

MARCH 20, 1943

25 Cents

The Billboard

The World's Foremost Amusement Weekly



WOODY HERMAN
And His Orchestra

In Production
20th Century-Fox Records
"SWING TIME"

DUCK RECORDS

Mag. Editor: MICHAEL HALLER
Publisher: General Amusement Corp.

MY KIND OF PEOPLE

By AL J. NEIBURG and JESSE GREER
The Greatest Hymn-Ballad Ever Written

OGEECHEE RIVER LULLABY

By CAB CALLOWAY, GUY WOOD
and JACK PALMER

Available on Columbia Record No. 36662
by CAB CALLOWAY

Walter Winchell says:
"Cab Calloway's recording of 'OGEECHEE RIVER
LULLABY' a sizzler."

EV'RYWHERE

By LOUIS PRIMA

ASCAP

In Preparation WISE GUY

By RUSS MORGAN and
EDDIE DE LANGE

MUMBLE, JUMBLE

By WILL OSBORNE and
MARTY SWARTZ

I BURNED A MATCH

(From End to End)

By the Writers of

"I Don't Want To Set the World on Fire"
EDDIE SEILER, SOL MARCUS
and BENNIE BENJEMEN

RYTVOC, INC.

MUSIC PUBLISHERS

1585 BROADWAY

NEW YORK

Sole Selling Agents—Cherio Music Publishers, Inc.

MAKE WITH THE BULLETS, BENNY

By FRANK DAVIS,
WIN BROOKHOUSE,
SAM BRAVERMAN and
CHAS. CODY

THE DANCER AT THE FAIR

By JOHNNY FORTIS

BMI

MORE THAN A DREAM

By LEE PELZMAN,
WALTER VAN DYKE and
GARY VAN DYKE

MI QUERUBIN

(My Cherub)

Words and Music by
CARRICK DOUGLAS and
NIEVE COLINA
Spanish Lyric by
CAMILLE CARDONA

CHERIO MUSIC PUBLISHERS, Inc.

1585 BROADWAY

NEW YORK



MAURIE HARTMANN
IRVING ROMM, Prof. Mgr.

DEANNA BARTLETT
GEORGE DION, Midwest Rep.

BIZ ALL OUT FOR RED CROSS

Washington's Red Cross Appeal

WASHINGTON, March 13.—National Headquarters of the American Red Cross suggests that performers and others use the following talk to be made in the form of an encore:

"My friends, may I say a word about the Greatest Mother in the world? Stretching out her hands to relieve distress wherever found, she is the symbol of a great force for good in our evil world. She is the spirit of the Red Cross, a militant, marching army of good will.

"Out of the villages and cities of America, into the heart of a war-torn world, marches this great people's crusade to keep the lights of civilization burning.

"The Red Cross is shoulder-to-shoulder with our fighting men from training camp to the battle lines. All over the world, wherever they can reach our boys who are interned as prisoners and victims of war-ravaged lands are given food, clothing, medicines.

"On every front the Red Cross presses forward. Each day the need increases for your support. Your Chapter is raising its 1943 War Fund. March is Red Cross month. Give generously, for the task is as huge as it is worthy. Thank you."

Every Branch Pitching In To Help National Campaign in Crucial Period of Global War

NEW YORK, March 13.—National showbiz will probably account for at least 25 per cent of it, direct and indirect. The Composers and Music Publishers' Division of the fund's Commerce and Industry Committee has formed a canvassing unit of nine members to cover more than 150 firms and individuals producing popular music. Oscar Hammerstein II is chairman of the group.

Radio, which has been plugging Red Cross donations and blood-giving for a long time, is right on top of the ball for the official drive pegged around the "March" of Mercy. On the West Coast, San Francisco stations are boosting a drive with special shows. Ed Franklin, KJBS manager, is chairman, and stations lined up are KGO, KFRC, KPO, KQW, KSFO, KYA, KSAN, KROW and KJBS.

Back in the East members of the Sports Broadcasters' Association donated a pint of blood each to the Red Cross in a mass blood-taking on March 10. Dave Driscoll, WOR's War Service Director, described the mass "plasma pageant" over WOR-Mutual.

Signal corps soldier-musicians at Fort Monmouth, N. J., are dedicating to Red Cross four of *Music From Monmouth* shows over WAAT, Jersey City, and WCAP, Asbury Park, Sundays at 1:30 p.m.

These represent only a few items picked at random because the broadcasting field is heavily weighted with Red Cross shows and specials these days. Time donated has amounted to hundreds of hours and even this figure will be considerably stepped up during the next four or six "crucial" weeks in relation to global battle fronts.

PORTLAND, Ore., March 13.—Jack Matlack, new publicity director for the J. J. Parker theaters, has been appointed general chairman of the amusement industry section of the Red Cross War Fund campaign for Portland.

NEW YORK, March 13.—Now that the army has decided it wants those over 38, the worried look that disappeared in December is now returning to scores of band leaders, acts and agents. The aggravation was renewed when the War Man-Power Commission ordered Selective Service boards to reclassify all those over 38 into 1-A or whatever their previous category was. The letter H is to be appended after the usual classification.

Several are mulling the possibility of agricultural employment, since rustic workers will be placed in 2-C. But the prospect of the usual ayem rising for milking cows or hustling hay is about as inviting as army routine. Besides, they figure, there is always the possibility of getting into "morale." Farms offer little opportunities for that kind of work. The only corn the man at the plow is interested in is the kind that pays off at the Washington market. It appears that few will go in for rural life, as the over 38s probably will be put in non-combat chores.

Three months ago, when the order came thru, several agents and acts were all set to leave for the army. Among them were Mickey Aldrich, of Eddie Sherman's office, and Joe Feinberg, booking Comerford houses. As far as is known, agents who bought gifts for them at that time still have them. Maybe they will be presented soon.

Name band leaders who probably will resume thinking of how they'll like military regimens include Jimmy and Tommy Dorsey, Glen Gray, Clyde Lucas, Will Osborne, Joe Venuti, Guy Lombardo, Xavier Cugat, Ray Noble, Art Kassel, Shep Fields, Larry Kent, Henry Busse, Vincent Lopez, Chico Marx, George Olsen, Tommy Tucker and Paul Whiteman.

Legit, radio and vaude performers will, of course, be similarly hit.

The net effect of the new order accentuates performer shortages, especially since dependency will not constitute a valid claim unless Congress passes the McKellar Bill, which makes it mandatory that lists of single men be exhausted before married men are tackled.

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'Heck' Is Okay But Not 'Hell' In Song Taboo

NEW YORK, March 13.—Radio is showing as much disdain for the word "hell" as ever was displayed by the Hays office in Hollywood. This is evident from the action taken by the music clearance department of both the NBC and Blue networks in turning down a tune, *The Son of a Son of a Fightin' Man*, published by Jewel Music, because in one part of the chorus is found: "When hell breaks loose! He's gonna be on the scene."

Spokesman for music clearance office, which operates for both NBC and Blue, revealed that the song had been approved December 23 only on provision that a substitute for "hell" be inserted. "Heck," it was indicated, "would be acceptable, while any other word would have to be submitted to the proper authorities." Song hadn't been presented to CBS or Mutual, but their rules on "hell" follow the same line as their rivals.

Timidity about "hell" recalls the Hays office task-taking when that word and other equally strong language were employed in the film *Wake Island*.

Theater Authority Spreads 15G Kitty Among Craft Orgs With 8 Slices of \$1,406, 5 of \$750

NEW YORK, March 13.—Theater Authority, Inc., talent clearing house for all private benefits, has just announced that a \$15,000 melon was split last month among the various theatrical organizations plus Actors' Fund of America and Stage Relief Fund. Allocations of \$1,406.25 each went to Actors' Equity Association, Screen Actors' Guild, Chorus Equity Association, American Federation of Radio Artists, American Guild of Musical Artists, League of New York Theaters, Authors' League Fund and American Guild of Variety Artists. Actors' Fund, Stage Relief Fund, Jewish Theatrical Guild, Episcopal Actors' Guild and Negro Actors' Guild each received \$750.

Several of the contributing organizations have already reallocated their shares to the distributory group—Stage Relief, Actors' Fund and Negro Actors' Guild. Members who have already authorized the redistribution of funds include Equity, Chorus Equity and SAG. Others have yet to be heard from. Mellon represents a six-month accumulation of TA's percentage on all privately handled benefits not connected with Treasury

Department bond drives, American Theater Wing or Camp Shows, Inc. benefits, or other money-raising events that come under the heading of purely war activities. Private benefits staged to help Chinese, Russian, USO or other relief funds, however, do come under TA's jurisdiction.

TA's kickback is 15 per cent of moneys raised under \$15,000 and 10 per cent of collections over that amount. Since its incorporation in May, 1934, TA has distributed a total of \$170,000. Allocations are made either annually or semi-annually, depending on the size of the kitty.

Plus 38s Reach for Crying Towels as New Draft Order Tags 'Em "Man With the Hoe"

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Dunphy Quits as Amusem't Chief

WASHINGTON, March 13.—Christopher J. Dunphy resigned as chief of the Amusement Services' Section of the War Production Board here on March 5, it was announced by his acting successor, A. G. Smith. It is understood that Dunphy, whose wife has been seriously ill in Florida, will take a rest but has agreed to remain subject to call from the section to act as consultant and advisor.

He assumed WPE duties on April 27, 1942, under civil service, serving in the facilitating agency that studies problems of the amusement industry, handles applications for preference ratings, proposes methods of conservation of materials and decides essentiality of any one service over another. He has a background of experience in radio, motion pictures and sports, being a former member of the board of directors of United Artists.

He announced the appointment on June 8 of Frank D. Shean as outdoor co-ordinator, and of Paul Short as indoor co-ordinator of the section. After a brief service Shean resigned to return to amusement park management, and Short, who had been in theater operation and screen service sales, relinquished his post later.

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THE FINE ART OF HECKLING

How New York, Hollywood, Chicago Handle the Stiffs And Stuff in Wartime Clubs

NEW YORK, March 13.—Veteran performers say they can't remember a time when audiences heckled entertainers so much. Heckling seems to have become a national sport or disease, and emcees are the ones who receive most of the abuse and who have to be prepared to answer it. Vaude-house audiences have become noticeably noisier, bolder and abusive (the Flatbush, Brooklyn, is a good example), but night clubs still lead all amusement spots as the favorite haunts of patrons who insist on horning in on the show.

Performers blame the war, claiming war nerves have broken down ordinary rules of good conduct and that an increasing number of patrons apparently don't think there's anything wrong in denouncing performers, throwing pennies, interrupting the show with loud talk, walking across the floor during show time, making a grab at girl performers, yelling loudly for the waiter, trying to join the chorus girls in the finale, calling out the punch line for the comedian's gags, criticizing the show loudly, singing out loudly and so forth.

Night club emcees for years have been training themselves to handle hecklers, but they are worried about two comparatively new developments—soldier hecklers and female upstarts. Servicemen hecklers have to be handled diplomatically, as any slur against them may

arouse other patrons into indignation. Performers are usually wise to avoid tangling with servicemen, finding it smarter to dodge talking back to the soldiers, leaving it to a headwaiter to talk to them unobtrusively.

Female hecklers are a problem, especially when they are stewed. If the emcee snaps back at the female there is always the danger that gallant male pa-

(See WAR INCREASES on page 11)

NY Mecca Temp As Pop-Priced Showbiz Center

NEW YORK, March 13.—A low-priced "music arts center" for New York is on the verge of becoming a reality. Plan is to convert the city-owned Mecca Temple into a showplace for operas, concerts, plays and ballets, and has the support and approval of a committee representing all the arts, longhair and just plain.

Idea was originated by Newbold Morris, City Council President, and was presented to a "committee of arts." Following that group's endorsement, the scheme was referred to delegated sub-committees which are to pave the way for organization of an operating corporation. Visualized project would be self-sustaining, but under the direction of the committee.

Mecca Temple was taken over by the city last year, and its basement, which contains a large-sized ballroom, had been rented to private parties. Remainder of the building has yet to be bid on, however, and the city, accordingly, came up with the "music arts" idea. City spokesmen stress the low-price feature and are anxious to launch the project at once. Temple contains an auditorium (2,800 seats), plus several floors which have rooms that are equipped for easy

Unzoot Zoot-Suiters

HOLLYWOOD, March 13.—Police authorities are not fooling when they say they intend to make over the zoot-suit boys.

A judicial decree unfrocked two of the boys near here recently when Justice of the Peace E. P. Woods, of Montello, suspended a 90-day jail sentence against two of them on a disturbance charge, but ordered each to cut his ducktail hair style; refrain from wearing zoot suits; not associate with zoot-suiters, and report to court once a month for haircut inspection.

Jordan Asks for Apology From Cugat Re 'Swing'

NEW YORK, March 13.—A nitery emcee committed a vocal faux pas, a name band leader lost his temper, and now the American Guild of Variety Artists, in behalf of Chico Jordan, has asked the New York local of the American Federation of Musicians for an apology from Xavier Cugat.

It happened at the La Conga nitery where Jordan works with Diosa Costello. Noticing Cugat at ringside, Jordan launched into a flowery and most complimentary introduction, but wound up by inadvertently referring to Cugat as "The King of Swing."

Jordan immediately corrected himself, but Cugat was fuming and, according to the complaint filed with AGVA, proceeded to tell off Jordan in no uncertain terms and before the customers to boot.

conversion into rehearsal chambers.

Present at the first committee meeting besides Morris and Mayor La Guardia were George Sloan, Morton Baum and John Erskine, of the Metropolitan Opera Company; Lawrence Tibbett and Mrs. Blanche Witherspoon, American Guild of Musical Artists; Elmer Rice, president of Playwrights' Producing Company; Jacob Rosenberg and William Feinberg, of Local 802, AFM; Maxwell Hahn, representing Marshall Field for the Philharmonic; Oscar Wagner, dean of the Julliard School of Music, and others.

Agent Org Pushing 5% Ceiling Death

NEW YORK, March 13.—Another change in theatrical employment set-up is being sought, with the Artists' Representatives' Association reported drafting an amendment to the present employment law. Bill will most likely be introduced by State Senator Condon, who previously sponsored changes in the State Employment Agency Act.

ARA recommends lifting of the 5 per cent ceiling on commissions, with theatrical agencies filing a schedule of fees with the license commissioner. The recommended amendment provides for public hearings when objections are raised to the filed fee schedule.

WOODY HERMAN

(This Week's Cover Subject)

RATED as a top vocalist and clarinetist fronting a band, Woody Herman is currently sitting on top of the orchestra world. One of the youngest big-time baton wavers in the band biz, Herman is a standard name in prominent spots all over the country, and has continually packed such popular danceries as the Palladium Ballroom, Los Angeles; Sherman Hotel, Chicago, and the Hotel New Yorker, New York. He recently spent seven weeks at the New York Paramount and followed this stand with record weeks at the RKO Boston, Boston; Chicago Theater, Chicago; Michigan Theater, Detroit, and the Palace Theater, Cleveland.

Having taken over the Isham Jones band in 1937, Herman has steadily worked his way up to become one of show biz's ablest showmen and distinguished stylist of blues and jive, and his Decca waxings are long-time favorites.

Selected by the War Man-Power Commission for its program, "What's Your War Job?," Herman's crew may be heard every Wednesday night over the Blue Network from 7:05 to 7:30. Tagged for a celluloid build-up, Herman was recently signed to a five-year contract by 20th-Century Fox on the strength of his success in "What's Cookin'?" and is now in production on a new flicker with Sonja Henie.

He is managed by Mike Vallon and booked by the General Amusement Corporation.

Warner, MCA Feud It Out With Barnet in Middle on Capitol Date; Cirk May Petition AFM

NEW YORK, March 13.—Feuding between Warner booking office and Music Corporation of America over Charlie Barnet's inking of a Capitol Theater contract may wind up with the theater circuit petitioning AFM for an amendment of the Form B contract.

Amendment probably will call for restoration of the time-and-area clause to Form B, which currently sets no minimum time between neighboring theater dates for a given band. Warner booker, Harry Mayer, would want that protection since he has been placed in a spot by the Barnet deal that might otherwise have been avoided.

What happened was that MCA, which is understood to have had a commitment to place Barnet in Warner's Strand Theater before October, feels it is in a position to do just that after Barnet has finished his Capitol date. The Barnet, of course, would have little draw value for the Strand right after leaving the Capitol, the offer seemingly would fulfill any legal commitment.

Appeal to AFM by the theater circuit would be a natural follow-up. It is re-

called that prior to Form B, contracts contained a time-and-area clause.

The Barnet battle also recalls the fracas between MCA and Mayer a couple of years ago when Horace Heidt was booked into the State over the bids of Strand and Paramount. Heidt was sold at \$21,000 for two weeks, and Mayer was sufficiently peeved to declare a boycott on MCA products. The situation resolved itself in a few weeks, however, and MCA bands were soon being signed again for Strand dates.

Other probable action from the Warner booking office is a switch to the Paramount Theater system of tying up bands. Paramount office usually inks a band for a repeat date within a maximum of 10 months after the maestro is on location there. These are pay-or-play contracts and, so far, with the exception of one deal, all orks have been squeezed in. Exception is Gene Krupa, who was postponed twice, but couldn't take a third since no other dates were handy at the time. He was paid off.

Faced by a shortage of bands for fall dates, Strand Theater may have to use the Paramount system.

WPA Vauders' Swan Song in Skeeter State

CAMDEN, N. J., March 13.—The WPA actors' unit, last in South Jersey of the WPA Federal Theater, finally folded this week. Since the war it had aided army camps, hospitals, recreation centers and charity-affair bookings. Paul Metz, supervisor, and Mrs. Anne Davenport, in charge of the vaude shows, shook hands with the remaining WPA actors, mailed their final report to Uncle Sam and all left headquarters together, locking the door for all time.

Troupe was considered one of the best on the WPA wheel, being made up entirely of former vaude headliners. In the little farewell band of WPA thespians were Joe Hamilton, minstrel man; Walter Stanton, one-time half of the comedy act of Mack and Stanton; Ralph Eden, English-educated musician once prominent in vaude; Tanya Garth, songstress, and Herbert Broske, former theatrical manager. Broske was hired the next day as a movie manager here. Old-timers plan to stick together and organize a small unit for club dates in the territory.

Other members of the original WPA vaude unit were Tom and Gerlie Grimes, one of the oldest acts in vaude, who have retired to their farm in Sicklerville, N. J.; Mabel Whitaker Broske, who has since died; Al Bedell, wire walker; Professor Ettridge and his horse and dog act; Keely and Kay, dance team; Ethel Papp, singer and dancer; Joanne Lee, dancer; Bill Snaith, magician, and Al Durfer, ventriloquist.

Western Union Goes For Roller Skating Lads, Lasses, 18-35

NEW YORK, March 13.—Roller rink operators can now legitimately advertise "Make big money—learn to skate at our rinks."

This week Western Union started advertising for male and female messengers who can make with roller skates. With bicycles sales frozen and shoes being rationed, skates now apparently provide the sole means of rapid pedal transportation.

The initial Western Union call is for 50 skaters, and is apparently on an experimental basis. Age bracket, 18 to 35, with draft status no bar to males.

Some rink operators see new possibilities in this development. The first suggestion is the operation of an employment exchange, whereby proficient graduates of skating courses will be placed as messengers. As for loss of business resulting from lack of patronage from customers who skate all day, they point out that postmen still take walks during off hours and sailors navigate rowboats out on Central Park Lake.

FHA Builds Theater For Defense Hands

PORTLAND, Ore., March 13.—Federal Housing Authority is building a theater for residents of Hudson House, where Vancouver employees of the Henry J. Kaiser shipyards are housed.

Brick building will be 441 feet deep with a frontage of 81 feet, and will seat 800. No operator selected yet.

Portland's KXL Shifts

PORTLAND, Ore., March 13.—General Manager Hal W. Wilson, of Station KXL, announced the following staff changes: Frederick J. Eichorn, boosted from program director to production manager; Barbara Forest, traffic, now program director, and George Heimrich, co-ordinator of government programs and director of public relations. Staff additions: Dorothy Arthaud, script writing, and Arthur Stoull, announcer.

Subscription Rate: One year, \$7.50.

Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under Act of March, 1897. Copyright 1943 by The Billboard Publishing Company.

PHILLY'S FERTILE AD ORGS

Upped Radio Time Brings Staff Shifts

PHILADELPHIA, March 13.—In spite of priorities and rationing, along with the conversion of private industry to war work, figured at forcing the advertising agencies to all but lock their doors for the duration, the threatening tide of agency shutterings has subsided and the 15-percenters are holding up well. While there was panic in the ranks shortly after the war broke out, agency men have taken the bull by the horns and the local advertising field is in there pitching.

