Lake Ops Gloomy About Year's Record

SALT LAKE CITY, Dec. 30.—Operators of coin machines in this area took somewhat of a beating in 1944. This may be one of the few areas that reports a drop in business during the past year. It enjoyed two whooping years of business and there are special reasons for the drop this year.

Operators say the prospects for 1945 are none too bright. The downward trend increased when at least 20,000 men among those stationed in near-by military areas were removed from the State. Big employment records have continued in most sections of the State but the reduction in men in the armed services caused the play of many types of machines to drop below the previous two-year record. The vending machine trade, of course, dropped due to a shortage of supplies. The summer resort areas had a lower business this past summer because of the shortage of gas and tires.

Operators of pinball games have been greatly discouraged recently because of an unfavorable move by State officials, which started thru trouble in Ogden. An alleged case of bribery in Ogden became a State issue and finally resulted in what is called a general legal ban of games thruout the State. The case is now in court. When the legal trouble started in Ogden, it not only spread over the State against pinball games but aroused agitation against other types of machines also. When *News Week* magazine published a list of bell machines paying the federal tax in various States, that was inspiration for a drive against such machines in this State. The magazine reported that 713 gaming devices were paying a federal tax in the State.

Music operators have reported that the patronage of their machines has shown the adverse effects of the shortages in beer and food in most locations. Some reports say taverns and similar locations have been open only about 60 per cent of the usual time. Restaurants in most cities have closed at least one day during the week. Candy vending machines were placed in many picture houses thruout the State but when it was impossible to obtain the merchandise, most of these machines have been removed.

In looking toward 1945, operators generally expect that juke boxes will show a much better business than during recent months. They expect increased supplies of beer and liquor. Vending machine operators have no real hopes for improvement in the supply situation soon. Pinball operators are worried at present and they are just waiting until the present agitation blows over. As to gaming devices, most operators expect the situation to continue as it has been recently, despite publicity given in national magazines. There are two good arcades in the city and they are expected to continue at top popularity.

Vend. Ops Consider Square Milk Bottles In Making P-W Plans

CHICAGO, Dec. 30.—The dairy industry here continued to discuss the prospect of using square milk bottles and especially the cost of introducing the new type container. The vending machine trade continues to work on and to weigh the possibilities if a square type glass bottle eventually becomes popular.

Leaders in the dairy field estimate that it would cost about \$30,000,000 or more to change from the present round bottle to the new square bottles. The prospects are now that not much will be done about the idea until the war ends.

In order to meet post-war competition, dairies will probably be forced to adopt the new type of bottle that requires less space in delivery trucks and in the home refrigerator, dairymen said.

Altho the returning veteran and defense plant workers may have difficulty in obtaining employment on large mechanized farms, the dairymen said, many

For Cigs We Can't Get We'll Soon Need a Match We Won't Have

CHICAGO, Dec. 30.—While smokers are plaguing the clerks of the nation for cigarettes another shortage is sneaking up on them. Consequently, if and when they do get their smokes this other shortage will nullify the possession of cigarettes. Yes, you guessed it! What good are the cigs going to do them if they don't have the match to light 'em?

Perhaps the shortage of matches might be waylaid if WPB public relations has anything to do with it, however, as they recently made the statement that, altho the military services will take between 30 and 35 per cent of all matches produced in the first quarter of 1945, there is no reason why civilians should not have an adequate supply.

On the other hand, authorities in the match industry have recently stated that a shortage of book matches is imminent unless civilians discontinue the waste of supplies. These officials in the industry recalled to mind the shortage of matches during the last war and as a result already the superstition NOT to light "three on a match" is getting a little adverse publicity. "Share your match" is the new slogan. These authorities feel that many of the cig hoarders who are being credited with part of the present fag scarcity can also be blamed for the lack of matches.

War Production Board match production experts, reviewing the industry reports on output and shipments, indicated that hoarding and waste account for a substantial part of the current shortage. The shortage of man power has also cut into the supply now on hand for civilian consumption.

A supply and requirement program for next year was expected to be drawn up from the requests placed by all claimants agencies at a meeting of the WPB chemical bureau requirements committee this past week.

The "strike anywhere" matches which usually wear out the seat of your pants will be plentiful but the Army and Navy estimated military needs for the first quarter of 1945 will demand 100 per cent of the strike-on-box matches and 35 per cent of the book matches.

Approximately 460,000,000,000 matches are expected to be produced next year, as compared with an average pre-war production of 480,000,000,000 to 490,000,000,000, the WPB said. The production for 1945 will be the same for matches as a whole as in former years—approximately two-fifths of the production in book matches, two-fifths in strike-anywhere matches and one-fifth in strike-on-box matches.

The armed forces want some 800,000

Peanut Products Company of Des Moines Buys Indiana Nut

DES MOINES, Dec. 30.—The Peanut Products Company of Des Moines has purchased the Indiana Nut Company of Indianapolis and will serve its trade from the newly acquired plant, it was announced by David R. Miller, owner of the Des Moines firm.

The Indiana company trade territory includes Michigan, Ohio, Kentucky and Eastern Illinois.

Miller said acquisition of the Indiana plant will increase the company's sales volume about 30 per cent. The company sells nuts wholesale to coin machine venders and other retailers.

will find a livelihood in buying small acreages near towns and cities and opening small dairies where equipment is relatively less expensive and where labor is not so fully displaced by machinery.

Many Will Move

They said that many factory workers, "finding various taxes take a sizable proportion of their earnings," will want to move to small farms where living costs are comparatively unimportant.

However, the dairymen expected a tremendous overproduction of dairy products immediately upon termination of federal purchases for lend-lease and the armed forces. Because of the family-farm set-up in dairying, they said, it will be difficult to decrease production thru lower prices because the farm family, in order to meet fixed costs, "must produce all the more."

strike-on-box matches but if labor is not available in the match industry the military has agreed to take the remainder of their requirement in book matches, this amount being included in the 35 per cent figure allotted for their book match needs.

WFA Looking to War Plant Lunchrooms as Food Surplus Chan'l

WASHINGTON, Dec. 30.—The War Food Administration may turn its efforts toward giving the eateries in industrial plants a post-war boost for the use of vending machines of various types in factories.

The WFA, which has conducted many surveys on feeding workers in plants during the war, has recently issued a special report on the subject, and is fully convinced that the food vending arrangements can be made to contribute to the efficiency of workers.

Officials of the agency are now thinking of the lunchrooms in factories as a handy outlet for surplus foodstuffs and other items after the war. They foresee an increase in the lunchroom facilities and also greater usefulness of them. Many of the plant eateries have been set up at the suggestion of the WFA and have been operated in close co-operation with the government. Officials want this co-operation to continue and are naturally looking for means to help increase the business of the lunchrooms when the war stimulus is over.

Due to the pressure for producing more food crops, officials fear that food surpluses will be the result when the massive war demands begin to slacken. The factory restaurants will be useful in disposing of these surpluses to good advantage.

Chewing Gum Cough Drops for Vending Machines Introduced

BOSTON, Dec. 30.—A new kind of chewing gum cough drops will be available to vending machine operators who have been accustomed to using cough drops in their venders during the winter season. Vending operators who have tried the cough drops in their machines in various parts of the country have for years reported the very pleasing demand for the product. Many operators have placed them in their regular candy bar vending machines.

The new chewing gum cough drop is being made here by the Coughlan Bros.' Company, a subsidiary of Gum Products. The product is the real quality chewing gum, with a pure chicle base and other recognized gum qualities and also has medicinal products which is reported to make it a real healing agent for sore throats. The firm is starting a big advertising and promotional campaign for the Eastern Seaboard States. Because it is a medicinal product, the firm may be able to get some priority consideration for making the cough drops. It will retail at 10 cents a package, which would require adjustments in the usual vending machines to handle the product.

Refineries Fail To Supply Balto Bottlers With Sugar

BALTIMORE, Dec. 30.—The sugar situation here is reported to be in a very serious state, and bottlers of soft drinks as well as candy manufacturers report they are experiencing great difficulty in getting their former allocations as allowed by the government. The sugar refineries report they are unable to produce their allocations. As a result it appears that bottlers and candy manufacturers will be unable to distribute much to the trade unless there is change in the situation soon.

Bottlers producing root beer are beginning to feel the "pinch" even tho the amount of sugar required for this drink is comparatively small.

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in Appearance...Quality...Performance

Univendor



Back after Victory



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MFG. CORP.
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THE GLORIFIED FREE PLAY PIN GAME!