With agencies depending largely on local accounts, billings for both newspapers and radio have been exceedingly high, attributed to the increased buying market created by the well-paid defense workers and the fact that the city's population has swelled by at least 300,000 persons, all in either government or war work.

Instead of retrenchment, recent weeks have seen Gray & Rogers adding 20 per cent additional space to its suite to handle expanded production. To take care of its increased use of radio, Julian G. Pollock Agency has upped account exec Albert J. Caplan to production manager. In addition, two new radio directors took over posts. Frank J. Corkery, for the past nine years with Richard A. Foley Agency, was upped to radio chief, with Catherine E. Gibbons made assistant manager of production, and J. M. Korn, head of the agency bearing his name, formerly all radio himself, set up Roland Israel as radio director of his agency.

Other recent staff changes on the agency front had William H. Cunningham, formerly with N. W. Ayer in New York, joining Lewis & Gillman, town's newest agency fronted by two former Ayer vice-presidents. Ayer here has added four famous scribblers to its staff in novelists Robert M. Hodges and Howard Wolf, magazine editor Frank Caspers and playwright N. Richard Nusbbaum. Gray & Rogers recently added James T. Gallagher, formerly with Young & Dutton in New York.

Local agencies also report a bumper crop of fresh accounts, most of them scheduling heavy use of radio, particularly Duval, local dress shop, going to Solis S. Cantor Agency, and Berlin Laboratories appointing Gray & Rogers to handle the advertising for its Glove Sham-

New Wrinkle, Pix Preview With Mike In Projection Room

NEW YORK, March 13.—Preview reactions of an audience of celebrities attending a special showing of John Steinbeck's 20th Century-Fox's *The Moon Is Down* were broadcast over WINS Thursday night at 10:30 p.m. Show was aired from the projection room of the film firm's theater on West 56th Street, believed to be the first time that a radio mike has been thrown into a projection room and the opinions of spectators broadcast.

Herb Sheldon, WINS announcer, interviewed Sir Cedric Hardwicke, who plays a lead role in the picture; Lady Hardwicke, Constance Bennett, Gilbert Roland, Mrs. Alexander de Seversky, Sidney Mosley, Maxine Keith, Charlie Wagner, Millicent Fenwick and Clayton Knight, among others. Most of the comments were in praise of the film and especially Hardwicke's portrayal of the Nazi officer.

"Ice-Capades" 63G In Philly's Arena; Rodeo on Fall Sked

PHILADELPHIA, March 13.—*Ice-Capades of 1943*, sponsored by Arena Managers' Association, closed a money-making 11-day stand last Saturday (6) at the Arena. With ducats scaled at a \$2.85 top, *Ice-Capades* rolled up \$63,000 for the run, with attendance about 44,000. Last year, on a nine-day stand, *Ice* grossed about \$54,000.

Box office considered satisfactory by Pete Tyrrell, Arena operator, in face of many competing factors that included the ban on pleasure driving, booking on heels of record month run by *Ice-Follies of 1943*, and fact that current run of *Ziegfeld Follies* is hogging the town's show play.

No immediate attraction bookings set for the Arena, with Tyrrell planning on bringing in a rodeo next fall instead of the usual spring date.

Ability to write off advertising costs on income taxes for local firms engaged in war work returned many inactive accounts on the active list, particularly the Philco radio account for Sayre M. Ramsdell Associates.

This Is a Free Ad: USO Wants Magicians, Pleat-Box Brigades

NEW YORK, March 13.—USO-Camp Shows need magicians and accordionists, but bad. Stems from the phenomenal mushrooming of Camp Shows, which is now servicing more than twice the number of spots originally prepared for. Along with this growth has gone the loss of men to the draft and the increased requirements for overseas units. Both accordionists and magicians are invaluable for Camp Shows units play-

ing the Blue and Overseas circuits because they provide so much show. Either can usually do 30 minutes solo. Accordionists also accompany the vocalists, always found in these troupes, as well as lead community sings.

If you fit into the above categories, or even a reasonable facsimile thereof, contact USO-Camp Shows at 8 West 40 Street, N. Y.



featured in the PARAMOUNT Picture

"Star Spangled Rhythm"

and in the REPUBLIC PICTURE "HIT PARADE OF 1943" (Soon to be released)

The GOLDEN GATE QUARTET

Return Engagement—4th Year CAFE SOCIETY

Uptown, New York

Soon to be released! STALIN WASN'T STALLIN' on COLUMBIA RECORDS

on the air

6 TIMES WEEKLY—CBS—COAST TO COAST

Direction: MCA Artists Limited • 745 Fifth Ave., New York City

Philly in Huff on SD Canteen Grabbing Off Cream of Talent; AGVA Acts on Rotation System

PHILADELPHIA, March 13.—Heavy demands being made on floorshows and stagershow in town by the half dozen or more servicemen canteens may soon result in the rationing of actors for such services. Since the Stage Door Canteen first opened, every other month finds a new one launched, all clamoring for live entertainment. Moreover, canteens, all with packed houses of servicemen each night, are complaining that since the Stage Door Canteen is the glamour spot, it is becoming increasingly difficult to get acts to play their canteens.

Dick Mayo, secretary of AGVA here, is working out a plan whereby all the canteens would get free shows thru a rotating system. Nitery ops have also been complaining to the union that some of the acts are too tired when it comes to working the regular floorshows because

of the many free canteen shows they are putting in.

Carman Theater has already set up a rotating system whereby its stagershow play each canteen in the city only once a month. In addition to the half dozen canteens already operating here, the labor unions are working out a plan to open a giant canteen in the downtown district close to Stage Door Canteen.

While the SDC has been doing an excellent job as far as the servicemen are concerned, there is much dissatisfaction over its management. Fact that canteen is operated by society bluebloods doesn't strike well with those volunteering their services. And exposure last month that SDC had a hidden pay roll amounting to more than \$28,000 a year, with not a single penny going to either actors or musicians, who have made the success of the canteen possible, has caused plenty of tongue-wagging in local circles. Public pressure resulting from scandal resulted in cutting the pay roll almost in half. However, there is much talk among AGVA membership about opening its own canteen. Hidden pay roll at SDC was rooted out by Dick Mayo, AGVA chief, acting on local rumors that were gaining wide circulation.

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INDIES BLAST THE OWI

Accuse Davis Org of Buck Passing and Favoring Nets; Claim Their Staffs Raided

NEW YORK, March 13.—Station operators here are up in arms over the alleged lack of local radio savvy in the Office of War Information, both the regional office in New York and the national office in Washington. The regional office, claim local radio execs, are expert buck passers, will put nothing in writing, have made a fine art out of evading a direct answer and, in addition, know nothing about local station problems. The national office, say the same people, is topheavy with network people who exude an attitude that infers the local stations are not important, despite which these stations are deluged with stiff suggestions about the airing of OWI spot announcements.

The spark that touched off the smoldering local station resentment was their being shut out of the Mme. Chiang Kai-shek broadcasts, which were given to the networks on an exclusive basis. This, claim the locals, was a perfect example of the OWI favoring the networks and ignoring local outlets.

Details for the Mme. Chiang Kai-shek broadcasts were set many weeks ago when the Chinese News Service called network reps to a meeting, but no local stations were invited. A rep of the OWI national office was present. According to a spokeswoman for the CNS, the networks insisted on carrying the talks on an exclusive basis and, since the CNS wanted national coverage, they agreed. The OWI rep says he was there only as an observer, that there was no promise of exclusivity, that everyone agreed to carry what they could.

According to one of the network reps, the CNS had set five talks by the "Missimo," in addition to her talk before Congress, which the nets divided up by lot. Since CBS could not clear time to carry the talk from Congress, Mutual agreed to share the broadcast from Madison Square Garden with CBS.

There was clearly no provision made for the local stations, and when reps for these outlets made contacts for permission to pick up the New York broadcasts they were shunted from CNS to OWI to the nets and wound up with a refusal. Some of the locals got a windfall when Mme. Chiang's appearance at City Hall was unexpectedly broadcast by the Blue. Since it was not part of the schedule provided by the CNS, a few of the locals aired this event.

Meanwhile, as a result of the Mme. Chiang Kai-shek fiasco, the local station execs felt free to talk about other OWI squawks. They beefed about how the OWI was sniping their engineers, not by solicitation but by hiring the technicians when they applied for jobs. Since the usual local station cannot compete with the salaries offered by the OWI the execs felt free to state that the OWI was evading its own announced decision not to hire engineers away from stations. Even where they can match the salaries, local execs say they cannot compete with the OWI's ability to get draft deferments for these technicians.

But the biggest squawk was about the OWI's allocation of spot announcements which, since the middle of last month, has each local station slated to air 16 OWI plugs per day. Twelve of these come in recorded form from OWI in Washington, the other four in script form from the regional office.

Once again the locals say these spots

Add Femme Invasion

GREENFIELD, Mass., March 13.—Marie Deschened, formerly of WEIM, Fitchburg, has been added to WHAI here as assistant to Horace Nichols, of the commercial department.

are an example of the lack of local station know-how in the OWI radio branch. The recorded spots are overlong; they use the commercial spot announcement technique, instead of being short and factual, and so have a direct effect on a station's business; they repeatedly strum the same heartstring instead of using plain language; often as not they don't fit the station's program structure; and they in no way curtail the number of requests for spot announcements from local Red Cross, Treasury, Civilian Defense organizations and the Aircraft Warning Service—something which the OWI regional set-up was supposed to cure.

Consequently, many of the stations are blue penciling the announcements in script form, while others are using only those recorded announcements that fit their schedules and do not bring squawks from sponsors.

What these stations are really waiting for is the next time the OWI solicits their co-operation on anything. Then they'll refer them to the networks, they "threaten."

How To Up Sales In One Easy Lesson By R&R Experts

NEW YORK, March 13.—Staffers at Ruthrauff & Ryan are healthy people. Seems the ad agency handles the Vimms (plug) vitamin pill account. And each afternoon a gal comes around with a trayful of cups of water and vitamin pills which each staffer imbibes.

Such loyalty to a client's product is not unusual at ad agencies. People at Biow always smoke Philip Morris cigs, those at Lord & Thomas (now Foote, Cone & Belding) puff Lucky Strikes, and so on down the line even to the unfortunate lads at one agency who had to smoke a cheap brand of pipe tobacco—that is, until the house dropped the account.

Stations Scream Murder!

New Worry Is Man-Power 'Edict' On Occupational Deferments; See Stand as Big About-Face

WASHINGTON, March 13.—The War Man-Power Commission has quietly slipped a mickey to station operators who have been under the impression that such of their staffs as were listed in Occupational Bulletin No. 27, as amended January 23, 1943, are essential and deferrable.

The bombshell was embodied in a letter sent to a local station executive who requested deferment for an engineer and read, "This does not mean that every radio station is essential to the support of the war effort."

The first reaction of the trade was: Who will have the say as to what station is essential? On the basis of past experiences with draft boards, station execs who have lost program managers, engineers, news editors and sundry operational managers—all listed in Occupational Bulletin 27 as deferrable—realized that the network outlets and big local

Are Stations Essential? Not All of Them --- OWI

NATIONAL HEADQUARTERS
SELECTIVE SERVICE SYSTEM

The Chairman of the War Man-Power Commission has referred your letter of February (—), 1943, to this headquarters for reply.

It is quite true that certain activities designated as essential and certain occupations within those activities have been certified as critical in nature in that shortages of available persons with the necessary qualifications to fulfill the duties involved have been found to exist.

This information in the form of occupational bulletins has been distributed to agencies of the Selective Service System to act as a guide in the classification of registrants found to be employed in these activities. This does not mean that deferment is automatic. Classification of registrants is the responsibility of the local board, based upon information presented in each individual case and upon conditions as they are known to exist in their local board areas. Local boards fully realize that radio communication has been certified to be essential to the support of the war effort. This does not mean that every radio station is essential to the support of the war effort.

Consequently not all employees of all radio stations would necessarily be placed in a deferred classification because they occupied a position appearing in Occupation Bulletin No. 27.

It is hoped that this explanation will clarify the position of the Selective Service System with regard to occupational deferments.

(Names and dates purposely omitted.)

For the Director,
Man-Power Division.

Rationed Press Driving Ads To Airlines With Canneries Off on Idea-Shopping Spree

NEW YORK, March 13. — Wartime changes in the economic structure are more and more proving a gold mine to radio, mostly because of the unofficial rationing of advertising space by newspapers and magazines. With one 10 per cent cut in newsprint already in force and others expected, publishers are restricting the sale of space and "pushing" the makers of new products and those turning out non-essential items into radio.

Latest in this category to explore radio are big canners of food products such as Seeman Bros., White Rose and Del Monte. These firms have sizable stakes in brand names and, with black and white space limited, are shopping radio for availabilities as well as ideas.

Their commercial plugs would be purely institutional and educational and

run along these lines: "With point rationing, it's important that you shop carefully, and with the tin shortage it's important that you buy (name of product) only when absolutely necessary. When it is necessary be sure to buy (name of brand)."

Another factor in this interest in radio is the expectation that Washington will zone manufacturers to ease transportation. As operated in England, zoning has each manufacturer doing his selling in the area around the point of manufacture. Thus a West Coast canner might be restricted to distribution west of the Rockies, etc. With radio advertising coverage can be provided to match these regional zones, thus protecting the brand names in the areas where they are on sale. If zoning is not applied, radio can do any national or local job that may be required.

ation of Broadcasters, to which most local stations belong, is not expected to be of any assistance.

While most stations are still studying the implications of the letter (reproduced in an adjoining column), there is one general reaction to the question of essentiality, namely, if and when the bombs fall, who can tell what station is essential? No outlet means anything without its transmitter—and who knows what transmitters will be hit?

Station Chiefs' Jitters

NEW YORK, March 13.—Local draft boards are giving station managers the jitters here. Totally ignoring the list of essential industries and deferrable occupations, draft boards are cutting deep into station man power.

One outlet has had the same engineer shifted from 4F to 1A four times. Each time he has been rejected by the Army surgeons and returned to his job. And with the next quota he is reclassified in 1A and resubmitted. Another has lost its program manager. Still another has had its entire announcing staff pirated by another local outlet that offered more dough.

Engineers are still the big problem, with both of the unions in this field and the United States Employment Service unable to provide replacements.

BBC'S U. S.-SOLDIER SLANT

On Chicago's Radio Row

CHICAGO, March 13.—Eloise Kummer and Rene Gekiere joined the cast of WGN's *Painted Dreams* serial Monday (8), and Barry Drew becomes a member of the cast Tuesday (16).

Jack Frost, script writer for the Alka-Seltzer *National Barn Dance*, was voted into ASCAP this week. Frost is an old-timer with more than 200 published tunes to his credit.

T. J. Wallace has resigned as vice-president in charge of radio for the Russell M. Seeds agency and has established an independent radio production service here. John Kettlewell, Seeds's vice-president who has handled the Groves Laboratories account, has entered the navy as lieutenant, s. g.

Bob Brown, one of Chicago's best known announcers, for the past 11 years with NBC, has been commissioned a lieutenant, j. g., in the navy. Brown handles the commercials on *Backstage Wife*, *Breakfast Club* and other programs.

Don McNeill, emcee of the Blue Network's *Breakfast Club*, dealt 'em off the chest this week as he lay in Wesley Memorial Hospital with a strep throat. A two-way hook-up enabled the "strep kid" to carry on the show as usual, and he

Producers Seen Paying Freight On AFRA Hike

NEW YORK, March 13.—The new overall 10 per cent tilt in the American Federation of Radio Artists minimum wage scale will, in the opinion of agency execs, be absorbed by program producers and not passed along to the sponsors. Especially is this true of package shows where the producer will not be able to ask for more money until contracts come up for renewal. Even then, the feeling is that no one will attempt to pass along the 10 per cent rise, since the individual increases are comparatively insignificant. This would be covered by increases that come when an option is picked up.

As one agency exec put it, "It's like the sales tax. Over the two years it'll amount to a sizable sum. But it's exacted so easily and in such small sums that you can't squawk."

Where the minimum wage tile will be felt is in the over-scale contracts with AFRA members. When such pacts are renewed, both agency and package producers anticipate requests for increases well over the 10 per cent mark.

The AFRA tilt in minimums covers both commercials and sustainings, with the transcription scale increase next on the list. Basic minimums are: Sustaining, \$19 to \$20.90 for 15 minutes; commercial, \$21 to \$23.10 for 15 minutes; dramatized commercials, \$15 to \$16.50, and so on thru a fairly involved list of classifications.

Powdery Mulling Ork-Vocal Layout

NEW YORK, March 13.—Bourjois is considering a radio program for its Evening in Paris face powder. Account has been consistent user of black and white media, but spotty in radio of recent years.

Taste in talent, at the moment, runs toward Dave Broekman's ork and Perry Como, one-time vocalist with the Ted Weems ork.

Foots, Cone & Belding handle the account.

Jackson Quits WMC

MEMPHIS, March 13.—Alan Jackson, leading local newscaster heard regularly over WMC, has resigned and gone to New York. Was formerly on the staff of WHAS, Louisville, and WLW, Cincinnati.

seized the opportunity to publicize the shortage of nurses to urge feminine listeners to take up the Nightingale profession.

Burglars broke into the apartment of Paul Edward Trietsch (Hezzie), one of the four Hoosier Hot Shots, last Saturday night (6) while he was appearing on the barn dance show and took \$600 worth of loot, including such irreplaceable items as four pairs of shoes and 400 feet of color film of his children. Hezzie is running an ad in the newspapers playing on the heartstrings of the thieves for the return of the color film and especially the shoes.

MCA Scribes Work Overtime For Haley Comer

NEW YORK, March 13.—Music Corporation of America has a flock of writers huddling on a show for Jack Haley. Problem at the moment is to find a situation that will serve as a character device for the comic. When this is solved, MCA will build an audition show for Haley.

Comedy shortage is so acute that several agencies have evidenced interest in Haley, even tho his program is still in the construction stage.

Haley and Kenny Baker checked out of the A. & S. Lyons office a couple of weeks ago to join the MCA roster.

Bourbon to WW; Speer CBS

NEW YORK, March 13.—Diana Bourbon and Charles Speer have checked out of the Transamerican production staff. Miss Bourbon, on leave from Ward Wheelock agency to handle *Radio Reader's Digest* program, returned to her post at the agency. Speer moved over to the CBS production staff.

Local Stations Cashing in on Low-Stock Goods as 'Clothiers' Stores Come Thru With Sugar

NEW YORK, March 13.—Department stores and clothing and shoe concerns are set to boost biz on New York net outlets and indies despite rationing, material shortages and buying rushes. At least two of the large emporiums have been auditioning one-half-hour programs on most of the local stations for an institutional series, and both cheap and higher priced shoe firms are shopping for upped air time.

Figuring to keep the store's name before the public in the face of stock depletions, Ludwig Baumann recently called on leading local stations to submit program ideas. WEAJ, and WJZ have already arranged auditions for the store, but as yet nothing has been set. Hearn's has also indicated interest in a regular institutional series and is scouting the stations for program ideas. Department store deals are being negotiated direct.

No drop in volume of clothing advertising has been felt by webs or locals, most of the accounts renewing and new ones coming in. Trimount Clothing Company, only regular network clothes sponsor at present comes back to the Blue for the fourth time March 28 with Dorothy Thompson. Firm has been with Blue since 1941 and latest series will have a hook-up of 64 stations. Thru Emil Mogul, commercials will emphasize moderation of price and try to dissuade buying of expensive clothes because of fear of rationing.

Only other "clothing" account on Blue

British Corp. Unbends and Dishes Out Strictly "Our" Stuff on Daily 17-Hour Sked

NEW YORK, March 13.—The presence of American troops in England and Africa has had a considerable effect on the program structure of the one-time stodgy British Broadcasting Corporation. As might be expected, the need for servicing the Yanks has resulted in sundry out-and-out American-styled programs, but the extent of this influence is not apparent until the BBC program schedules are examined. For these programs are heard by British as well as American troops, and the popularity of Yank-tailored programs is as great with the allies as with the men from New York, North Dakota and Nevada.

BBC airs a daily 17-hour schedule called *For the Forces*, which is loaded with programs designed to make American servicemen feel at home. Over a sample week the schedule shows airings of Koussevitsky and the Boston Symphony; Toscanini and the NBC Symphony; American Legion Band of Hollywood; *Talkie Tunes*, a program of film music with Yank tunes predominating; *Answering You*, questions about the U. S. A. answered from New York; the Jack Benny and Bob Hope programs sans their commercials—these were aired on BBC before the war—go to the troops presumably because their fans are mostly the younger people now in service; a daily schedule of American sports bulletins; Bing Crosby recordings; a flock of recorded music shows, *Rhythm on Records*, *Dance While You Dust*, *Radio Rhythm Club*, and a record jockey program called *Swing Showcase*, with Rex Harris doing the patter in typical Art Hodes fashion.