- ZINGO WILL FIT IN ANY TYPE LOCATION!
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- ZINGO IS REVAMPED FROM BROADCAST and CROSSLINE

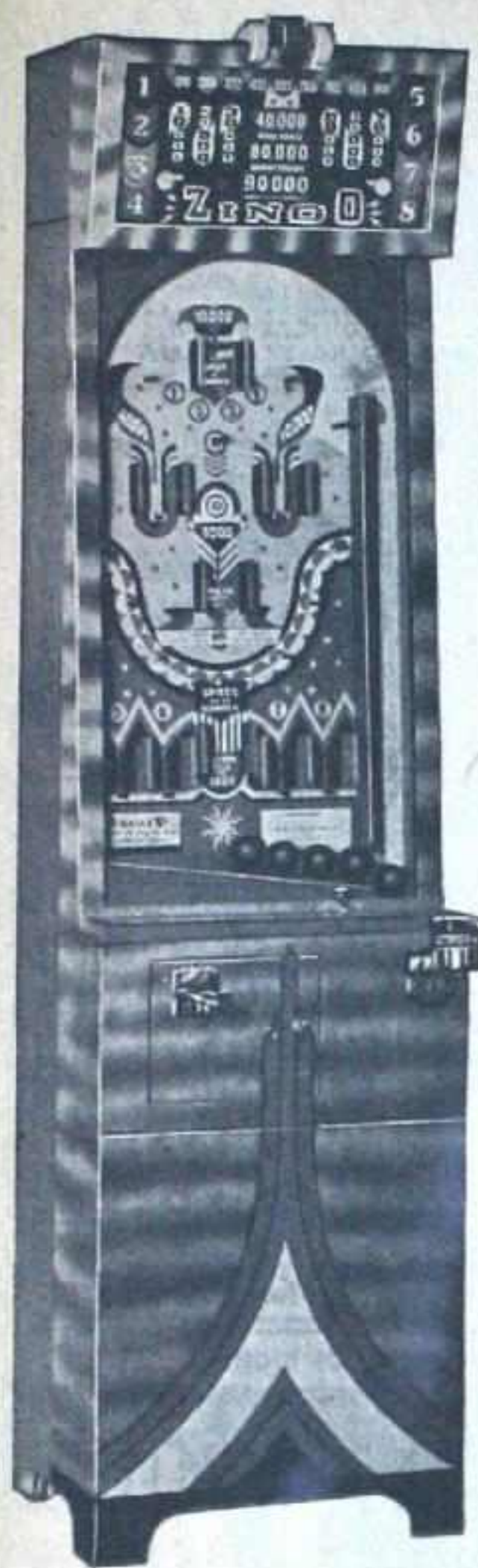
COMING! "FLAT-TOP"

A PIN GAME REVAMP!
WRITE, PHONE, WIRE FOR ADVANCE INFORMATION.

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MANUFACTURING COMPANY

161 West Huron Street
CHICAGO 10, ILLINOIS



LITTLE BUT LUCRATIVE

**\$25
TOP**

**\$50
TOP**



It's a "HOT N' HEAVY" winner that snags the play fast. Only 320 Holes—25c Play—double step-up Jackpot—NEW JUMBO HOLES—\$1.00 bottom. ORDER NOW.

ORDER AS:
NO. 320 HOT N' HEAVY \$80.00
TAKES IN \$18.10
PAYS OUT: Av. J.P. 46.10
Cons. 28.00
AVERAGE PROFIT \$93.96

HALF CENTURY rolls in the dough. 25c Play—320 Holes—NEW JUMBO HOLES—double step-up Jackpot—\$2.00 bottom. ORDER NOW.

ORDER AS:
NO. 320 HALF CENTURY
TAKES IN \$80.00
PAYS OUT: Av. J.P. \$20.64
Cons. 20.00
AVERAGE PROFIT \$39.36

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\$150 CASH PAID FOR WURLITZER SKEEBALLS MODEL S14A—HIGH SCORE \$150

\$100 CASH PAID FOR WURLITZER MODEL S14 BANKROLLS \$100

\$25 EXTRA FOR CRATING EACH
All Machines Must Have All Working Parts. Will Buy Any Quantity.