In addition, there is the much publicized *Command Performance* prepared by the Radio Section of the Special Service Division of the U. S. Army, and a new one, *Mail Call*, produced by the same outfit. *Mail Call* is an all-star variety

show set-up in letter format and designed for the men in service who haven't been getting any mail from home.

Beaming the Top Shots
For the troops in North Africa, BBC beams a daily five-hour session that is timed to arrive just when the troops have time to listen, usually between supper and lights out. On this schedule the Yanks get a daily dose of news from home—Bob Hope, Jack Benny, *Command Performance*, a variety of requested record shows, two platter jockey programs run by Stephen Miller and Spike Hughes, sports news, and an *Information Please* type of show called *The Brains Trust*.

Most of these programs are transcribed and then broadcast, especially the service to North Africa where, to reach the men when they're not fighting, the time differential becomes quite a problem. The programs originating in the U. S. are all transcribed and shipped to the BBC, in addition to being short-waved over our own transmitters. But because of position, experience and facilities, the BBC provides an exceptionally strong signal for its listeners.

Costello Ailment Points Up Dearth Of Guest Comics

NEW YORK, March 13.—With Lou Costello immobilized by a severe rheumatic attack, the Thursday Camel cig program on NBC is on a week-to-week basis insofar as talent is concerned, with no decision expected until the medicos decide when the comic can return.

Meanwhile, Bud Abbott, who had asked to be released until his sidekick returns to action, is standing by and will work with Hal Peary (*Mr. Gildersleepe*) next week. After that, unless other arrangements are made, there will probably be a parade of guest stars.

Name guests would have substituted for A&G immediately, but Kay Kyser and Red Skelton were unable to get releases from their sponsors, also cig makers; Bob Hope is currently jammed up with a picture; Jack Benny is ill, and Edgard Bergen is in Mexico for a Chase & Sanborn program emanating from Mexico City.

Brito Build-Up With WJZ Fiver

NEW YORK, March 13.—Phil Brito, ex-Al Donahue vocalist, begins a five-week sustainer on WJZ next Wednesday (17), 6:05 to 6:15 p.m. The crooner, recently featured on WLW, Cincinnati, is slated for a build-up on the order of CBS's Frank Sinatra. Handled by the Moe Gale office.

The Three Sisters, formerly the Ross Sisters, will begin a weekly radio shot starting today (13) over NBC, 10:45 to 11 a.m., also thru Gale.

Edy Wright To WIP

PHILADELPHIA, March 13.—Edythe Wright, who gained top recognition as vocalist with Tommy Dorsey's band and in recent years has been in retirement, is prepping for a comeback. Aiming as a solo songbird for the air lanes, Miss Wright is locating at WIP here for the warming-up process. Doing guest shots on several of the station's variety sustainers to get in the groove. And once she takes on a solo featured spot, station figures on feeding the stanza to the Mutual web.

PROGRAM REVIEWS

EWT Unless Otherwise Indicated

Joseph Dunninger

Reviewed Friday, 6:11-6:30 p.m. Style—Mentalist. Sustaining on KYW (Philadelphia).

Strictly as a one-shot stunt, the National Concert and Artists' Corporation, New York, brought Joseph Dunninger to Philadelphia on March 5 for a unique mental telepathy test. Local radio, at least, has had in the past such experiments in magic and hypnotism, sight unseen. But this is the first time, believed to be a first for radio all over, that a mentalist was called before the mike to demonstrate his prowess.

Novelty element for such a stint is exceedingly high, and in Dunninger the broadcast offered a capable master. A vet of the vaude wheels, Dunninger has in recent years placed his magic and "mind-reading" talents on a concert basis, and it is understood that the local test was to examine the feasibility of a regular radio program highlighting his telepathic skill.

Came out on top in two tests in mind projection, and from the standpoint of the listener, chief interest was Dunninger's long-distance telepathy. Demonstrated faultlessly his ability to read the mind of the assistant managing editor of *The Philadelphia Record*, who sat at his desk in the paper's newsroom. Committee from the newspaper, in the studio, telephoned the editor, asking him to concentrate on the next edition's headline. The committee was unaware of the headline, and when it was finally disclosed as "150 Warships Built in Month," it was exactly what Dunninger had written on a slip of paper previously.

For a warmer-upper Dunninger called out, close enough, the name and address of a local citizen, selected by a committee of three, who was to receive a \$25 War Bond. Committee included prominent townfolk. No reason for listeners to doubt the veracity of the folks in the studio, considering that they accept regular commercial announcements at face value. Plucking the very thoughts of the group in the studio, in spite of the theatrical build-up, brings little excitement out of the loud-speaker. However, the telephoned telepathy is a terrific attention-getter.

To start off the experiment, staff announcer gave Dunninger a heavy word builder-upper on "mind reading" in general and the reader's accomplishments in particular.

Apart from the novel note, Dunninger definitely has something to sell for radio. Given story continuity and production body, his mentalism capabilities serve as a fertile nucleus. *Maurie Orodener.*

"Victory Caravan"

Reviewed Monday, 9:15-9:45 p.m. Style—Variety. Sustaining on WIP (Philadelphia).

The trend in radio entertainment being toward variety shows, station can take a gracious bow for whipping together this *Victory Caravan*. Apart from the fact that it listens as the brightest diversified song and melody show on local airmen, stanza serves double duty. Skedded for fortnightly listening, show hits the kilocycles from the Naval Hospital, providing spirit-stimulating entertainment for bed-ridden servicemen, and a rollicking half hour out of the top drawer for those seated around the parlor sets.

Talent round-up by program chief Ed Wallace hit a high-water mark for local originations. Most significant is that *Caravan* marks the return to assured vocal glory for Edythe Wright, former Tommy Dorsey canary. Gal has been in sort of hiding for several years. And she ain't done right by taking her vocal talents out of circulation. With a true torch quality to her pipes, and terrific sense of lyric projection, Miss Wright's liquid chanting dropped out of the speaker as smoothly as balsam on the ears. Took command of the mike for *That Old Black Magic* and *He's My Guy*, and it was pure vocal sorcery on both counts.

Also noteworthy was singing in romance register by baritone Jack Hunter, his warbling for *I Heard That Song Before* being the kind of voice timber that brushes against femme ears the right way.

For the jump and jive singing, also

adding much to the show's peppery pace, are The Four Blues, septa combo culled from the musical bars. Held fast to the Harlem tradition for their singing of *Ride, Red, Ride and Amen*, sprucing up the selections with their instrumental licks on guitar, vibes and string bass.

Weakest link in the talent chain, the Merry Malones, femme trio of rhythm singers. Failed to keep in step with such fast vocal company in their singing of *Misier Five by Five*, altho managing to make it thoroly rhythmic.

Last, but far from least, was the music making of Joe Frassetto and His WIP Orchestra. Save for service songs to start and shut the stanza, band confined its talents to weaving a colorful harmonic setting for the singers. Devoted to the toe-tapping rhythms, band rates at least one solo spot.

Apart from the musical and vocal talents, credit for keeping the show moving at a fast clip goes to staff announcers John Facenda and Howard Jones. In spite of some extra-corny quips in their copy, both boys are very fast on the pick-up and never let the program sag in their exchange of patter. Half hour runs out all too soon and there is enough on deck to keep up the punch for another quarter hour.

Maurie Orodener.

Victor Borge

Reviewed Monday, Tuesday, Wednesday, 7-7:05 p.m. Style—Humor pianist. Sponsor—Metro-Goldwyn-Mayer. Agency—Donahue & Coe. Station—WJZ (New York) and the Blue Network.

From the Bing Crosby program, where he was a smash, MGM brought the Danish pianist-humorist to replace Colonel Stoopnagle on its five-minute across-the-board slot. The humor is still there, as is the ability with the ivories, but the sock appeal has gone. It's pleasant but by no means "must" listening which, in view of the competition, makes this a questionable move on the part of the sponsor. Unless, of course, Metro wants to give Borge a quick build-up before spotting him in pix.

Without detracting from Borge's ability and appeal, there is no gainsaying that what was an outstanding bit on the star-studded *Kraft Music Hall* is just a quickie as now presented. If he were the type of comic who delivered a fast routine of sock belly laughs or had a full 15-minute spot the future might be brighter.

Woven thru his comedy patter are

COMMENT

Brief reviews of continuing programs and shows already reviewed which rate further mention. Basis is that one review is inadequate for a production that varies each time it is presented.

The Man Behind the Gun is a better show as a commercial than it was as a sustainer. And as a sustainer it was off the top of the deck for hard-hitting drama and suspense based on the war. Now thanks to commercials that dovetailed into the program pattern, the show is stronger, since the plugs plugged the show as well as the product, Elgin Watch. The opening mention, for example, used a dramatic bit wherein a sub loosed a trio of torpedoes with the name of the product following the time check—5 second, 10 seconds, etc.—and if nothing happens after a pre-determined number of seconds, the torpedoes missed. This only whet listeners' appetite for what followed.

What followed was the story of the pharmacist's mate who performed an appendectomy while the sub was submerged in Jap waters. The factual account of this true story, as reported in the daily papers, was dramatic reading. The broadcast was even better, thanks to Randal MacDougall's scripting, Bill Robson's direction, Jackson Beck's narration and the expert work of the cast.

The Man Behind the Gun preemed on CBS in October of last year, was reviewed in *The Billboard* October 24, was on Wednesday evenings, is now heard on Sundays, 10:30-11 p.m. J. Walter Thompson is the agency. *L. F.*

plugs for the sponsor and product, which is okay, but someone has muffed the fact that Gracie Fields, who started this vogue for five-minute spots is a socko singer and got across in the time allotted just as she always did.

Right now the listener just about gets set when the show is all over. ("So, what the hell, tomorrow we'll listen to Fred Waring from the start and not have to move the dial.") *Lou Frankel.*

"Three-Ring Time"

Reviewed Monday, 10:30-11 p.m. Style—Variety. Sponsor—P. Ballantine & Sons. Agency—J. Walter Thompson. Station—WABC (New York) and CBS.

Guy Lombardo's ork and vocal crew and Ogden Nash, "the confused rhymster," are featured on the new Ballantine beer show which attempts to combine sweet music with wacky verse. With a good many of the younger beer drinkers gone to war, sponsor probably figures on catching older listeners with Lombardo's relaxing arrangements and encourage beer drinking at home.

The musical portion of the show took up most of the half hour, with the Lombardo repertoire ranging from *Brazil* and *There Are Such Things as Tea for Two* and *Make Believe*. Billy Leach, Rose Marie and the trio supplied the words.

Nash helped introduce the numbers and recited some of his poetry in the brief pauses between music. A few of his lines went over, but his stuff as a whole didn't take well to air. Plugs for beer were subdued and emphasized that sponsor's product fulfilled the American search for something better.

Show uses old-time formula of straight music introduced by a few witty remarks and lacks the punch that a more varied format might afford. Altho program as a whole won't cause any rush of dial twisters switching from *Information Please*, aired at the same time on NBC, it will undoubtedly please the numerous Lombardo fans who will find their favorite band back with the same musical style that has won him a large and faithful following. *Marion Radloff.*

"The Lion's Roar"

Reviewed Tuesday, 6:15-6:30 p.m. Style—Music and gossip. Sponsor—Metro-Goldwyn-Mayer. Station—WWJ (Detroit).

This new one turned out to be an intelligently written presentation of material on current MGM films, with dialog at a minimum by subordinating it to musical recordings from the films. It carefully avoids unsatisfactory competition with any of the supertime serials by not using any dialog from the sound track.

The commentator, Herschell Hart, in

brief bits between numbers, stressed interesting facts such as the length of a Hepburn speech and the number of times another unseen character is mentioned in one film. All interesting to the average audience because of its Hollywood connotation.

Introduction and close is by the famed Leo, familiar from the sponsor's films, and Hart delivers with a pleasing deep-voiced, sincere style.

Haviland F. Reeves.

"Boone County Jamboree"

Reviewed Saturday, 8-8:30 p.m. Style—Hillbilly. Sponsor—Pinex Company (Cough Sirup). Station—WLW (Cincinnati).

Jamboree, regular WLW Saturday night feature, now aired from Emery Auditorium, Cincinnati, and utilized the last several winters, beginning in October, to expound the cold-relieving qualities of Pinex, offers a hillbilly program predominantly on the vocal and guitar side. It's a potpourri aimed at the ruralities and makes for good early-evening listening. Commercials and announcements are brief and neatly handled by Paul Jones.

Capably and personally emceed by Bob Lacey and produced by Harold Carr, program moves rapidly. Gets under way with a neat rural arrangement of *Are You From Dixie?* by Boone County Buccaneers, who provide most of the accompaniment for the show. Sunshine Sue and Her Rangers register well in their *Hallelujah* offering, after which Joanna, rural thrush and comedienne, does nicely with *The Right Kind of Boy*.

After Emcee Lacey cleverly appeals to listeners to attend church services the following Sabbath, the Happy Valley Girls come thru in good style with the hymn, *Stumers Run to the Lord*, followed by some ace vocalizing by the Pinex Boys on *I Love You Truly*, memory song feature, the audience's hearty reception being audible over the air. Buccaneers clik with *Let's All Sing Like the Birdies Sing*, and Tiny Stoaks, in easy-to-listen vein, offers *Pioneer Mother of Mine*.

Comedy angle is supplied, but good, by Merle Travis, velled under the cognomen of Possum Gossip. Millie and Dolly Good (Girls of the Golden West) have an infectious style and do nobly with their *Night in the West*, in which they handle their own accompaniment. Show wins going away with a medley of *Deep in the Heart of Texas*, *Yellow Rose of Texas* and *Touch of Texas*. *Bob Doepker.*

Big Feuds Were Born That Way

NEW YORK, March 13.—The trend which has network comies ribbing each other's programs hit local radio when Maxine Keith, of WMCA, gave Budd Hulick, of WOR, a light needling during her program. Both Keith and Hulick do the same type of show—screwball, rib-the-sponsor stuff popularized by Henry Morgan on WOR—and air at the same hour.

Keith not only mentioned her competitor, his station and his sponsor, but she tuned in and broadcast part of Hulick's show (that's how come she was able to do the needling), during which time he got off a plug for his sponsor.

Strictly a one-way rib so far, with Hulick having no plans for similar treatment of the WMCA show. Now if only the disk jockeys would start nodding to each other it would approach Utopia.

Newscasts Direct To War Workers By Phila. WCAU

PHILADELPHIA, March 13.—With wired music now used extensively by defense industries to pep up war workers, WCAU is introducing a news service for such plants in this area. Philadelphia Navy Yard is the first to avail itself of the service, WCAU providing the public-address system with daily five-minute newscasts.

News comes to workers at the yard direct from the newsrooms at the station by wire and carried over the p.-a. system to keep all hands informed as to important developments on the war fronts. News programs spotted at 12:20 during the usual lunch hour musical program, so that it means no dropping of work to lend an ear.

ATAM HANDS WIN PAY RISE

No. 2 for "Ozarks" With Det. Opener; Chi Biz Red Hot

CHICAGO, March 13.—A second company of *Maid In the Ozarks*, hillbilly comedy that has confounded the critics by building a terrific run here at the Great Northern, is being formed and will open in Detroit about April 25 after a break-in week at the National Theater, Louisville. Julius Pfeiffer, one of the owners of the show, said that auditioning for the new company is now in progress under the direction of Al Jackson.

Business here continues to climb. Last week's gross was \$12,000 and show was a sellout this week. Will probably remain all summer.

"Springtime" Big in Philly Closer But Chi May Be Next

PHILADELPHIA, March 13.—*Springtime for Henry*, starring movieland's Edward Everett Horton, goes off the boards after completing a highly successful four-week run at the Walnut Street Theater next Saturday (20). Producer Henry Duffy comes to town this week to huddle with Horton on possibility of resuming the show in the spring for a Chicago run. On closing here, Horton jumps to the West Coast for an assignment at 20th Century-Fox. Will appear with Alice Faye in *The Girl He Left Behind Him*.

If details are worked out, cast will get together again after the screen chores for an indefinite stay in Chicago.

"Shuffle" Coming Out of Camphor In L. A. June 1

LOS ANGELES, March 13.—A streamlined modern version of *Shuffle Along* will open at the Mayan Theater here June 1. Will feature Noble Sissle and his orchestra, with Eubie Blake, F. E. Miller, John Lee and a large cast.

Tunes to be revived include *I'm Wild About Harry* and other *Shuffle Along* numbers of Broadway days, in addition to new ones. Deal, including arranging and financing, was set by Ed Fishman, of William Morris Agency.

Wardrobers Claim Win on Big Points

NEW YORK, March 13.—Provisions of the basic minimum pact between League of New York Theaters and Theatrical Wardrobe Attendants' Union have been virtually agreed upon by both parties, with only the pressure of work at League offices holding up actual signatures, according to Ada Nelligan, of the wardrobe org. Miss Nelligan said the union was satisfied that it had won all its major demands, including a \$5 increase for wardrobe women; \$3 a performance for dressers, who are currently getting \$2.50, and retroactive pay as of January 1 of this year. Increases are subject to approval of the War Labor Board.

Union lost its fight for a regular eight-hour day for the attendants and for extra pay for time spent in taking photographs for magazine spreads. Altho the union had originally asked for a 15 per cent increase over the current attendants' salary of \$55, it later agreed to a blanket \$5 increase, since the wardrobe people had received one \$5 increase over a year ago.

Hub Kills Bills

BOSTON, March 13.—Three bills aimed to correct ticket-broker practices were heard by the Committee of Mercantile Affairs of Massachusetts General Court and died there. One bill was to eliminate ticket brokers, another to make them pay a \$1,000 license fee and the third would have made it illegal to sell a ticket higher than the established price.

BROADWAY RUNS

Performances to March 13 Inclusive

Dramatic	Opened	Perf.
Angel Street (Golden)	Dec.	5,41 532
Arsenic and Old Lace (Fulton)	Jan.	10,41 907
Blithe Spirit (Booth)	Nov.	5,41 550
Counsellor-at-Law (revival) (Royale)	Nov.	24 125
Counterattack (Windsor)	Feb.	3 45
Dark Eyes (Belasco)	Jan.	14 68
Doughgirls, The (Lyceum)	Dec.	30 86
Eye of St. Mark, The (Cort)	Oct.	7 182
Harriet (Miller's)	Mar.	3 11
Janie (Playhouse)	Sept.	10 212
Junior Miss (46th St.)	Nov.	18,41 542
Life With Father (Empire)	Nov.	8,39 1390
Men In Shadow (Morosco)	Feb.	10 5
Patriots, The (National)	Jan.	29 52
Pirate, The (Beck)	Nov.	25 126
Skin of Our Teeth, The (Plymouth)	Nov.	18 134
This Rock (Longacre)	Feb.	18 27
Three Sisters, The (Barrymore)	Dec.	21 96
Uncle Harry (Hudson)	May	20 335
Musical		
By Jupiter (Shubert)	June	3 326
Lady in the Dark (return) (Broadway)	Feb.	27 17
Let's Face It (return) (Imperial)	Aug.	17 234
New Faces of 1943 (Ritz)	Dec.	22 75
Rosalinda (44th St.)	Oct.	28 158
Something for the Boys (Alvin)	Jan.	7 76
Sons of Fun (Winter Garden)	Dec.	1,41 537
Star and Garter (Music Box)	June	24 302

Outsider Gets Rah-Rah Role

LANCASTER, Pa., March 13.—For the first time in 15 years the Green Room Club, drama society at Franklin and Marshall College here, has filled a male role with a man not enrolled in the school. Sgt. James Lewis, former New York legit actor now stationed at the local waterworks with an engineers' corps, has been given the lead in club's forthcoming production of *The Moon Is Down*. Darrell Larsen, director of the college group, explained that shortage of students made it necessary to look elsewhere for some of the cast.

A James Lewis appeared on Broadway in *Strip Girl*, 1935.

Lytell Hits Civic Crowd on Snub of Equity in Mme. Chiang Hello; Tibbett There Privately

NEW YORK, March 13.—Bert Lytell this week hurled a brickbat into the laps of the Citizens' Committee to Welcome Mme. Chiang Kai-shek. Committee, headed by John D. Rockefeller Jr., sponsored the Madison Square Garden Rally for Mme. Chiang last Tuesday night (2) and, according to Lytell, president of Actors' Equity, not one of the various theatrical organizations was invited to send a representative. Lawrence Tibbett, president of American Guild of Musical Artists, was there, but only as a private individual, not as a delegate of the show business.

Lytell charged that none of the 270 bigwig New Yorkers who planned and executed the idea credited to Henry Luce, of *Life*, *Time* and *Fortuna*, had had the courtesy or forethought to invite theater personages to participate. When they're

WLB Arb Awards \$15 Hikes As of Labor Day But Board Could Nix; Union's ... Cry

NEW YORK, March 13.—The long and bitter battle between Association of Theatrical Agents and Managers and the League of New York Theaters finally reached the National War Labor Board this week. Prof. Paul F. Brissenden, of Columbia University, WLB's arbitrator for the case, awarded Monday (8), subject to approval by the board, \$15 increases all down the line for house managers, company managers and press agents. This is virtually what the union asked for as, altho it had originally requested blanket \$25 increases, ATAM later adjusted its demands to conform to the "Little Steel" formula of 15 per cent.

Decision also provided that the minimum scales shall be retroactive as of Labor Day, 1942, date on which contract expired. Negotiations started last August.

A special trust fund is to be set up, pending final adjudication, by the manager members or by the League in their behalf, which will be jointly administered. Fund will consist of money equal to retroactive pay already due, plus additional amounts due between now and the time the award is finally affirmed, but no later than Labor Day, 1943. Should the award be set aside by the full board, money will naturally revert pro rata to the League or employer members. ATAM has issued a statement announcing that it considers this provision of the award to be a major victory for the union.

\$115 Floor for N. Y. Mgrs.

Under the terms of the decision, the minimum salary scale for the managers and agents in New York would be \$115 for house and company managers; \$140 for roadshow picture presentation man-

agers; \$165 for press agents (one attraction for one producer; concurrent assignments held by same p. a. for different producers to carry additional \$15 increases); \$185 for press agents for each second and third additional attractions for the same producer; \$130 for agents for each of fourth, fifth and sixth additional attractions for same producer; \$90 for associate press agents now paid \$75 by regular p. a.'s, and \$115 for associates now getting \$100. Outside of New York City, company managers of non-musical plays will receive \$140 and company managers of musicals will draw \$165. Press agents will receive \$190 for the first six weeks of a play prior to the New York run.

Generally, the increases amount to about 15 per cent for the house and company managers and 10 per cent for press agents in New York, and range from about 9 per cent to 12 per cent on the road.

Union expressed itself as having "only the highest regard for the fairness, impartiality and thoroughness with which Professor Brissenden has conducted the case."

Producers Toss in Towel

As for the managers, they have just about thrown in the sponge. In response to an inquiry, James F. Reilly, of the League, said the producers will submit no more briefs to the WLB. Altho normally, upon petitioning the board, management and employee representatives enter joint requests, in the ATAM case employers submitted evidence to show that the ATAMers were not entitled to increases in view of the comparative high salaries they already drew. ATAM, on the other hand, pointed out that the work was sporadic and that the agents and managers had received no increases since 1938.

Case has run the gamut of arbitration and conciliation since the managers and ATAM began their own private and fruitless negotiations last summer. Failing to agree on a private conciliator, case proceeded to the Conciliation Service of the U. S. Department of Labor, under James Fitzpatrick. Latter failed to bring about any "meeting of minds" and the dispute moved on to a three-man panel of the same government agency, with hearings in Washington. Panel also failed to bring about an agreement, and the case was brought to the state of negotiations just completed under the War Labor Board's appointed arbitrator.

Brissenden's decision is limited to the wage issue alone. According to Oliver Saylor, business agent of ATAM, negotiations on the rest of the basic pact will go ahead at once. By mutual consent, the union and the League have been operating under the old contract.

Background of the Battle

NEW YORK, March 13.—Last week ATAM won another victory in its battle with the Shuberts. First the governing board and then the general membership of the union voted approval of final contracts submitted by J. J. Shubert, covering company and house managers in Shubert-operated houses in Chicago, Philadelphia and Boston. Action checked a strike threat that would have affected the managers' houses in New York, as well as Boston, Chicago, Philadelphia and Detroit. The individual contracts approved were actually extensions of the basic minimum pact signed in 1938, but since out-of-town jurisdiction of the union was not certified by the American Federation of Labor until last fall, they could not have been previously enforced. Negotiations on the individual contracts had been pending since last September and became enforceable last week.

Shubert signed the pacts by way of answer to an ATAM communication sent the previous Saturday demanding immediate correction of basic contract violations on threat of calling a strike that (See ATAM PAY RAISE on page 10)

Theater War Council in Confab To Work Out Aid for Red Cross

NEW YORK, March 13.—Emergency Council of the Legitimate Theater will meet Monday (15) to discuss the Red Cross's request that special performances be given of several shows for the benefit of its War Fund drive. Council represents managers and unions and convenes to take up special war problems affecting the theater.

Altho the Red Cross drive in the legit field has been limited in previous years to private and corporate contributions among theater and office personnel and employers, and also to house collections

during a given week, directors of this year's campaign have asked for the additional fund-raising scheme to meet increased quotas due to the wartime emergency.

James F. Reilly, representing the League of New York Theaters, called the confab. Specific shows have not yet been determined, but a foregone conclusion that the theater will go all out on Red Cross this year. Every organized as well as unorganized employee will be canvassed, while employers are being asked to contribute as individuals and as corporations.

House Shortage for Incoming Shows? Could Be; But 'Ides of Morgenthau' Makes Real Dent

By SHIRLEY FROHLICH

NEW YORK, March 13.—The moan that Broadway is facing a serious shortage of theaters for forthcoming productions now on the road seems weakly substantiated in view of one or two current theatrical circumstances. While it is true that comparatively few theaters are available at the moment, the bottleneck is due to break wide open by the time the scheduled shows are ready to hit the Broadway boards.

For one thing this is the income tax return season, which hits legit for about three weeks before and after March 15, altho it has no appreciable effect on any other branch of show business. Legit audiences, of course, fall largely in the middle and upper income tax levels and are inclined to forget the lure of the theater while suffering from the real and psychological impact of the Ides of March. This state of mind and pocketbook has its most potent effect on the border-line attractions that are already struggling along on little more or less than break-even business. Several of them go under, unable to weather the ebbing tide of diminishing grosses, and from all indications this season will be no different. *New Faces of 1943* is the first casualty and there will probably be others within the next few weeks.

Another sign of a show dying on its feet is a large advertisement placed in the dailies by the managers after the initial advertising budget to announce its opening date is spent. Usually the management is trying to resurrect an attraction that is beginning to turn its weary body in the direction of Cain's warehouse. *Skin of Our Teeth* spread itself lavishly in the dailies last week, so it may be that the handwriting is already on the wall.

Only productions that might conceivably go begging are big-scale musicals, which need large houses to go over successfully. *Ziegfeld Follies* is reportedly knocking on the door waiting to come in off the road, but with *Sons o' Fun* already on its last lap and *Let's Face*

It suffering the loss of Danny Kaye, the crisis will be short lived. As for other musicals, *More Powers to You* and *Dancing in the Streets* aren't due until next month, by which time the situation is expected to be eased considerably.

Meanwhile a serious physical problem of the theater, that of reconstruction and repairs, might be alleviated somewhat as a result of a War Production Board order announced last week. Authority to handle applications for reconstruction work on theaters, costing less than \$10,000, had been allocated to the regional boards. The ruling also empowers the regional offices to assign preference ratings for the necessary critical materials needed for the repair work.

Altho theaters have not been able to obtain high enough priorities ratings in the past, it is possible that applications may be expedited to some extent, because the regional board in New York covers New York and New Jersey only, and also that the New York regional office may take a slightly more sympathetic view of the plight of the few Broadway houses now in urgent need of repair work.

ATAM PAY RAISE

(Continued from page 9)

would cripple operations in New York and key cities on the road. Among the alleged violations were employment of managers and agents without contracts, under-scale salaries, use of non-union members as managers and agents, and doubling of one person in two or more capacities.

Under terms of new agreements, all violations were cleared up. Contracts in Chicago and Boston call for a minimum of \$85 for house and company managers; in Philadelphia, \$100. No minimum was set for p. a.'s, as Shuberts maintained they are unnecessary for out-of-town theaters. ATAM claimed that it would take responsibility for seeing that non-union p. a.'s are not employed.

No contracts were submitted for personnel at the Cass and Lafayette theaters in Detroit, as Shuberts disclaimed ownership of the houses. League of New

BOSTON, March 13.—ATAM contract raising pay of house manager members of ATAM to union standards were okayed following the signature of J. J. Shubert, with A. G. Monro as general manager, Alice McCarthy, Plymouth manager, and Henry Coote as Wilbur manager. Milton Pollock is out as manager of Boston Opera House; also, Harry Howard of the Majestic.

John McIntyre's position as local area p. a. has been abolished, as ATAM rules do not require one. McIntyre has been with ATAM for five months and the union has been battling for his raise. He was offered managership of the Opera House and the Majestic.

Look for a Spat by Equity and League on Payoff of Cast, Crew When Photogs Come A-Birdieing

NEW YORK, March 13.—Equity's recent clarification of its 10-year-old "picturization" clause, allowing, "as a concession to managers," for one-eighth of a week's salary to be paid actors when convened for the specific purpose of taking photos for publicity spreads, may be argued as a violation of the basic contract between Equity and the League of New York Theaters. Original ruling called for a full week's pay, but managers have always interpreted the clause as referring to motion-picture photography only, and still do.

Altho the new interpretation permits producers to have pictures taken of the cast between performances or after performances at no extra pay, managers would prefer to have sole jurisdiction in the matter. It is pointed out that the

New Play on Broadway

MOROSCO

MEN IN SHADOW

Beginning Wednesday Evening, March 10, 1943

A melodrama by Mary Hayley Bell. Directed by Roy Hargrave. Settings designed and lighted by Frederick Fox, built by T. B. McDonald Construction Company and painted by Triangle Scenic Studio, Inc. Costumes designed by Eaves Costume Company. Lighting and sound equipment by Duwico. Lanterns by Green Lighting Fixture Company. Properties by Weidhaas Studio. Draperies by I. Weiss Sons. General manager, Ben A. Boyer. Company manager, Edward Sobel. Press agents, Nat D. Dorfman and Sam Merin. Stage manager, Karl Nielson. Assistant stage managers, Francis Nielson and Mildred Sherman. Presented by Max Gordon.

Moy Joseph De Santis
German Captain Peter von Zerneck
German Lieutenant Peter Knego
Cherie Michele Burani
Kenny Everett Sloane
Polly Francis De Sales
Lew Roy Hargrave
Wally Dean Harens
Enshaw Ernest Graves
German Sergeant Martin Brandt
German Corporal Michael Ingram

The Entire Action of the Play Takes Place in the Loft of an Old, Unused Mill, Adjoining a Farmhouse Somewhere on the French Coast. The Time is the Present.

ACT I—Wednesday, Late Afternoon. ACT II—Thursday Night, Around 11:30. ACT III—Friday Morning, Dawn.

Men in Shadow has been enjoying a run in England, where the play originated, but on these shores its joy will be short-lived and it has already entered the twilight of its existence

As presented here, it is hardly a play at all, but more like a sketch for a movie scenario. It may have been that feature of the script which persuaded Columbia Pictures to sink dough into the opus, but any two scribblers on the Columbia lot should be able to toss off an equally horrendous, and much meatier tale of derring-do.

There is blood-letting aplenty, and most of it in full view of the audience. Two broken legs are set, without anaesthesia, in crude first-aid technique; the hero and the spy stage a full-dress wrestling match—with a slight cracking sound to indicate that a neck has been broken; and another Nazi gets his, from a knife in his kidney. Strong meat, and as one little lady in the audience remarked, "Without being relieved by a girl or anything."

It isn't a "girl" the play needs, but ideas, story motivation and characterization. As it stands, the synopsis for action recounts in the barest terms adventures that befall a small group within the French Underground. Two American flyers, formerly with the RAF, and an Englishman use the loft of an unused mill as the seat of their operations. The appearance of two German officers acquaints them with the news that an Axis platoon is moving in on the farm for billeting, but the getaway is delayed when Lew, the leader of the saboteurs, pops in, dragging another American-born RAF flyer who had been shot down and broken his legs.

Still another RAF man, who claims to

The Billboard

The World's Foremost Amusement Weekly

Founded in 1894 by W. H. Donaldson

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

EDITORS: Claude R. Ellis, Editor-in-Chief of all Outdoor Departments; Walter W. Hurd, Editor-in-Chief of all Amusement Machine Departments; Paul Denis, Night Clubs-Vaude; Leonard Traube, Radio; Elliott Grennard, Music.

OFFICES: New York, Joseph Csida, Manager, 1564 Broadway, MEdallion 3-1615; Chicago, Maynard Reuter, Manager, 155 North Clark Street, CENTral 8480; St. Louis, F. B. Joerling, Manager, 390 Arcade Building, CHEstnut 0443; Los Angeles, Sam Abbott, Manager, 416 West Eighth Street, VAndike 8493; Philadelphia, 7222 Lamport Road, MADison 6895; England, Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1; Australia, Kevin Brennan, City Tattersall's Building, 198 Pitt Street, Sydney.

ADVERTISING RATES: Fifty cents per agate line. \$7 per column inch. Full Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted.

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have crashed, shows up at the mill, but this one is in reality a German agent who is out to track down the saboteurs. He is uncovered and killed, as are two other minor Nazi officers who stumble in. In the very nick of time, and in the very teeth of the enemy platoon that has taken over the farm, the heroes escape.

Woefully lacking is a satisfactory exposition of the motives for the sacrifices the group of flyers are willing to make. The only background they are given is the fact that they flew in China in 1938, and that Lew and his buddy Kenny were shot down by the Nazis, given up as lost by the RAF, and they decided to stay on to help the French rid their country of the Nazi invaders. Altho Lew, Kenny and an unexplained third man are supposed to be members of the French Underground, no political basis for their action is ever hinted at.

Because the play is a chronicle of action only, there is absolutely no suspense to grip the onlooker. The pseudo-English flyer is the most obvious spy ever to appear on the boards. The murders and escape are as predictable as tho a timetable were issued with the program.

Roy Hargrave played Lew as a neurotic killer who hated to kill but did his duty with skill and dispatch. His tense, jerky movements were distracting in the quieter passages and loused up his only speech when he tried to explain what made him tick. His direction was expert in the "violence" scenes, but failed to extract any inner meaning from the sparse dialog.

Michelette Burani brought depth and dignity to the part of the elderly French woman who helps and conceals the saboteurs. Not a word of English does she utter, but she, better than anyone else, communicated her feelings and purpose in waging war against the Nazis.

Joseph De Santis was effective as an active native participant in the French Underground and Everett Sloane was adequate as Kenny, contributing American wisecracks for the few laughs the show offered. Elliott Grennard.

AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent

The foremost institution for Dramatic and Expressional Training in America. The courses furnish essential preparation for Teaching & Directing as well as Acting. Spring Term Begins April 1st. Catalog from Secretary, Room 145

CARNEGIE HALL, NEW YORK

TRADE SERVICE FEATURE
Review Percentages and Critics' Quotes

Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with nine "no opinion" votes 50 per cent rather than zero.

"Men in Shadow"—61%

YES: Kronenberger (PM), Mantle (News), Barnes (Herald-Tribune), Morehouse (Sun), Waldorf (Post).

NO OPINION: Anderson (Journal-American).

NO: Nichols (Times), Winchell (Mirror), Rascoe (World-Telegram).

Drama reviewers got back to "normal" this week, after going overboard for Helen Hayes' *Harriet*. Following excerpts in the appraisals-as-usual vein:

"About on the level with *The Perils of Pauline*."—Rascoe.

"I was seldom bored."—Kronenberger.

"Takes more than mass murder to provide a completely satisfying evening in the theater."—Nichols.

"Three Stars. Combination of thrills and athletics."—Mantle.

"Toughest of the war plays."—Barnes.

"To leave the stage via this trap door, a man has to spring for a ledge, catch on, and pull himself thru. I know more than a few Equity members in good standing who would never, never make it."—Morehouse.

"The best of the anti-Nazi thrillers to date."—Waldorf.

"*Men in Shadow* under a cloud . . . ten-twenty-third' hokum."—Winchell.

"Author packed most of her thrillage in one basket."—Anderson.

WAR INCREASES HECKLING

Duffy's 2-a-Day; Carroll Dickers

DETROIT, March 13. — Henry Duffy, theater operator, is to open a two-a-day vaude, *Merry-Go-Round*, at the Wilson Theater March 18 with a cast topped by Belle Baker and Jay C. Flippen. Others are "Think-a-Drink" Hoffman, Dorothy Stone and Charles Collins, Sid Marlon and Cliff Hall, Kim-Loo Sisters, Salici Puppets and two acts to fill.

House, a 1,600-seater, is scaled at \$2.20 top, and will play 11 shows weekly. Bill Miller is booking out of New York.

SAN FRANCISCO, March 13.—Earl Carroll is reported to be the latest promoting two-a-day vaude here. He is said to be negotiating with Homer Curran for the use of either the Geary or the Curran. If deal is set, Carroll will start with his touring *Vanities* unit, which will be embellished with additional acts.

Singer Dies in Chi Nitery Fire

CHICAGO, March 13.—Fire destroyed the Fun Club in outlying Cicero Monday (8) and killed John Perk, singer and banjoist who appeared in the show. Police estimated the loss at \$40,000. During prohibition the spot was known as The Ship and was operated by Ralph Capone.

American Guild of Variety Artists is attempting to recover the cost of costumes lost by performers in the fire and not covered by insurance. Among those who lost their working clothes include Betty Jordan, singer; Claire Latham, strip; Frankie Farr, emcee; Cuba and Juanita, dancers, and four line girls.

To Try Welanskys For Manslaughter

BOSTON, March 13.—The cases of four defendants indicted in the probe of the Coconut Grove disaster were ordered placed on trial Monday (15) by the attorney general, according to Judge Frank J. Donahue of Suffolk Superior Court.

The prosecution charges Barnett Welansky, proprietor of the Grove; James his brother, acting manager on the night of the fire, and Jacob Goldfine, wine steward, in two indictments each and a total of 20 counts, with manslaughter. Lieutenant Lenney of the Boston Fire Department is charged in three indictments with being accessory after the fact of manslaughter. The two Welanskys are charged with manslaughter and conspiracy to violate the building laws; Goldfine is charged with manslaughter.

The attorney general made no mention of the other six defendants indicted in connection with the disaster.

New for Sacramento

SACRAMENTO, March 13.—The Tropics is newest local night spot, opened by Johnny Christmas. Features a South Seas motif.

Hawaiian string trio, the Derbys, supply dance music, with June Derby doing a good job on vocals. Vehiari, Tahitian dancer, is the top act. Her exotic Polynesian dances has helped get the new venture away to a terrific start.

No food, but tables, and plenty of dancing room. Jackie King is managing.

NVA CLUB, NEW YORK, has re-elected Louis Handin president for the seventh term, with Jack Boyle beating Lester Rose for first vice-president, 231 to 136; Harry Ferguson winning over Joe Viridi, 207 to 162 for second vice-president; and Frank O'Connell, chief accountant, being named treasurer; Rosa Crouch, secretary, and John K. Hawley, alternate director. Jim Mooney, Joe Woods, Charles H. Preston were named to board of directors, with Harry M. Jackson and Arthur M. Putnam losing.

Mayfair, Boston, Opens Tucker Bill; Board Decision Up

BOSTON, March 13.—The Boston Licensing Board reserved decision on March 9 on restoring the entertainment license of the Club Mayfair or revoking all licenses held by the club. The Mayfair had, up to March 10, operated on a temporary entertainment license.

Evidence was presented by Attorney Edwin D. Richardson, counsel for the Mayfair Corporation, that Michael Redstone, owner of the club, had borrowed substantial sums of money from a Boston bank, in addition to the \$21,000 which was loaned by "Doc Jasper" Sagansky, now serving a jail sentence. In previous hearings the board had heard evidence that Redstone had borrowed money from Sagansky.

Mary E. Driscoll, board chairman, inquired why this had not been brought out at the hearings and the attorney admitted he probably had made mistakes in not presenting the board with all the facts. Miss Driscoll now feels that the fact that all the money loaned to the Mayfair did not come from Sagansky throws a different light on the case.

She then okayed the club's entertainment license for the rest of the year. Sophie Tucker heads the new bill, including Joe Rlo, emcee, and the Don Arden Girls (8).

BOSTON, March 13.—Sophie Tucker, despite bad newspaper publicity that the Club Mayfair has been getting for weeks and despite the fact that she opened on Ash Wednesday (this being a city of a tremendous Catholic following), is doing turn-away business.