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PILOT TRAINER

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IT'S ON DISPLAY NOW!
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All Mills Laminated Award Cards . . \$.22 Ea.
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25¢ Slides 7.25 Set
Stamped Discs—S.P. or 1 Cherry . . .650 Set
Posts for 25¢ Conv. 1.75 Set
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WE MUST HAVE THE ROOM, SO GRAB THESE BARGAINS.

1 Chicken Sam Converted to Paratrooper, Cabinet Newly Refinished . \$100.00	2 Midget Skee-Balls. Ea. \$119.50	1 5¢ Paces Races, Bl. Cab. \$ 89.50
2 Bally Rapid Fire. Ea. 149.50	2 Grotchen Metal Typers, Used 90 Days. Ea. 90.00	1 5¢ Ray's Track . . . 50.00
3 Bally Allies. Ea. . . 39.50	2 Gottlieb Skee-Ball-Estes. Ea. 79.50	1 Two-Way Super Bell, 5 & 25¢ Slots Write
1 Drive Mobile 325.00	All the Above Carries Our Ten-Day Money-Back Guarantee. Terms: 1/3 Deposit.	

SPECIAL—FOR QUICK SALE!

7 GUN A.B.T. RIFLE RANGE, A-1 CONDITION, USED ONLY 3 MONTHS . . . \$3000.00	MILLS PANORAMS WITH WIPERS, IN A-1 CONDITION \$350.00
WRITE FOR SPECIAL PRICE ON WESTERHAUS "VICTORIOUS 1944," "MARINES AT PLAY" AND "INVASION"—A TRIO OF WINNERS!	
2 MILLS JUMBO PARADES, CASH PAYOUT \$ 75.00 EA.	4 BALLY ROLL-EMS, CASH PAYOUT 150.00 EA.
1 BELL-O-BALL, SKEE BALL, LIKE NEW 200.00	

WANT TO BUY!

MILLS OWLS \$50.00	JENNINGS CIGAROLAS \$55.00
BALLY FLICKERS 50.00	MILLS 1¢ ESCALATOR SLOTS 50.00
BALLY ATTENTION 50.00	MILLS TWENTY GRAND 40.00
MILLS SQUARE BELLS 50.00	MILLS FLASHERS 35.00

WRITE US WHAT YOU HAVE TO SELL. INTERESTED IN ALL EQUIPMENT.

WRITE FOR COMPLETE LIST OF ALL USED EQUIPMENT

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KEENEY TWIN SUPER BELL, 5 & 5c, Cash Payout	\$475.00
(This Machine Like New)	
1 WURLITZER 412 in Beautiful Light-Up Cabinet, 12 Records . .	125.00
1 WURLITZER 400 With Light-Up Grill, 12 Records	100.00
1 EXHIBIT STARS BUMPER GAME	45.00
1 EXHIBIT HOME RUN	35.00
1 BIG TOWN	30.00
1 OCEAN PARK	30.00
AMERICAN EAGLES, EXRAYS, CHAMPIONS, LIBERTY, 1c Cigarette Reel Machines (Same as New). Each	7.00

Trade above or will buy for cash Mills 25c Bonus Bells, Mills Jumbo Parades, Cash Payout.

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REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS, \$95.00 SEND US YOUR MACHINES

SLOT MACHINES FOR SALE

Table listing slot machines for sale with prices, including Mills 5c Blue Fronts, Mills 10c Blue Fronts, etc.

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BUCKLEY DAILY DOUBLE TRACK ODDS Write for Particulars and Prices. MAY-BELL 4-Coin Console—Similar to Mills 4 and 3 Bells—Re-engineered. 90% mechanical, switches and relays eliminated.

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ARCADE MACHINES

Table listing arcade machines and prices, including Supreme Tokyo Gun, Rex Bowling League, etc.

PIN GAMES

Table listing pin games and prices, including Mills 1-2-3, P.O., Keeney Super Six, etc.

MUSIC EQUIPMENT

Table listing music equipment and prices, including Buckley Boxes, New, Buckley Boxes, Rebuilt, etc.

WE PAY CASH for YOUR MACHINES

We Will Pay Top Market Prices. WANTED—500 SCALES—MILLS—JENNINGS—WATLING—ROCKOLA. Wanted—A quantity of AMI Singing Tower Phonographs.

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BUCKLEY REBUILT DE LUXE DIGGER\$100.00 Satisfaction Guaranteed or Your Money Back. All Prices Subject to Prior Sale. Terms: 1/3 Cash With Order.