On her opening night, club was filled. Business continued on high for rest of week.

Walter Finn has been engaged as manager of the club.

The Shangri-La, with new entertainment policy, is doing the best business of its existence. Dinner trade is very good and the room is packed for the final show. Celebrity Night will be set for Thursdays.

The Ritz-Carlton is set to reopen May 1. Located on the Ritz-Carlton Hotel, in past years it had featured name bands and outstanding talent. The budget has always been big. This year, due to more rigid dim-out regulations and the pleasure driving ban, the budget will be curtailed. Roof will use only a name band. If business warrants it acts will be added.

Springfield Sunday Vaude Clicks As Political-Press Battle Rages

SPRINGFIELD, Mass., March 13.—The second "Star-Spangled Sunday Shows," featuring Richard Himber and an all-star vaude bill, at the Municipal Auditorium clicked with the crowd from both an artistic and a box-office angle. The 3,800-seat Auditorium had about 6,000 patrons for a total for the three shows, with a gross of over \$3,000, despite weather best described as "lousy."

Meanwhile, the political battle over the use of the Auditorium rages. The city council is to give a public hearing Monday on a plea by theater managers to kill the shows, but nothing will stop the third in the series tomorrow featuring Mal Hallet and band.

Also on the bill with the Himber band were Tom O'Neill, as emcee; Herb Shriner, Judson Cole, Lee Sims and Homay Bailey, the Five Antelacs, Nelson and Walker, and Victor and Ruth.

The Chamber of Commerce jumped into the fray with both feet when the board of governors decided to write the mayor and city council protesting the shows. They wrote that it was the "opinion of the directors that use of the Municipal Auditorium should be confined to such events as have cultural value or do not offer direct competition to local busi-

Vaude, Cafe Audiences Tougher Than Usual for Emsees To Handle

(Continued from page 4)
trons will rush to her defense or that the female will stagger up to the floor to make a scene—something that all emsees and comedians dread.

The Repartee Specialists

In the so-called smart spots performers are usually instructed by the management to ignore hecklers. But in the clubs catering to the anything-for-a-laugh crowd, performers may answer back all they want. In fact, quite a few emcee-comedians have built their routines around retorts to hecklers. Jackie Miles, for example, is a specialist at snapping back at hecklers. Eddie Davis, of Leon and Eddie's, is another past master at handling noisy patrons. Some comedians have made heckling so much a part of their routine that they pay waiters to shout out heckling remarks and also ask friendly patrons to deliver set wisecracks.

Some popular emsees who have reputations for snapping back at hecklers include Lenny Kent, Jack Zero, Murray Lane, Johnny Morgan, Joey Adams and Jack Waldron.

Some popular retorts at hecklers, compiled by Murray Lane:

"The next beer you order, have the bartender put a head on you."

"Some people bring happiness wherever they go; you bring happiness whenever you go."

"If I give you a send-off, will you go some place?"

"He come in here with an empty feeling in his stomach, and it went to his head."

"Go stick your head out of the window, feet first."

"A jackass died, and left him an orphan."

"Don't look now, but there's a dope standing in your shoes."

"Some people get up bright and early; he only gets up early."

"A little quiet in the beer section, please."

"You'd make a good actor playing human beings; but of course you'd need plenty of rehearsing."

To a bald-headed heckler:

"Didn't I shoot you into the side pocket last night?" Or "Why doesn't somebody push him down and let him come up the right way?"

When a heckler wanders on to the floor:

"Will the lady holding the unlucky number come up and get him?"

Draft as Dynamite

Young-looking comedians and emsees are also heckled on their draft status, and this is a dynamite subject. Some comedians try to head off such heckling by establishing their own draft status thru some kidding remark about their

wife and kiddies, or about their being a 4F or a 1A waiting for induction.

"Get in a uniform" is a popular crack thrown at young performers in clubs and theaters, and it is a crack that must either be ignored or answered so cleverly that no further wisecracking is possible.

Chi's Modus Operandi

CHICAGO, March 13.—The handling of hecklers in local niteries is both a pain in the neck and a delightful assignment to emsees, depending on where the incident takes place. The better spots caution the performers to remember that the customer is always right and to cut the heckling as short as possible. The joints encourage heckling and the customers feel free to cut into the emcee's act (or any other performer's act) at any time and to raise all the hell they want.

Some emsees, thru experience primarily, have become experts at handling hecklers. Willie Shore and Ralph (Cookie) Cook, who have worked both dives and good spots, have had to meet all types of customers and have perfected a heckler routine which invariably leaves the patron the loser. While a series of set heckler-stopping gags help, they are no longer sufficient, particularly in joints, plus cases where the customer has had one too many (which are all too frequent). The experienced emcee has learned to take advantage of each situation and to use material that fits a particular incident.

Heckling is a nightly practice in all niteries from the Chez Paree down, but managements have different rules in handling the problem. Joe E. Lewis, at the Chez, goes as far as to use such comebacks as "First time I see a pair of shoes with three heels" and if it doesn't help he will proceed with the show and hope for the best. In joints the emcee will go a step further and directly insult the talkative patron.

Unless it happens to be a personal gag between customer and emcee, it is excessive use of liquor more than anything else that brings on heckling. And because the patron is not in his normal state of mind he usually takes the insults good-naturedly.

A general exception in handling hecklers takes in the servicemen who are not reprimanded by the performers. If they become too abusive the headwater will come over and ask them, diplomatically, to behave.

A couple of stock heckler comebacks which have been making the rounds include the following:

"He's not a stooge, folks, he's a guest."

"Lady, I don't louse up your counter in the bargain basement of —" (using the name of a local bargain department store).

The Hollywood Touch

HOLLYWOOD, March 13.—Increased pay rolls have boosted the number of hecklers in night clubs here. Despite the smart-pants nitery patrons, comedians are doing a swell job of putting them in their places.

Dave Hacker, of the Hackers, comedy dance team, set a heckler in his place one night after standing for a long siege of corny remarks. He retorted, "When business is bad we don't care who comes in." Soon after that remark the patron and his party left.

Rod Rogers, at the Louisiana, uses "There's a mouth with a hook in it" to quiet his hecklers. Most of the hecklers are men, but with women heckling men's jobs now, the femmes are felling, too. Four women at a table at the Louisiana recently assigned one to heckle Rogers. At first Rogers wasn't sure that it was the razz. When he was sure, he let her have it with "If this keeps up there won't be anything to do but stay at home and be fathers."

Joey Cippo is another who can put the razz in his place.

A local comedian is credited with what is believed to be the classic line to stop hecklers: "Now there's a guy that buys coffee instead of War Stamps."

Waldorf-Astoria Hotel, Wedgewood Room, New York

Talent policy: Show and dance band; floorshow at 9 and 12; relief band. Management: Lucius Boomer, president of corporation; Ted Saucier, publicity. Prices: Cover after 10:30, \$1; Friday and Saturday, \$2.

Victor Borge, Danish pianist-comedian who came to this country a couple of years ago and leaped into prominence thru his work on the Bing Crosby program, is making his New York supper club debut here after breaking in his nitery act in Boston.

In here at a reported \$1,250 a week, Borge also has a Blue Network show sponsored by MGM, for whom he is under contract. Appears only for the midnight show, and did about 40 minutes when caught. He shapes up as a smart cafe entertainer, and apparently is drawing business, as the room was packed on the Tuesday night caught. He is an attractive man, about 35, who started off humorously by explaining that "Hitler

came to Denmark. One of us had to go; and he didn't dare to come here." His first bit is his funniest, a silly thing about phonetic punctuation. Rest of the act is almost 100 per cent musical, both straight and satirical. His piano style is excellent, but some of his satires recall Alec Templeton and should be omitted, as Borge seems talented enough to stick to comedy that doesn't conjure up comparisons. He kids at the piano about how certain classical numbers were originated; does an operatic satire and finishes by playing Happy Birthday to You in style of any composer called out. Drew bursts of applause thruout and apparently satisfied his audience completely.

Only other act is Marina, Russian singer in a return date. Daughter of a famed opera singer, Marina reveals a fine trained soprano, but weak delivery and poor selection of songs. Opened with a Russian tune, then You'd Be So Nice To Come Home To, in too dramatic style; a tedious Porgy and Bess medley; Estrelita, and Dark Eyes in Russian. Sing in stuffy, concert syle that emphasizes range of voice rather than the lyrics.

Band is Carmen Cavallaro, who seems to be filling Eddy Duchin's place as a smart-spot piano maestro. He has three fiddles, four reeds, three brass and four rhythm. Good, but not outstanding, band musical style.

Mischa Borr's band, a veteran here, handles relief music well.

Dr. Sydney Ross opened last week as table entertainer here.

The room itself is as smartly run as ever, with service, food and liquors excellent. Paul Dents.

Bismarck Hotel, Walnut Room, Chicago

Talent policy: Production floorshows at 7:45, 9:45 and 12; dance and show band. Management: Otto Eitel, managing director; Bill Padgett, room manager and press agent; Werner Bong, host. Prices: Dinner from \$2.45; drinks from 50 cents.

The new show finds two suitable acts

framed with the customary production numbers by the Gloria Lee Dancers (5). A light, pleasant hotel revue.

Artini and Consuelo, commercial dance team, who recently closed at the Edgewater Beach Hotel, are good for hotels, because of their informal, clean routines and their neat appearance. Rather than concentrate on hand-grabbing tricks, they present improvised dances to any music the dance band happens to have. It is good stuff, for it gives dance-minded customers the impression they might be able to duplicate the idea. The pair doesn't attempt to make the work too professional, yet the turns have eye appeal and are fully entertaining. At this show they opened with a light turn to Amapola, and then improvised a rumba, polka, waltz and tango. Both are fast and capable.

Tung Pin Soo, the Irishman who has developed an enjoyable Chinese character in make-up and mannerisms, holds attention with his versatile magic act. Works with cigarettes, cards, coins, among other objects, and binds all the tricks into a smoothly running act. His cute wife, also in a Chinese outfit, helps with the props.

Gloria Lee Dancers opened the show with a lengthy Spanish fantasy and closed with a fire dance, both well-rehearsed interpretative numbers. The girls look well in striking, tasteful costumes.

Art Kassel and band are winding up a long run, playing show and dance music and assisting on floor specialties. In the second show, drummer Jim Featherstone (who replaced Harvey Crawford) vocalizes, revealing a good voice for ballads but a stony delivery. Holds on to the mike with both hands, detracting from his work. Gloria Hart carries on with pop tunes in good voice, including the now familiar Bundle of Blue, sung to a sailor guest. Sam Honigberg.

El Morocco, Montreal

Talent policy: Dance bands; floorshows at 8:30 and 12:30; also a Saturday matinee at 3 p.m. (with \$1 lunch). Management:

Arthur Davidson, managing director; Bill Druck and Harold Weinberg, managers; Elmer W. Ferguson, publicity; Gustave Warlund, headwaiter. Prices: Dinners from \$1.50; drinks from 60 cents; minimum \$1.50, except Saturdays, \$2.

Business is terrific at this decorative nitery, particularly dinner trade. Even the recent innovation of a "matinee revue" Saturdays is drawing capacity crowds.

Current talent is woven into a sparkling full-hour of entertainment. Topping the roster is Mayla, an intriguing personality, who does a winning job with song in several languages. Sleek, exotic and possessing a vibrant, refreshing voice, she quickly captivated her audiences. Delivery ranges from parodies to tender melodies. Good for at least eight selections. Scored heavily with I Am an American, rendered in Russian, French, Spanish and Chinese. A dreamy J'Etendra caught on well, as did a Russian gypsy song.

Ralph Lewis, emcee-comic, opens rather slow, but soon finds his range with rapid-fire repartee, breezy anecdotes and tune-

Frank PAYNE

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"Jack Marshall proves he is just as sensational in a theater as in a night club."

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Personal Mgt.: William Morris Agency New York . Chicago . Hollywood

ful parodies. His takeoff on "March of Time" is timely.

Stanley Twins, tall and blonde, come thru nicely with a smart dance session. Grace and symmetry is exemplified in their shadow illusion, executed by one of the girls, garbed in black, gliding along behind her partner with near-perfect synchronism.

Tastefully costumed, the Milray line displayed their shapely versatility in three distinctive routines.

Hal Hartley and ork (10) furnished impressive musical backing for the show and patrons. Strong on rhythm and brass. A newcomer with the band, Betty Southern, vocalizes in fair form.

Buddy Clayton's trio is the relief outfit here. *Cal Cowan.*

Savoy Lounge, St. Louis

Talent policy: Shows at 10 and 12; cocktail show at 5:30 p.m.; dance band. Management: Maurice M. Lyner and Maurice (Goldie) Goldsworth, managing directors; Alex Mafta, headwaiter. Prices: Minimum Saturday after 9 p.m., \$1.75; drinks from 50 cents.

This is the newest smart club in town, catering only to those with moolah. Luxurious and intimate in atmosphere. The room, opened by Lyner and Goldsworth December 22, seats 400 and may open additions if government regulations permit. Some revamping is needed now. The acts are presented on a stage above the bar in the center of the circular room, a poor arrangement as far as visibility is concerned. Plans are to move the stage and the bar to one end of the spot, which would be a happier arrangement.

Ray Covert and Marshall Reed are drawing the smart set here now. The club was opened with Nan Blackstone, followed by Billy Vine, then Collette Lyons. The sophisticated patronage has become accustomed to a certain type of act, and Covert and Reed fit in nicely with their songs and gags. The two fellows, who have been together in the biz for 14 years, use two mikes and use every trick in the personality book. Their forte is risqué songs, including a couple of very good double entendre parodies on *Three Little Sisters* and *Johnny Doughboy*. Throw in a bit of light opera, some ballad singing and do a mind-reading act that went great. Very clever and amazing. A big hit here.

Providing contrast are the Four Charms, girl singers with nicely blending voices, who do a medley, the best of which is *Stardust* and *Craziest Dream*. Attractive quartet, nicely gowned, lovely voices. An asset to the show.

Sol Turner's five-piece orchestra, *The Continentals*, provides music for show and dancing. Turner fronts with violin, backed by trumpet, sax, drums and piano. Accompaniment is very good and



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dance numbers okay. Latin rhythms being a specialty during the latter sessions. *C. V. Wells.*

Blackstone Hotel, Mayfair Room, Chicago

Talent policy: Dance band; floor entertainment at 9:15 and 12:15. Management: A. S. Kirkeby, managing director; Emile, host; Mary Anderson, publicity. Prices: A la carte.

Business here continues big, particularly at dinner time, usually a sell-out. The policy of a society dance band plus a single personality on the floor twice nightly has caught on with the better spenders.

Tito Guizar is the newest attraction, a first timer in this room. He should have no trouble pleasing for the next four weeks, since his classy style of singing and gracious salesmanship belong in this atmosphere. Seems to enjoy his work. His set includes both Spanish and pop American tunes, delivered with a trained tenor and clear diction. His guitar accompaniment adds a native touch to his work. When caught he offered such numbers as *Granada*, *Moonlight Becomes You*, *Frenesi*, *Begin To Beguine* and a bit of *Chattanooga Choo Choo* in Spanish.

Nel Bondshu, at the piano, still fronts the 10-piece band, concentrating primarily on the soft, sweet staples and the more popular rumbas. Band is also good backing Guizar.

Across the lobby floor in the Balinese Room, Jimmy Blade is leading a three-piece cocktail unit, having returned Thursday (11) for an indefinite run. Bea Herold, pop tune singer, continues. *Sam Honigberg.*

Copacabana, Rio de Janeiro

Talent policy: Show and dance bands; show at 12. Management: Duarte Atalaya, managing director; Gilberto Pereira da Silva, chief of publicity; M. E. Stuckart, artistic director; Ninie Theilade and Madelyne Cole, dance directors. Prices: Minimums, weekdays 30 cruzeiros, Saturdays and holidays 50 cruzeiros and Sundays 40 cruzeiros.

Early weekday business is still spotty here, tho week-ends remain big. The second of the summer shows consists of holdovers, with Led Yuqui, ballerina from the local Municipal Theater, the lone new entry replacing Nini Theilade as featured dancer.

Show is new except that Luiz Roldan includes two tunes from the previous show. The 25-minute show is run in revue form. The girl line of 12 serves Balanna, samba and ballet routines, the eight show girls parading.

Show is titled *Um Sonho de Silvio Caldas* (Dream of Silvio Caldas), the lead being carried by Silvio Caldas, Brazilian crooner, who does okay. Production backgrounds, costuming and lighting are colorful and in good taste. Naturally, at this time of the year, the show deals with Carnival and closes with a Carnival number, the tossing of serpentines and balloons, as the entire cast sings, dances and chants to the accompaniment of Brazilian percussion and rhythmic instruments.

Luiz Roldan sang four tunes. The new offerings, *Yo Soi Pura Mexicano* and *Ai Chalisto* brought him a fair hand. Dircinha tossed up a Balanna dance, backed by the line. Carmen Costa, colored singer and dancer, offered native songs and dances in true Brazilian fashion. Joined Nuno Roland to sing this year's Carnival tunes.

Silvio Caldas possesses a pleasing voice. His *Culpe-Me* introduced Leda Yuqui, whose Spanish dance failed to register. Gal is okay on looks and personality, but routine is weak.

Simon Bountman band does nicely with the show music, alternating with the Eduardo Patane band, which is pinch-hitting for Claude Austin outfit (on vacation). The latter turned out well-balanced dance tunes (piano, drums, guitar, trumpet, sax, clarinet, seven fiddles, two cellos and string bass).

Copa will offer two Carnival balls, March 6 and 9. Grillroom will remain open during the two-month no-gambling period effective March 1.

James C. MacLean.

Sebastian's Cafe of Nations, Sacramento, Calif.

Talent policy: Orchestra and floor-show at 8:30, 10:30, 12:15. Management: Frank Sebastian, also booking own acts. Prices: Dinners, \$1.50 and up; drinks from 45 cents.

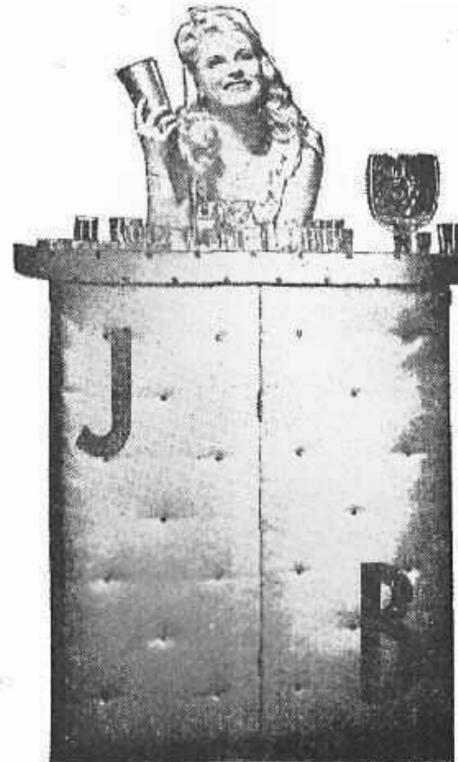
Marcia and Rene Gunsett, clever ballroom and acro dance team, headline.

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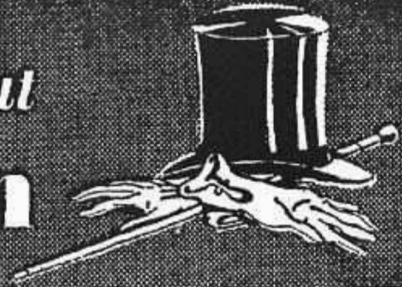
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Man about Boston



By **GEORGE W. CLARKE**

IT'S STARKLY TERRIBLE . . . the under-the-arlights conversation of a waterfront girl and a sailor, as reported by nan BlaKstone, the American version of Yvette Gilbert at Shangri-La, the handsome new place fashioned by Tommy Maren out of what used to be his Beachcomber's on Boylston St. . . . and certainly never before—not even in its original version—has that minor classic, "Love for Sale," taken on such poignancy and terror . . . a gripping, frightening half-song, half-recitation which left its auditors hushed for a fraction of a second before the storm of applause roared over the room. . . . But it was the end, the piece she had fittingly chosen as the epilogue of her first show in the new room.

So, presently, the music was playing again—a martial finale gay with flags, uniforms and twirling batons—but the thing in the show, a big, lavish show, is that one piece, the tragic story of the Barbary coast.

It is, as before stated, a big show and lavish, but there is never any doubt but that nan, the incomparable, is its worthy star . . . and her "Love for Sale" is one of the best things done here all season.