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LOS ANGELES SEE BILL HAPPEL MILWAUKEE SEE CARL HAPPEL

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PANORAM and SOLO-VUE FILMS

LARGE STOCK OF NEW RELEASES IMMEDIATE DELIVERY

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Table listing reconditioned slots and consoles with prices, including 8 Mills Gold Chrome, Rebuilt, 5c, etc.

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CONSOLES

Table listing console machines and prices, including MILLS FOUR BELLS, SUPER BELL, GALLOPING DOMINO, etc.

SHOOT YOUR WAY TO TOKIO GUN. \$225.00 BALLY RAPID FIRE. \$180.00 CHICKEN SAM. \$125.00

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Table listing slot machines and prices, including 5c MYSTERY BONUS, 5c YELLOW FRONT, 5c ALL STAR COMET, etc.

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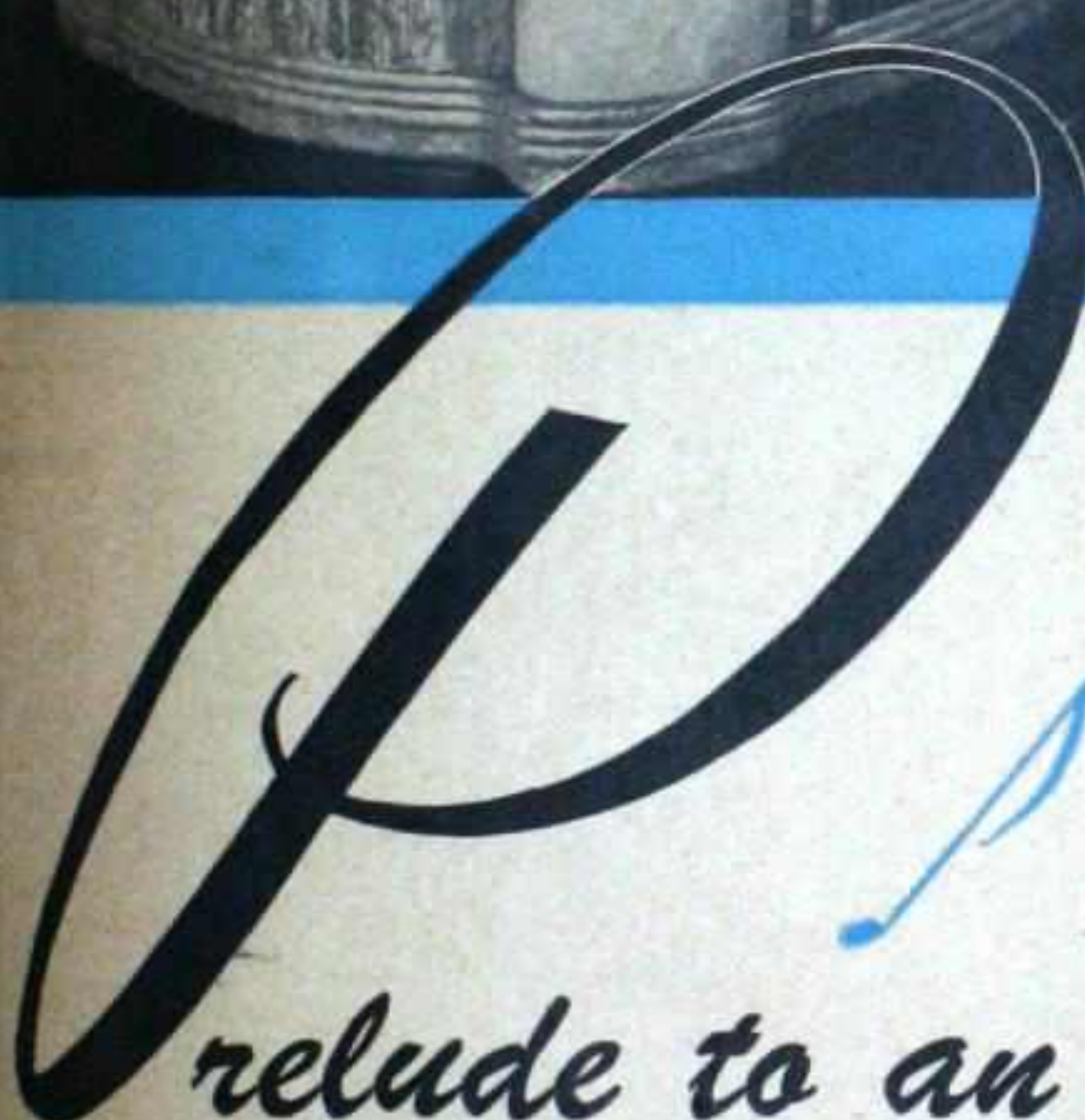
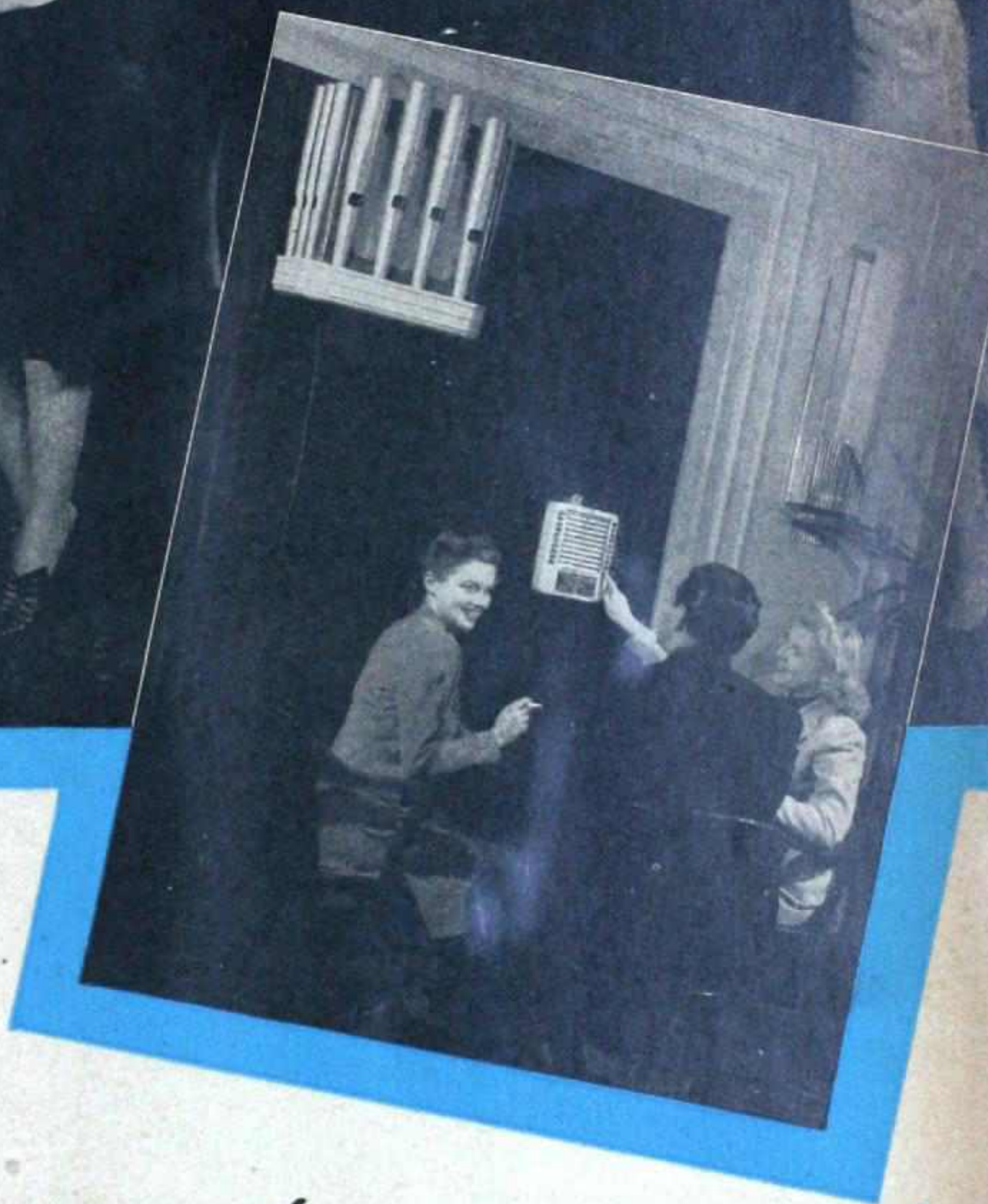
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