NAN HAS CHANGED CONSIDERABLY SINCE HER LAST APPEARANCE HERE . . . She's a red-head now, for one thing, and her songs—particularly the "blue" ones, are given new importance by carefully thought out routines of phrasings, gesturing, and what not . . . all of which is explained, at some length, by her new young manager-husband, Ronald Gerard. "We've worked hard, very hard," he says. "Everything has been carried out to the best possible definition. You'll find a new nan BlaKstone." He's right.



NAN BLAKSTONE

"The Woman of the Year!"

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Direction

FREDERICK BROS.' ARTISTS CORP.

309 R. K. O. Building, New York City

Charles Fredericks, club singer, came in for a two-day "guest engagement" and, as always, they couldn't bring him back enough.

Marcia-Gunsett got off two fast acrobatic numbers, the last breath-taking, as Gunsett whirled Marcia around a la airplane spin. In between they offered a comedy tintype parody which drew a nice hand. Emeline Gordon, statuesque beauty with Lady Godiva blond tresses, was good in an acro dance. Edith Dennis went over with hula and gypsy dance numbers.

Fredericks's rich baritone voice kept the crowd bringing him back for encore after encore. He scored another hit in presenting as a singer Pvt. Buddy Baer, who is now stationed at McClellan Field, Sacramento air base. Much to the surprise of Sacramentoans who have known him as a shy counterpart of his swash-buckling brother, Baer had remarkable mike presence and sang well. He confided that when the war is over he and Max and their manager, Ancil Hoffman, plan to open a swank night spot in Sacramento or San Francisco.

Kirt MacBride.

Sevilla Biltmore, Havana

Talent policy: Show and dance band; show at 10:30 p.m. Management: Amletto Battisti, president of corporation; Dominico, maitre d' hotel. Prices: Cover, \$1.50; but \$2 Friday, Saturday.

This smart society spot continues to attract heavy biz. For the price, this spot is a swell buy. The single floor attraction policy, in effect since the re-opening of the spot, has given way to a show featuring Fantasia and Cesar Gonzmart.

Fantasia, with her blues-singing style, had opening night customers cheering. Vella Martinez, an easy-on-the-eyes dancer, is first for tap and acro work, to a good hand. Cesar Gonzmart and his violin provide frequent show specialties. Lazo and D'Argos, handsome ballroom terpssters, show imagination. Ballroom style is augmented by grace, distinction and refinement.

Service good and liquor okay.

David C. Coupau.

Club Talent

New York:

F. DE MASI, formerly of LaNova and DeMasi, is now part of the DeMay, Moore and Macy act at Leon and Eddie's. . . . KATHRYN DUFFY REVUE, which was booked direct into the Belmont Plaza Hotel for six weeks, is being held four more beginning March 18, when show changes completely. Miss Duffy is coming in from the Coast to effect the changes. . . . MARGA CHIESA, Latin singer who just closed at El Chico, joining the Don Arres WOR program. . . . MIGUELITO VALDEZ, now at LaConga, will go to Cuba, Mexico and Brazil after his LaConga date. . . . BEVERLY WHITNEY being held two more weeks at the Savoy Plaza Hotel. . . . JOAN BRANDON

Fun-Sational and Racy

DE MAY, MOORE & MACY

HELD OVER

LEON & EDDIE'S, N. Y.

(Available after March 26)

THE TRADE PRESS AGREES

The Billboard says:

... provided the show's punch.

Variety says:

... This Comedy Acro-Dancing Trio most satisfactory turn on current lineup ... click easily.

CAFES—SOL TEPPER

THEATERS—PHIL COSCIA

booked for two weeks, beginning March 18, in the Victory Room, Buffalo. . . . SUSAN MILLER, at the Plaza Hotel, is using a novelty arrangement called Musical Cocktail, composed of tunes suggesting drinks.

HENRY KRAMER'S Hollywood Midgets are doing night clubs in the Pacific Northwest. After a long run at the Cave, Vancouver, B. C., moved into the Clover Club, Portland, Ore. Feature Dolly Kramer.

Chicago:

JERRY BERGEN will top the new show at the 885 Club Friday (19). . . . JOSI THORPE, once of the team of Jules and Josi Walton, is breaking in as a nitery comedienne this week at Gingham Gardens, Springfield, Ill. With her on the bill is Jack Taylor, set by Ray Lyte of the Dave O'Malley office.

DICK BARSTOW, dancer-director at the Palmer House, training for a defense job (sheet metal work and riveting). . . . MAURICE ROCCO leaving the Blackhawk Cafe Tuesday (23) for theater dates. . . . GENE MCCARTHY, of the George Bernard Dancers at the Latin Quarter, is leaving the act following the local date to go into defense work.

CABOT AND DRESDEN will dance in the new Palmer House show opening March 25. . . . A. B. MARCUS will not

take his show to the Hi Hat, St. Louis, having been signed up to return to the Roxy, Atlanta, following a couple of theater dates in this area.

Here and There:

CHEENA DE SIMONE DANCERS go into Casey's, Detroit, March 15 after a run at the Bowery, Detroit. . . . NILS AND NADYNNE went into the Rio Casino, Boston, March 8, after two weeks at the Providence Beachcomber. . . . THE TALAVERAS conclude three weeks with the Fun for Your Money at Glenn Rendezvous, Newport, Ky., Thursday (19) and on the 21st begin a two-weeker at the Trocadero, Henderson, Ky.

EVELYN NATIONS is playing her fourth engagement in 14 months in the Chesapeake Lounge of Hotel Emerson, Baltimore.

EDDIE SOUTH and his orchestra, Una Mae Carlisle, Otto Easson, the Two Zephers and Jules and Webb head the Cafe Society Revue which opened Tuesday (9) at Jimmy Brink's Lookout House, Covington, Ky. . . . "FUN FOR YOUR MONEY" with Bobby Pinkus, finished two weeks at Glenn Rendezvous, Newport, Ky., last Thursday (11) and has been held another week. . . . DALE HALL, after eight weeks at Papiano's, Salt Lake City, has been handed a four-week extension.

Reviews of Units

"Bombshells of 1943"

(Reviewed at Orpheum Theater, Los Angeles, Wednesday Afternoon, March 10)

Bombshells of 1943 is a fast-moving revue, with plenty of feminine charm in the Bombdears (18) and good vaude acts to bolster the performance. However, show lacks comedy and good music, two essentials that would have made it a rip-snorter.

Revue opens with Wedding Scene, with the 18 cuties dancing in precision. Sunny Hudson is the bride, Ray English the groom, and Frank Milton the preacher. The three sing the wedding ceremony in swing time. Shapely girls make good background.

Val Setz, uncycling juggler, got off some good stuff with his rubber-ball antics and did a club routine that sold well. Setz comedies up his routine fairly well, but customers were more interested in his good juggling than his weak banter.

Ray English turns in a good round of rhythm tapping. Following some fast stepping, he gives his impersonations of an inebriated acrobat, among others, which result in him taking some fancy falls. He even does a fling into the orchestra pit. Turn pulled satisfactory applause.

Panama brought on Miss Hudson for good warbling, with the Bombdears taking over for a rumba turn. Show girls parading before a continental drop brought to a good hand. Line winds up the turn with a fast rumba.

Sybil Bowan went well with her singing impersonations, including that of a Norwegian prima donna. Her take-off on Eleanor Roosevelt brought enthusiastic laughter, with her impersonation of Beatrice Lille also going swell.

Martin and Allen, acrobats, proved a highlight of the show with their hand-to-hand routine. Worked smoothly and furnished a prelude to the Grecian Number that paraded the Bombdears in gladiator attire, with swords that flashed in the spotlight.

Low, Hite and Stanley were on next to closing, with Low getting the laughs for his antics with Hite (seven foot, nine) and Stanley.

Wind-up has show girls parading with headgears made into tanks, airplanes and warships. Hite does Uncle Sam, with a Liberty Bell swinging in the background. Pic, Scattergood Survives a Murder. Well-filled house for opener.

Sam Abbott.

"Funzafire"

(Reviewed Friday Afternoon, March 5, at the Oriental Theater, Chicago)

It is either the crying need for comedy, no matter how good or bad, or the talent scarcity that keeps this unit alive. Now in its fourth season, it returned to the Oriental sans a band and line of girls but with a couple of new acts and nutty stooges who parade thru some of the dullest bits of business seen here since the unit's last trip on this stage. The Radio Rogues have been added as a co-feature, as well as Lloyd and Willis, tap team. The sum total, with a couple of

exceptions, is small-time vaude peopled with cheap acts.

Acts are sandwiched in between the maniacal contrivances of the assorted stooges, led by Benny Meroff (who has been with Funzafire since its origin), and because of the amount of time killed by the screwballs, the acts don't do their full time. A man like Jack Gwynne, for example, always a strong magic act, gets lost in this shuffle. His shortened routine looks like another gag, and none of his tricks get across with their customary effect. Whitey Roberts, dancing comic, works way down in the bill, doing his familiar rope dance and plate juggling bit, using a sailor for the latter specialty.

Lloyd and Willis, clever and youthful tap team, should have been spotted earlier to save the opening from being a complete blank. Instead, the only talent offered in the first 15 minutes or so includes a couple of girl acrobat dancers, one following the other, and neither strong enough. They are Kitty McLaughlin and Rita De Vere, who double as comedy foils. A xylophone specialty is offered by Betty Lee, who sells too hard and works with a fixed smile. Other stooges who do specialties are Sophie Parker, heavyweight singer with a poor voice, and Professor Cheer, who has a freak musical novelty, using a saw and collapsible accordion. All buttered with plenty of corn.

The Radio Rogues, who have come up on their salary since leaving Helzapoppin', still do about the same impersonations, but presentation and lighting are above the average. Audience called them back a couple of times, and they un-

loaded just about everything they have. Meroff is on and off thruout the show and limits his own specialty to cross talk with a couple of plants and a bury Ted Lewis bit. A far cry from his one-man vaude show of bygone days. Ray Lang, house leader, and the pit band were on stage.

On screen, Time To Kill. Biz good end of first show opening day.

Sam Hontigberg.

Horace Heidt

(Reviewed Wednesday Afternoon, March 3, at the Orpheum, Los Angeles)

Horace Heidt and his band and entertainers drew them in despite heavy rains opening day.

Heidt displays a service flag with 32 stars, and the loss of men is perhaps accountable for the show's not being up to Heidt standards. The stand-bys, Frankie Carle, Ollie O'Toole and Fred Lowery, got showstop applause, but the other acts give the impression Heidt is digging deep into the barrel to keep things rolling.

Heidt emceed in good fashion. Orchestra's Yankee Rose opened. Ork (eight brass, five reed and four rhythm) hit out on Der Fuehrer's Face, with O'Toole featured. Donna Wood and Her Don Juans sang I Love Coffee, I Love Tea in a matter-of-fact way. Buddy Yeager, hot trumpet man, blew and puffed, but that was about the extent of his entertaining. Muted brass gave out on The Bells of St. Mary, with Carle's piano and rhythm and reed sections taking over the wind-up. Job done is a good one and it was one of the bright spots on the show.

Henry Russell sang That Old Black Magic while he had one hand in pocket and the other holding up the wings. A strong voice, but a wooden personality.

O'Toole's impersonations of Archie of Duffy's Tavern, Allen, McCarthy, Fulton Lewis Jr., Heatter and Kaitenborn were up to snuff, with audience responding most generously. Went to town on better known characters.

March Slav in swing was followed by 17-year-old Grant Eastin's fair singing of You'd Be So Nice to Come Home To. Heidt's build-up of him helped net him riotous applause.

Carle highlighted the show with his fine piano work, running thru Sunrise Serenade, Falling Leaves and other tunes. Still going strong as a top piano man.

Heidt brought on three of his company's males, introduced as the Andrews Sisters, to mouth Boogie Woogie Bugle Boy while a record scratched off, and brother, I mean scratched off, the tune. Poor. Lowery socked with whistling of Indian Love Call, followed by a rafter-shaking reception of Rhapsody in Blue.

Not content at pulling one corny recording stunt, Heidt featured two of his men as Mary Martin and Bing Crosby pantomiming Wait Till the Sun Shines, Nellie.

Wind-up was the Treasure Chest adopted for theaters, with contestants guessing the band imitated. Winners, mostly servicemen, received \$1 for their trouble. All on for the finale, with audience and cast singing God Bless America. Pic, Purple V.

Sam Abbott.

The Talk of the Town!

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EARL WILSON, N. Y. Post: "Glass Hat was filled for their opening. The reception was probably the best the room had ever given any entertainers."

TED FRIEND, N. Y. Mirror: "The group of pretty and talented dancers display originality and beauty galore."

ROBERT W. DANA, Herald-Tribune: "An all-feminine exhibition that rates with some of the best costume shows. Steady procession of pulchritude eminently satisfying."

MALCOLM JOHNSON, N. Y. Sun: "Bright and entertaining thruout. . . . A good, sound commercial show. . . . and designed to appeal to varied tastes."

WESTON BARCLAY, World-Telegram: "The show fills a long-felt want in the beaurrored room."

BEN SCHNEIDER, Women's Wear Daily: "There's something new, something novel, something different in the way of entertainment at the Belmont-Plaza. . . . Excellent entertainment value."

PAUL DENIS, The Billboard: "Patrons went for the show in a big way, the highlight being the Maypole audience participation number in which patrons dance tra-la around the pole with the show girls."

Every Booking This Season Drew a Holdover!

KATHRYN DUFFY, Producer

H. L. BRAUDIS, Personal Manager

State, New York

(Reviewed Thursday Evening, March 11)
Bobby Whaling, Kim Loo Sisters, Johnny Burke, and Will Osborne ork comprise this week's show. Sounds skimpy but isn't, thanks to the quality of the vaude turns and the variety packed into Will Osborne's new combo. An expert booking by Jesse Kaye.

Bobby Whaling, comedy and acro cyclist out of the fairs and circuses, shows to much better advantage than he did his last time in town at the Roxy. There he was part of a production; here he's on his own and delivers one of the best opening acts seen at this house. A youngish looking gent, with a smooth effortless delivery, he does angle turns with a bike, breakaway tricks and balancing stunts that grabbed good applause. He balances a gal on his shoulders, does pinwheels, makes it move sideways and does a sock comedy take-off of a novice unicycler.

Three Kim Loo Sisters opened with a novelty tune, *I Shut My Mouth for Uncle Sam*, do *Can't Get Out of This Mood* and walloped over a modern version of *Take Me Out to the Ballgame*. Grabbed solid applause and encored with a mellow *You Ain't Nowhere*. Were handicapped until Ruby Zwerling cut the band volume. Easy on the eye and sing rather than shout.

Johnny Burke, the monologist, did his standard patter about the 1918 selectee and was right in the groove. His routine, some old, some new and a little that was blue, covered the WAACS, draft board, medcos, camp, transport, trenches and hospital phases of army life.

Will Osborne has revamped his crew and style since his last appearance in town. Now he offers a more rounded show that highlights the sidemen. Instead of looking and listening to a band, with only the vocalists to provide variety, audience attention is shifted with each number here without loss of musical quality. Definite improvement as entertainment. On a small scale this technique resembles that of Fred Waring.

Uses five sax who double on clarinet, five brass, drum, bass and piano. Did *For Me and My Gal*, followed with *Keep the Home Fires Burning* featuring the sax section, then switching to Jim Hardy, first trumpeter, who handled his horn like a cornet, and then back to the reed unit on the clarinet.

Maestro did one vocal, *I Heard That Song Before*, then took the outfit into *The Rose Room*, another oldie that provided solos for a sax, trumpet and clarinet. Marianne, tall, blonde and pretty vocalist, did *That Old Black Magic* and *Get Out of Here and Get Me Some Money* in par and well supported by expert orchestrations. Then Lee Hyams beat out a boogie version of *Stardust* on piano; the orch got off a trio of superb satirical imitations of other bands, and Dick Shanahan, drummer, wound up the show with a swell imitation of "the world's greatest drummer." Shanahan has a style of his

Vaudeville Reviews

Capitol, New York

(Reviewed Thursday Evening, March 11)
Except for a couple of spot-booked star bills, this 4,600-seat deluxer has been without stagershow for eight years. The bill that opened today is the first of the theater's new pit-band in-person policy that will compete mostly with the local Paramount and Strand policies.

The rising pit elevator has been put back into action thru tearing up 100 seats that had been put in when the house went straight films. Gene Ford was brought in from Washington to stage the shows, and the first one is a typical variety bill working front of a band. Band stands are arranged symmetrically and center "stage" is big enough to enable Raye and Naldi to work in. No fancy pictorial films are shot behind the bandstand as at the Paramount; rather, the only lighting is changing of colors and shadings.

Show (booked by Jesse Raye) as a whole draw excellent audience response, each turn punching over. Perhaps the weakest element is the band, which was organized by Van Alexander quickly for Bob Crosby, who had dropped his Dixieland Band when he went to work for MGM Studios. Altho the band includes some star sidemen, such as Ford Leary on trombone and Alexander on piano, it doesn't really zing. It plays good music and cut the show well; but, again, it has no distinction despite the billing "Danceable Dixieland Music." Show opens with Crosby's *Summertime* theme, follows with Van Alexander's arrangement of *King Porter Stomp*. Then band snaps out *Don't Get Around Much Any More*, followed by a piano solo by Alexander on *Cabin in the Sky*. Jack Fulton then steps out to warble *As Time Goes By*, encoring with *You'd Be So Nice*. He's a veteran singer and knows how to sell.

Mary Raye and Naldi, doubling from the Plaza's Persian Room, had no trouble impressing with three numbers, including their *Beguine*, which includes recorded music, and a paso doble. Miss Raye wore a lovely white gown, and they worked together as smoothly as ever, their routines being highlighted by pictorial and exciting lifts and spins.

Band then recovered the spotlight, Mary McClanahan, drummer formerly with Phil Spitalny, being spotted for an impression of Cozy Cole and of Krupa. She's a flashy drummer who held attention and drew a big hand. Bowed off, with a male drummer taking her spot when the band swung into *I've Heard That Song Before*. Crosby baritone it nicely, and then Borrah Minevitch's Original Harmonica Rascals came on for strong sight comedy and good harmonica music. Eight boys, with Johnny Pulleo doing the Minevitch role of trying to keep the boys from running riot. The dwarf got pushed around for the usual laughs. As always, a surefire turn.

Joan Edwards, with her Hit Parade rep, proved again she can sell pop lyrics. Did a smooth job on *This Is the Army*, *Black Magic*, *Got a Touch of Texas*, *Brazil* and, with Crosby, *For Me and My Gal*. She is an attractive young woman. Has pose, a pleasing voice and makes the lyrics understandable.

The *Summertime* theme closed the 55-minute show.

The band has three trombone, four trumpet, five sax and five rhythm.

Film is *Stand By for Action*, with Robert Taylor, Charles Laughton and Brian Donlevy (MGM). Business was almost capacity all of opening day's four shows, the theater's biggest business since *Gone With the Wind*.

Admission remains the same as for straight pic (85 and \$1.25 weekday evenings) but goes up 5 cents week-ends. Straight film grosses have been running from below \$20,000 a week on bum pictures up to \$70,000 New Year's week with *In Which We Serve*. The new vaude-film policy ought to stabilize grosses around \$45,000 once the new policy gets set.

Next attraction billed is Charlie Barnet band, April 1, and the film, *Slightly Dangerous*. Paul Denis.

Roxy, New York

(Reviewed Wednesday Evening, March 10)
An Ash Wednesday opener didn't prevent this house from having its heftiest opening day in months. Chief credit for the colossal biz goes to Grace Moore, whose booking apparently upped the take beyond expectations in one of the tradi-

own and can bang a cymbal with the best of them.

Palm Beach Story was the pic and, what with Lent, the new stagershow policy at the Capitol and Grace Moore at the Roxy, biz was off a bit. Lou Frankel.

Oriental, Chicago

(Reviewed Friday Afternoon, March 12)

Slow-moving five-act vaude bill caught at second show opening day when a poor house greeted it with mild response. It is a bill that will have to depend on older patrons for its support and is certainly a far cry from the modern band units that have been giving this house its best grosses.

Ethel Waters has the top spot, supported by Block and Sully, Don (Popikoff) Tannen, Nash and Evans, and Claire and Hudson. Ray Lang and his pit band are on the stage for the customary show music.

Claire and Hudson, balancing team, open. The man handles the load, balancing his girl partner on his head and hands, thru an assortment of tricks. Good flash but not for an opening.

Nash and Evans, comedy and rope dancing team, follow. Nash, tall tooth-picky cowboy comic, tells some stories and spins a rope, and with his femme partner opens and closes with rhythm dancing, using a rope for the exit bit. Nice enough.

Jesse Block, who doubles as emcee, brings out Joe Oakie, pale-faced stooge, for some familiar jokes and finally Oakie's Jolson bit.

Don Tannen follows and fared mildly with his Russian baritone, vent bit in which he takes his dummy apart, and a straight Arliss take-off doing a patriotic spiel. Didn't register at this showing.

Block and Sully follow with their old vaude turn which certainly looks its age. This could be a chief reason, of course, why the team hasn't stayed on top right along. Why they don't bring the act up to date is a mystery, particularly these talent shortage days when brighter material and a more modern angle could bring them more money than ever before.

Ethel Waters closes. The same fine performer as before, altho a bit heavier in appearance but still possessing a voice of quality and appeal. Mixes her set with modern tunes, novelties and oldies, and treats each selection with showmanly care.

On screen, *Queen of Broadway* (PRC). A Major Bowes Anniversary Show, emceed by Hal Monte, with Borrah Minevitch's Rascals and Ray English, opens Friday (19). Billy Rose's *Diamond Horseshoe Revue*, recently at the Chicago, will play its second Loop run here March 26, followed by A. B. Marcus, April 2, and Art Kassel, April 9. Sam Honigberg.

tional worst weeks for the theater. While rave reviews for the picture, *Young Mr. Pitt*, and general excellence of the surrounding bill will cause some overworked sessions for the cashiers, the credit, nonetheless goes to the Met soprano. She brought in the type of patrons who applaud with their hands overhead.

Miss Moore gets right down to business as proficiently as any seasoned vauder. In the closing spot, she drew repeated curtain calls. She is husbanding her vocal facilities so that she will be able to get thru five shows daily. By the simple technique of a well-written continuity, in which she reviews her career with a few blasts of song from shows in which she appeared, there is only time for two full numbers and an encore. Her selections consider many sections of taste and include *Minnie the Moocher* (with appropriate slinking), a stretch from *La Tosca* and *Ciri Biri Bin*.

The rest of the bill is well rounded and given the usually careful Roxy production. Stuart and Lea are the openers with a decorative bit of cape twirling and ballroomology to *Malaguena*, which did all right for them.

The Juvelys go thru difficult head balancing, made more difficult by rubber balls between the noggins. Drew well earned gasps and a hearty hand.

Gloria Nord, featured in *Skating Vant-*

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The Billboard



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ties, does a tasteful bit of roller ballét. Altho the Roxy stage is big, it still is not large enough to get the flowing grace needed for a skating ballet. She nevertheless pulled some impressive turns, and rolled off to a nice hand.

Under ordinary circumstances, spotting Paul Gerrits, another roller skating turn, after her would have been questionable routine, but Gerrits, by confiding that Miss Nord has been teaching him to skate, makes it acceptable to the house. His comedy wheelwork and wry humor won him strong returns. In a previous spot he did his table manners demonstration and emceed the show affably.

The Gae Foster girls exceeded themselves with a Latin opener and a Viennese waltz bit in a setting which drew applause. Production was further enhanced by a Ben Yost group of 16 which provided vocal background for the line and also set off Miss Moore.

Joe Cohen.

Strand, New York

(Reviewed Friday Evening, March 12)

New bill has more sex appeal than any this theater has had in months. Ina Ray Hutton and two Warner players, Irene Manning and Jane Wyman, provide the good looks, and Jerry Lester gives the show its punch. A comedy dance turn, Three Samuels, completes the show. Picture is *The Hard Way*, with Ida Lupino, Joan Leslie and Dennis Morgan, which means the flesh will have to do most of the b.-o. drawing.

Bill opens with the Hutton band (three trumpet, four trombone, five sax and four rhythm) snapping off a lively tune, and baritone Stuart Foster singing *You'd Be So Nice* and *As Time Goes By*. Foster has nice appearance, voice and delivery. Band later spots guitarist Jack Purcell in *China Boy*, a good specialty. Then Miss Hutton, looking sleek in snug-fit old-lace gown, duets with Foster on *Angry*. She changes to a gray crepe gown that also shows off her figure to return when the band goes into its flashiest and most novel arrangement, *Dark Eyes*, in which changing tempos and Strobilite effects are used cleverly. Band comes on again for the finale number, a jump arrangement on *Hallelujah*.

Band, as a whole, sounds fine musically, its style is attractive, the featured sidemen and sections do nicely. Miss Hutton leads energetically and displays an eye-filling figure.

Three Samuels, two boys and girl in military costumes, do tapping and clowning. One of the boys carries the comedy, mostly falls, miscued drilling and nance stuff. Their straight tapping is okay. Drew an appreciative hand.

Jerry Lester took over the audience from the first minute. His nutty comedy, mostly silly lyrics and zany imitations, won him howls. Had to beg off, and then brought on Miss Wyman, who looked adorable in white jersey drape gown. She sang *I Got It Bad* nicely enough and then clowned with Lester, building up to a mock love bit, and their duetting on novelty lyrics of *Do I Need You?* pleased the audience.

Irene Manning, resplendent in white satin and chiffon, was the last turn. Audience recognized her quickly thru her performance in *Yankee Doodle Dandy* and took strongly to her soprano piping of *Brazil*, *Black Magic* and *Mary*. She is a looker besides a skilled seller of pop tunes.

Looks like a three or four-week show. P. S.—Charlie Barnett is billed in lobby as a coming attraction. Charlie Barnett is also billed as the next attraction by the Capitol. Somebody's wrong.

Paul Dents.

Capitol, Portland, Ore.

(Reviewed Tuesday Afternoon, March 9)

Current bill is well-balanced and hits the jackpot. Top spot is held down ably by Leon Warrick, Negro bary, who sticks to such favorites as *Wagon Wheels* and *Ol' Man River*. The former Hall Johnson choir singer is good for several encores at every appearance.

Sensational Marcos open the bill with some top acro work. The male member is also a good comedian.

Brown and LaVelle, comedy act, have

been around a long time. Some nifties are tossed at the expense of the overweight woman member. Frank Brown's marimba band numbers are tops.

Bill Crewe tells a few jokes and clowns a bit, but most of his emcee duties consist of straight act announcements.

Percy Drake's five-man pit crew does its usual good job. Pix are *Gentlemen Jim* and *Eyes in the Night*.

Joe Gamble is house manager. Capitol is only house in town giving the natives a seven-day vaude diet. Afternoon crowds are near capacity, with the night shows pack-jammed. Swing shows keep the house open until 4 a.m., but stagershows stick to three-a-day, except week-ends, when extra shows are tossed in. Gamble sticks to a 30-cent admish, bargain for four acts of Joe Daniels's vaude. *Denny Landry*.

Olympia, Miami

(Reviewed Wednesday Afternoon, March 10)

One of the best shows of the season here. Bill has two radio names in Olyn Landick and Laura Deane Dutton.

Don Francisco opens with his tight-wire number. He comes on as a souse, aided by a good-looking girl. Lad gets over good comedy. Works hard and puts on a swell act to a nice hand.

Shayne and Armstrong have a fast acrobatic dance number which they put across well.

Olyn Landick, until recently on the Kate Smith show, opens by reminiscing about the hardships of show biz until radio gave him a break; then goes into his familiar "Hackensack Gossip" stunt. Worked about 12 minutes to plenty of applause.

Laura Deane Dutton, billed as an NBC singing star, opened with *Strike Up the Band*, followed by *There Are Such Things*. For an encore sang a medley of Irving Berlin's numbers. Closed to heavy applause and a recall.

The Jigsaws presented their own peculiar knockabout comedy act, working in sailor suits. Do some original stunts, ending with their idea of a fan dance. Some of the actions lean to the blue side and could be omitted in good taste. Plenty of applause.

Harry Reser acted as emcee. Pic, *Lucky Jordan*. Biz good. Manager Al Weiss is back after 10 days in bed with the flu. *L. T. Berliner*.

Chicago, Chicago

(Reviewed Friday Afternoon, March 12)

Average band show, with Johnny Long and orchestra in their second showing in this house, plus Marty May and the Four Franks. Long is young, pleasing and a passable emcee with a Southern dialect. He fronts a sweet swing band of five brass, five reed and three rhythm whose forte is the rhythmic playing and singing of special arrangements tailored to order. They include the opening of the Long trade-mark, *Shantytown*, and, later on in the bill, *Blue Skies*. There is also a neat specialty in which Long features his left-handed violin playing.

Band has good vocal assistance from Helen Young, blond warbler, who sells rhythm numbers with gusto, and Michael Raymond, newcomer, who has a strong voice for ballads but little knowledge of selling himself. Ernie Casseras, Latin lad from the reed department, is up for *Brazil*, which he frames with a poor vocal chorus but okay clarinet tootling.

The Four Franks haven't changed the act and neither has there been a change in the personnel. The same two young lads are still on hand with their brunet and blond femme partners, and their work is brighter than ever. Their hodge-podge of music, comedy and fast dancing is shrewdly woven and presented with precision. The blond girl dominates the act with a flair for zany comedy, piling up laughs in the Egyptian swing routine and in the acrobatic version of a Gable-Leigh love scene.

Graying but youthful looking, Marty May is a clever comedian, but he can certainly stand new stories and new gags. He works with the ease, polish and timing of a Benny but lacks suitable equipment. Opens with a parrot story and apologizes for its age, then into his still funny burlesque of singers and fiddle exit. The audience gave him a good sendoff.

Business downstairs looked good end of first show opening day. On screen, *The Hard Way* (Warners). Jan Savitt and band, with Hal LeRoy, the Gaudsmith Brothers and Ruby Ring come in Friday (19), followed by Charlie Spivak's ork, March 26, and Joe Reichman's crew, April 2. *Sam Honigberg*.

Strips—in the Street

CAMDEN, N. J., March 13.—Sandra Lydell, nitery dancer, has her own ideas about stripping, but they don't include doing a strip right out on the street. Miss Lydell brought charges Thursday (4) against Robert McCorkle, local defense worker, charging he ripped off her clothes on a Camden street. McCorkle pleaded not guilty.

The dancer claims McCorkle offered to drive her home from a local nitery where she was working. On the way home, she testified, he stopped the car, ripped off all her clothes, beat her on the head with her own slippers and left her standing on a street corner in shreds of garments.

Burlesque Notes

NEW YORK:

LOIS DEFEE, Hirst unit feature, and Louise Reid, operator of Louise's Monte Carlo Club, scouting midtown for a new night club site. . . . HAROLD, son of Al Lebowitz, former operator of the Embassy, Rochester, N. Y., is with the army in Africa. Rose Gordon, producer at the Embassy then and now at the Gaiety, Norfolk, Va., sent him scenes to help him stage army shows. Manny Lebowitz, another son, is a corporal in California.

. . . PHIL ROSENBERG, Hirst Circuit booker, has left for a month's rest at Tucson, Ariz. . . . LILLIAS CAIRNS, dancer and singer with the Eddie Kaplan Hirst unit, rejoined at the Palace, Buffalo. Became Mrs. Jack MacNeal March 2. . . . CHARLES (KID) KOSTER, ex-burly and legit show advance man, now in Hollywood in his 17th week at the 20th Century-Fox studio as a location contractor. Just returned from New Orleans and Quebec; left for Sun Valley last week. . . . SAMMY SPEARS and Milt Hamilton on the Hirst Circuit, now a new come-straight man team. . . . MARTY WHITE, the Singing Jester, has renewed working an accordion.

ANDRE ANGIERS, New York, and Mary Francis Cuff, Jersey City, chorines the last 20 weeks at the Gaiety, Norfolk, Va., left last week to join the WAACS at Daytona Beach, Fla. They're in the 2d Anx. Corps, trying for officers' berths; have asked for service in Africa. . . . MARK LEE, former burly comic, now a ticket taker at the Rialto ptx house. . . . ALICE JEWELL and Walter Walters Jr., ventriloquist, exited from the Hirst Circuit March 6 in Union City, N. J., to rest up in Philadelphia. . . . DICK KIRSCHBAUM, once a burly publicity man and later a special writer on *The Newark News*, is now a major with the Aviation Corps Bureau, Public Information Graphic Section, Washington. . . . MARGIE ELLEN FORD, acro dancer, a burly newcomer, recently from Philadelphia niteries, left a Hirst unit in Baltimore March 13 for her home in Denver to nurse her ailing mother.

LOLA COSTELLO elevated from the Hudson, Union City, N. J., chorus to entertainer in the Terrace Room, Hotel Dixie, because of her accordion, sax playing and vocal talents. Opened March 9. . . . CORP. JACKIE WHALEN, transferred to Headquarters Battery, 44th Sep. Bn., Portsmouth, Va., from California, visited the Gaiety, Norfolk, Va., where he received from Ryan and Benson a lot of scripts to help him put on shows. Frankie Belasco, Hirst comic, who is recovering from illness in Chicago, writes, "You'd be surprised at the mail I get thru my address being in your column. Sure felt good to be backstage again at the Gaiety, where I also met Billy Fields and Arlene Dale." . . . PRODUCER ROSE GORDON'S latest chorine group at the Gaiety, Norfolk, Va., includes Connie Vinton, captain; Lily Sabini, Dottie Latvia, Mary Bastin, Gloria Thorne, Darlene and Judy Dale, Judith Kinton, Patricia Merryman, Loretta Zinser, Sally Kerr Hoback, Marie Waller, Barbara Grey and Virginia Steadner. Gloria Thorne visited by John Lynn hall from California recently. *UNO*.

MIDWEST:

ELEANOR SHERIDAN and Dolores Dawn are sharing billing honors with Dusty Fletcher and a Harlem unit at the Rialto, Chicago, this week. . . . LOIS DEFEE heads the current show at the Roxy, Cleveland. Benny Moore and Lew Fine are on the same bill. . . . BUSINESS in the Midwest has been good, particu-

Miccio, Katz Open Burly in Paterson

PATERSON, N. J., March 13.—Paterson Theater, formerly Lazzara's Music Hall, capacity 1,040, reopened last night with burly stock. New operators are Tony Miccio and George Katz of New York. House heretofore has been tenanted with Italian shows, the last of which played March 7.

Principals include Steve Mills and Jimmie Pinto, comics; Allen Forth and Royal Raymond, straight men; Carol Lord, Dottie Lawrence, Bubbles Yvonne and a newcomer, Sally Moody.

Chorus produced by Pal Brandesux comprises seven dancers and seven show girls. Murray Friedman is ork leader, with George Katz out front as manager. Policy, two-a-day with a midnighter Saturday. Prices 85 cents week days and 99 cents Saturday and Sunday.

larly week-ends, when it is capacity. Servicemen and defense workers dominate the attendance.

FLETCHER BUTLER, piano-voice, goes into the Chub Detour, Chicago, March 21 for a run. He closed a six-month run in the Blackmoor Room, Milwaukee, and recently subbed for Dorothy Donegan at the Garrick Lounge, Chicago, during her illness.

PHILADELPHIA:

PEANUTS BOHN joins the Hirst wheel, linking with the Bozo Snyder at the Troc here as the replacement for Jack Lamont. . . . CHARLES SCHULTZ, former straight man on the Hirst wheel, has left the field for bartending at Jack Cohen's Cafe here. . . . SCARLET KELLY, who left burly for a defense job here, had to give up her war work because of ill health. Is readying a dance return.

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CAPITOL UPS B'WAY TOTAL

Flesh Bows in Auspiciously; Moore, "Pitt" Huge; Others OK

NEW YORK.—Addition of the Capitol to the list of Broadway vaudeville houses is doing the Stem some good without detracting from takes of other houses. General consensus of managers is the more attractions the merrier. More vaudeurs will bring more people into town on weekdays, while week-ends can take care of themselves.

The Capitol's (4,620 seats) policy will apparently prove profitable as evidenced by the business with Bob Crosby's ork, Joan Edwards, Borrah Minevitch and *Stand By For Action*. Indications point to \$60,000, quite a jump over last week with the single stanza of *Reunion in France*, which hit around \$20,000. A strong week for a film only was \$35,000. The hike is attributed solely to the addition of flesh.

The Paramount (3,664 seats; \$55,387 house average), with the third week of Xavier Cugat, Henny Youngman and *Hitler's Children*, is heading for a strong \$58,000 after scoring \$67,000 for the second stand. Opener chalked up a hearty \$82,000.

The Strand (2,758 seats; \$39,364 house average) opened Friday with Ina Ray Hutton, Jerry Lester, Irene Manning and Jane Wyman in conjunction with *The Hard Way*, and seems headed for a fine \$50,000. Last week, with the seventh week of Sammy Kaye and the fifth of *Casablanca*, exited to \$39,000. Previous rubbers scored \$45,000, \$50,000, \$48,000 and \$54,000.

The Roxy (5,835 seats; \$50,067 house average) is proving that grand opera people can pay off at the box office, with Grace Moore as headliner and assisted by Paul Gerrits, and on screen *Young Mr. Pitt*. Score is anticipated at around \$85,000. Last week, with Carol Bruce, *Truth or Consequences* and *Meanest Man in the World* exited to \$57,000, a sharp dip from the strong \$80,000 opener.

The Music Hall (6,200 seats; \$94,402 house average), in the second week of *They Got Me Covered* and usual stage layout, is looking forward to \$87,000. Initial session tagged \$97,000.

Loew's State (3,327 seats; \$22,856 house average), now with Will Osborne's ork and Johnny Burke, together with *Palm Beach Story*, is heading for a passable \$25,000. Last week, *Star-Spangled Rhythm*

and Ray Kinney's unit wound up with \$26,000.

With these figures it is evident that neither income tax nor Lent's opening is interfering to a great extent with vaudeville takes.

Romberg Great \$7,100 2 Nights

OMAHA.—Sigmund Romberg Concert reopened the Paramount Theater for two nights, March 1-2, to packed house despite bitter weather. The take was a neat \$7,100. Biz was a trifle spotty opening night, but the last show found the Paramount's 3,000 seats jammed.

Show went over big. Grace Panvini, Marie Nash and Gene Marvey got a nice hand.

Paramount here hasn't had regular run pix for a year, opening only for road shows and special occasions.

Ted Emerson, Omaha theater manager, handled local arrangements for the Romberg concert.

Ted Lewis Terrific 42G for 2 Weeks

LOS ANGELES.—Despite crowded transportation systems and gasoline rationing, Ted Lewis and his *Happiness Revue* rolled up a terrific \$42,000 for two weeks at the Orpheum. First week in, Lewis beat Count Basie's grand gross of \$22,000 by \$2,000. Pic was *Truck Busters*. Second week he rolled up an \$18,000 gross, which is a figure that many shows shoot at for their first and only week at the spot. Pic was changed, but unit remained the same. Gross for two weeks was exceptional for this spot (2,200 seats), which has a 65-cent top.

Bands have always done good business here, and the combination of a name show band with a fast-moving revue was a natural.

Berni Vici Unit \$700 for One Day

TALLAHASSEE, Fla.—Count Berni Vici's *Spices of 1943*, in its seventh week on tour in the South, played to three good houses at the State Theater March 4 (Thursday).

First two performances saw nearly every seat taken and the last show was SRO in spite of the cold. House seats 1,061. Estimated gross, \$700.

Lionel Murray, unit manager, said he expected the draft to take two members of the show within two weeks. He had no complaints to make as to business in the South, and said lack of sleeping arrangements is the biggest interference now.

Admission was 40, 22 and 9 cents. Picture, *Eyes of the Underworld*.

Vaude Bill Strong

BRIDGEPORT, Conn.—After a steady diet of name bands and unit shows, the Loew-Lyric Theater here booked in a straight vaude bill last week. According to House Manager Al Domain, it drew capacity crowds. Bill, headed by Ella Fitzgerald and the Four Keys, included Jack Durant, who doubled as emcee; Three Reyes, Viola Layne and the Four Earles.

Hildegard Helps Chi \$3,000,000 Bond Sale

CHICAGO, March 13.—The appearance of Hildegard in the Fur Salon of Marshall Field's department store here Wednesday (10) promoted the sale of almost \$3,000,000 worth of bonds. She was sponsored by the American Women's Voluntary Services and presented as the attraction of a concert which also included Lew Diamond's band. Admission was thru a purchase of a bond. Hildegard is now winding up an 11-week run at the Palmer House. She has been signed for a return in 1944.

Income Tax Blues, More Nasty Weather Hurt Chicago Biz

CHICAGO.—Still another spell of wintry weather, the competition from the income tax office and the beginning of Lent landed a body punch to the theater business in the Loop week of March 5. The grosses are considered satisfactory in face of this opposition, so all credit is really due to the pulling power of the attractions on hand.

Chicago (4,000 seats; \$32,000 house average) grossed \$39,000 with Veloz and Yolanda and acts, and a weak picture, *A Night To Remember*, week of March 5. This is the town that has made the team and has kept up its loyalty for the past several years. During the preceding week, ended March 4, house did only \$36,500 with the thoroly-panned *Meanest Man in the World* (starring Jack Benny) and Ted Flo Rito's ork, and Barry Wood on the stage.

Week of March 12, house switched from five to four stagers opening day for the first time in months. Bill has Johnny Long and band, with Marty May and the Four Franks, on stage, and *The Hard Way* (Warners) on screen.

Oriental (3,200 seats; \$20,000 house average) pulled in \$17,500 week of March 5 with another showing of the *Funzafre* unit and, on screen, *Time To Kill*. Radio Rogues were featured as an added attraction. Week ended March 4, Gene Krupa and band took in a hefty \$24,000. Screen had second Loop run of Milton Berle in *Over My Dead Body*.

House opened poorly Friday (12) with a five-act vaude bill headed by Ethel Waters and Block and Sully. *Queen of Broadway* is the screen item.

Deane OK; Osborne Bill Slips in Prov.

PROVIDENCE.—Shirley Deane, film femme, headlining Fay's stagershow last week, gave the house a good \$7,000. Surrounding bill include Oscar Davis, Joe Arena, Federico and Rankin, Erna Fairchild, Ollie Shepard, Nelson and Walker.

Walloped by weather all day Saturday, Will Osborne and orchestra, with Jack Gilford and the Five Marshalls as supporting acts, slumped to a \$5,000 for week-end booking at Met ended March 7. Previous week, Met got \$7,000 with Stan Kenton and orchestra, the Pled Pipers, Jack Marshall and Carlton Emmy's Dogs.

Savitt \$11,300

DAYTON, O.—At the Colonial, week of March 12, Jan Savitt and His Top Hatters pulled down a neat \$11,300.

ACTS WANTED

Fine opportunities for those willing to locate here—plenty of club dates and week-end work assured in this territory—pleasant living conditions—many excellent chances to aid yourself and your country by taking on an easy extra job in one of the big war plants part time.

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Magic

By BILL SACHS

USO CAMP SHOWS, INC., 8 W. 40th Street, New York, is scouting for magicians to play the camp show circuit. Contact them immediately and tell 'em where you saw it. . . . FRANKIE GALLAGHER, formerly assistant to Marquis and Calvert, as well as a magus on his own, who entered the army two months ago, is now a corporal and stationed in Pittsburgh where he's attending an air corps school. His wife, Hazel, is at 721 Brighton Road, Pittsburgh, mending from a fractured collarbone sustained in a fall recently. . . . SARKIS THE MAGICIAN, out of harness for several months, due to a brain tumor, resumed with a show for the Red Cross in Atlanta last week. Now known as Pvt. G. Sarkis, he's still in Ward 7B, Lawson General Hospital, that city. . . . BOB FENTON, chief assistant to Virgil the Magician for many months and who has played the Bert Levey Time on the Coast with his own mystery turn, entered the army March 11. His leaving necessitated a bit of revising on the Virgil show, including the elimination of some of the bigger illusions. . . . VIRGIL THE MAGICIAN, now playing theaters in the Pacific Northwest, heads southward in a few weeks. His leopard cat, Sheila, who had been residing at the Portland (Ore.) zoo, died several weeks ago. . . . CARD MONDOR, another of Virgil's former assistants, is playing theaters and niteries along the Coast. . . . DE CLEO THE MAGICIAN (Forest D. Snider) is in Mount Carmel Hospital, Columbus, O., with a leg injury sustained recently while performing his barrel escape. He'll be there seven more weeks and would appreciate hearing from magical friends. . . . PVT. JAMES J. HATCH JR. (Hatch the Magician) writes from somewhere in England: "Visited a London magic shop recently and purchased considerable new equipment. Have entertained in some of the villages over here in my spare time and find that magic is still alive in spite of the war. Worked recently with other American talent, including Corporal Zsamberis, Chicago singer, and Gavin and his instrumental trio. We all hope to be back in the business after the war." . . . G. RAY AND JUDY TERRELL, who have been working coast guard stations recently with their USO unit, are now in Norfolk, Va., to entertain the navy lands for two weeks.

THE GREAT OVETTE, during his recent two weeks at the Faust Club, Peoria, Ill., bumped into a clever magic lad named Correll, whose brother is member of the popular Amos 'n' Andy team. Ovette has gone to his home in Ebenezer, N. Y., to begin work on his victory garden and to revamp his illusions for his fall fairs thru Missouri and (See MAGIC on page 29)



Clouds of Smoke

And Many Amusing, Mystifying Tricks From Finger Tip and Empty Hand.

The Magician reaches in the air and clouds of smoke rise from his fingers as he opens and closes them. He can repeat this 50 to 100 times. He can also spin one-half inch ribbons 3 to 5 feet long and then convert them into snow flakes—and do more tricks that will amaze the audience!

MYSTIFYING—HARMLESS Only one dab of Mystic paste, rubbed on fingers until it is liquified and undetectable, is used. It's amazing, absolutely undetectable, new and unusual. It can be used as a practical joke and fits into many performances. Instructions will give you other marvelous effects. See your Magic Dealer or send 50¢ for a 35-performance tube. Three tubes for \$1.

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MANAGERS ROMANCE UNITS

Hotel Show Will Air Cocktail Field

CHICAGO, March 13.—The cocktail field will be in for a lot of discussion at the annual Midwest Hotel Show to be held at the Sherman Hotel March 23-25. Harold Van Orman, president of the American Hotel Association and head of the Van Orman hotel chain, which buys plenty of cocktail entertainment thruout the year, will be one of the principal speakers. His topic will be "The Hotel Industry and the War." In it he hopes to touch on the cocktail phase of the business and point out how important a cocktail lounge has become to the average hotel.

Some 60 per cent of the AHA members who will attend the show are operating cocktail lounges and using large bands and/or cocktail entertainment. Four leading booking offices will exhibit. They are Music Corporation of America, Frederick Bros. Music Corporation, William Morris Agency and General Amusement Corporation.

Order To Cut Music Hits Alabama Spots

MOBILE, Ala., March 13.—The cocktail field in Alabama has been at a virtual standstill since Gov. Chauncey Sparks's drastic order to eliminate music in all places serving liquor. Only two spots handling food and soft drinks continue to furnish entertainment. They are the Hollywood Dinner Club, using Bill Lagman's local outfit, and the Airport, featuring Walter Holmes and unit. Bars and lounges have been forced to curtail all entertainment activities.

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MIKE SPECIAL
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PAT TRAVERS
and Her Men About Town
3 Boys and a Girl
Vocal solos and quartettes, plus excellent music.

S For every spot—Macay is the McCoy!
JERI MACAY
and Her All-Girl Orchestra
(4 people)

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MAGICAL SATIRIST
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The OWEN SISTERS
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Quintette
4 Men and a Girl.
Held over indefinitely at
ROOSEVELT HOTEL, Pittsburgh, Pa.

S King of the Organ
Bill Thompson Trio
and
Carol Horton
(4 People)
Organ — Piano — Drums — Vocals

PROFILES



BILL THOMPSON TRIO AND CAROL HORTON

The Bill Thompson Trio, one of the veteran cocktail units in the field, is a well-integrated outfit because of the long association of the instrumentalists. Thompson, at the Hammond organ, was among the first to recognize the growing importance of the field and has designed his combo to take care of the musical requirements of all types of lounges.

Carol Horton, former vocalist with Horace Heidt, adds the feminine touch. Other instrumentalists are Eddie Clearwater, drummer doubling on vibes, and Frank Moran, at the piano.

Off the Cuff

EAST:

TED OLIVER and His Rhythmaires next in at Sam's New Musical Cafe, Philadelphia. . . . CAROL AND JERRY and their music holding over at Hotel Penn's Mirror Bar, Trenton, N. J. . . . SLAPPY and His Swingsters back at the Red Hill Inn, Pennsauken, N. J. . . . HERB DUBROW, solo piano, back at Mort Cassway's Celebrity Bar, Philly. . . . GEORGE KOBLER (4) at the Stevens House, Lancaster, Pa. . . . THREE BOYS OF RHYTHM set at the Savoy Musical Bar, Maple Shade, N. J. . . . ROSE GALLO, solo piano and songs, into a third year at the Tropical Bar of Jack Lynch's Walton Roof, Philadelphia. . . . GRACE AND SCOTTY new at the Hotel Weber, Lancaster, Pa. . . . BEE SCOTT TRIO, girl unit, is currently at the Surf Club, Passaic, N. J.

MIDWEST:

KING COLE TRIO held over at the Beachcomber, Omaha. CLARENCE BROWNING, colored pianist, will move into that spot March 15 to replace BOBBY SHORT, who left for the West Coast. . . . NINO RENALDO (4) to the Frolics Theater Bar, Minneapolis, starting March 22. . . . CARL'S PARADISE ISLANDERS, with TUREA on vocals, (See OFF THE CUFF on page 20)

FLETCHER BUTLER
HIS PIANO • HIS VOICE
Opening March 21
CLUB DETOUR
Chicago
Recently featured at the
Blackmoor Room,
Milwaukee.
Garrick Lounge and Am-
bassador Hotel, Chicago.

Personal Managers Attracted By Growth of Cocktail Field; "Dotted Line" Competish Keen

NEW YORK, March 13.—Personal managers, hitherto interested only in names, bands, many-peopled acts, are beginning to catch on to the potentialities in the cocktail field. Instead of sloughing off singles or trios which could only play cafes or lounges, managers are giving more attention to such performers. As a result more acts and combos are being developed, and booking offices are happier about the situation since most managers farm out their products to agencies.

Up to now, there are comparatively few personal managers in the field, but indications are that the number will grow. Personal managers with cocktail acts now include Stan Zucker, Mike Special, Walter Bloom, Louise Crane, Henry Herrman and Warren Pearl.

Special, a comparative newcomer, has signed the Kidoodlers, Rose Venuti, Teddy Metzger, Don Seat, Owen Sisters, Bill Thompson Trio and Pat Travers.

Zucker is handling the affairs of the Kidoodlers, Al Trace and is generally specializing in comedy units, while Bloom is managing Erskine Butterfield. Louise Crane is guiding the Leonard Ware Trio and Harlem Highlanders. Pearl has Jerry Benson.

As in the vaude and night club business, there is one aspect of personal management that agencies do not like. Mamas, aunts, other relatives and neighborhood pub keepers who imagine they know show business and talent, are representing themselves as personal managers and not only demand a cut, but present impossible conditions under which their particular act will accept dates.

In one known instance, a mamma withdrew her daughter because her tabs were not cuffed.

CHICAGO, March 13.—Personal management of cocktail units has played a highly important role in developing the field, both from the standpoints of talent and markets. Locally, the intensive work done on the part of personal managers has been responsible in boosting the stock of the units under such management, improving their performance, value to the operator, and, consequently, their salaries.

Both the large and small offices booking cocktail units here are concentrating on the personal management angle. The personal service rendered to a unit is becoming increasingly important, as the

talent shortage is becoming more acute. A booker almost has to turn personal manager if he is to hold on to a good unit.

J. J. (Bookie) Levin has been one of the first unit managers in this area, starting some 10 years ago. He has had on his list Bobby Short, Hawaiian Islanders, Turea, Four Tons of Rhythm, Estarbrooks and Farrar, Gail Hall, and Al Vinn and Anita Ames among others.

Phil Shelley, another independent manager who has left the radio field to concentrate on the cocktail field, has been handling Maurice Rocco, Arthur Lee Simpkins, Three Bits of Rhythm, Jean Eldridge, the Sharps and Flats, the Four Blazes, Joy Paige, Everett Hull, and the Modulators, among others.

It is the personal attention and service given Louis Jordan by Berle Adams, of General Amusement Corporation, that is directly responsible for this quintet's rise in the field from scale jobs to (See Managers Romance on page 20)

Estrelitos to San Diego

CHICAGO, March 13.—The Estrelitos, Latin trio, leave this territory late this month to open a run at the Show Boat, San Diego, Calif., April 1. MCA set the date to keep the act close to Hollywood, where a Warner Bros. screen test is in the offing. Unit has worked a couple of spots here.

War Splits Webb-Howard Duo

CHICAGO, March 13.—Milton Webb and Ann Howard (Mrs. Webb), piano and voice team, close at the Garrick Bar tomorrow (14) and leave the business for the duration. Webb, who is a foot doctor by day, has earned his tuition fees by working local cocktail lounges. He goes into the navy next week.

Jolly Joyce Adds Two

PHILADELPHIA, March 13.—Jolly Joyce Agency here has taken two more cocktail combos under its personal management wing. New units include the Hal Budd Trio, the Three-Man Band which opened last Monday (8) at the Show Bar, Akron, and a septia unit, Jack and the Three Aces, starting Monday (15) at the Tropics Club, San Antonio,

Revolving RHYTHM
HARDING and MOSS
with **Billie JOYCE**
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GEORGE JULIS
SID FISHER
NEV SIMONS
RUSS GEHRT

OFF THE CUFF

(Continued from page 19)

start at the Woodruff Hotel, Joliet, Ill., the same day. . . DORAIN LEWIS, piano-voice, has left the Midwest territory for the West Coast. . . DON JACKS (4) picked up another four-month hold-over at the Crown Propeller, Chicago. . . THE THREE DUKES is the new tag of THE THREE BLACK CATS, colored unit, now working at Millie's, Chicago. . . THE ACES AND A QUEEN, colored quartet, stay over at the Waldorf, Fargo, N. D. . . BOB ROBERTS, accordion, renewed at the Riviera, Chicago. . . BEA VERA, piano leader of a four-piece unit, is ill in Kansas City, Mo. . . DOROTHY AND HER ESQUIRES, mixed unit, now working the Lounge Bar of Hotel Statler, St. Louis.

SINCLAIR MILLS, colored pianist, has moved to the Silhouette Club from the 1111 Club, Chicago, and has been replaced in the latter spot by THE COUNTS AND A COUNTESS, colored trio. . . FREDDIE REED, piano-solovox, has started his third year at the Lawrence Bowl, Chicago. . . LOUIS JORDAN, leader of the Timpany Five, has received another temporary deferment, permitting him to continue with his theater dates. . . THREE GIRLS ABOUT TOWN have opened at the Detour, Chicago, after a long stay in the Boston area. . . AL MITTON, Chicago booker, is now in the army air force, attached to Unit No. 1 at the Stevens Hotel, Chicago. . . OPALITA AND GARCIA have returned to the Green Mill on Chicago's North Side. . . Barney Ross Cocktail Lounge, Chicago, has been doing terrific business

since Ross's return from the battlefield and the reams of publicity given him. . . MARIA KARSON will finally get that rest in Chicago after closing a four-month run at Gene's in Fargo, N. D.

WEST COAST:

RONALD EVANS, novelty band, takes over the intermission spot at the Hollywood Palladium. . . DOROTHY DANIELS, formerly of Daniels and Todd, opened as a single at the Zephyr Room, Chapman Park Hotel, Los Angeles. . . DAVID BULL, organist, opened at the Northern Hotel, Billings, Mont., March 16. . . IVY, VON AND VERN opened at the Back Stage Club in San Francisco. . . MIKE MCKENDRICK'S International Trio skedded for the Cinna Bar, San Diego. . . SKY LINERS (3) opened at the Commercial Hotel, Elko, Nev., for six weeks with options. . . LUCILLE AND BOOTS to the Capital Cocktail Lounge, Ely, Nev. . . BILLY BAINES has been held over for an indefinite period at the Melody Grill, Santa Barbara, Calif. . . PAULINE GRAHAM current at the Tonopah Club, Tonopah, Nev. . . JANE COOPER into El Cortez Hotel, Reno, Nev., for an indefinite stay.

Tidbits from San Francisco: EVELYN MYERS, former vocalist with Lionel Hampton, has joined SAUNDERS KING, who fronts a colored combo at the Backstage. . . MARJ GARRETSON, song and piano, proving a favorite with servicemen at the 365 Club. . . GENE AUSTIN, piano and voice who has made many records, has been filling a date at the Melody Lane. . . THREE SQUIRES are working Tommy's cocktail lounge.

FROM ALL OVER:

TONY LOMBARDO (3) now at the Commercial Hotel, Elko, Nev., has been signed to a personal management contract by Bill Snyder, of the William Morris Agency, Chicago. . . JEANNE RELDAE, organist, is filling an engagement at the Hotel George Washington, Jacksonville, Fla. She closed at the Hotel Battle House, Mobile, Ala., after 27 weeks, when the governor of the State ordered all entertainment out of places serving liquor.

MANAGERS ROMANCE

(Continued from page 19)

\$1,250 a week theater dates. Also under GAC management in this area, serviced by Berle and Jack Russell, GAC unit booker, include Doraine Lewis, Jesse Price, Don Jacks, the Royal Jesters, Jimmy Noone, Will Alexander, Howard McCreery, Lonnie Simmons, Four Tons of Rhythm, and Sonny Boy Williams.

Jack Kurtze, since taking over the cocktail department of Frederick Bros. here over a year ago, has also functioned as personal guide for such combos as the Four Cleffs, Bob and Sue Forsythe, the Melody Maids, the Dale Sisters, the Four Notes, Mike McKendrick's International Trio, Walter Fuller, and Reta Ray.

Dick Stevens, at MCA, has under his wing many combos and the most of his time is spent booking them, added personal management attention is given them to "keep them happy." Said attention is given them by the nearest MCA office. At the present time Stevens has in his territory the Estrolitos, Julie Huth,

Isobel DeMarco, Mack and Shannon, the Barbosas, Johnny Gibbs, Freddie Reed, the Playmates, Bert McDowell, Vince DiMaggio, Hap Williams, Betty Carpenter, Dorothy Ericson, and the Ebonites.

Bert Gervis, who recently left Consolidated Radio Artists to go into the personal management field, has on his list Dorothy Donegan, the Dukes, Clarence Browning, Ray Raysor and others. Erwin Rose, Gervis's CFA successor and former manager of the Tune Toppers (now in the navy), is building up a personal management list.

Bill Snyder, the William Morris Agency band manager here, has started to develop the personal management department and has signed up Sid Fisher and His New Yorkers and Tony Lombardo.

The smaller office, naturally, offers a more personal service to the unit, because of the greater amount of time it can afford to give each act. Some go as far as to handle the unit's bank account and to pay all bills.

KANSAS CITY, Mo., March 13.—Mack McConkey, head of the McConkey Orchestra Company here, has built up a successful business managing cocktail units. He has been in this field for several years and is currently servicing such units as Bobby Pope, Eddie Daniels, Chiquita, Don Roth and Bud Waples.

PHILADELPHIA, March 13. — Jolly Joyce is a leading cocktail unit manager here who has successfully combined the art of booking and managing. Concentrates both on colored and white attractions.

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

A

- Abbott, Cecilia (Old Roumanian) NYC, re. Allen, Jean (Swing Club) NYC, re. Allen & Revel (William Penn) Pittsburgh, h. Allen Sisters (Caravan Club) NYC, re. Aloma, Princess (Victoria) NYC, h. Amara, Leonora (Copacabana) NYC, re. Ames, Bill (Kitty Davis Airliner) Miami Beach, Fla., re. Amigos, Buenos (Music Hall) NYC, t. Andrews Sisters (Orpheum) Minneapolis, t. Apollon, Dave (RKO-Boston) Boston, t. Ard, Dottie (Lido) South Bend, Ind., re. Arlen, Faith (51 Club) NYC, re. Armand & Anita (Bowery) Detroit, re. Artini & Consuelo (Bismarck) Chi, h. Ashley, Barbara (Village Barn) NYC, re.

B

- Balley, Mildred (Cat & Fiddle) Cincinnati 15-27, re. Baltusz, Pete (Book Bar) Detroit, re. Banks, Billy (Diamond Horseshoe) NYC, re. Banks, Sadie (Old Roumanian) NYC, re. Barksdale, Everett (Le Ruban Bleu) NYC, re. Barnes, Ruthie (Orpheum) Omaha, t. Barrett, Shella (Riobamba) NYC, re. Barry, Fred & Elaine (Pierre) NYC, h. Bay, Doris (Tower) Kansas City, Mo., t. Bergen, Jerry (885 Club) Chi, re. Birch, Peter (Hurricane) NYC, re.

★ THE ANGIE BOND TRIO ★

AMERICA'S FINEST Girl Instrumental-Vocal Act. 11th Week JACK DEMPSEY'S, N. Y. City. Pers. Repr. Allan Rupert, Consolidated Radio Artists, R. C. A. Bldg., N. Y. O.

- Black, Betty (Royale) Detroit, re. Blake, Arthur (Spivy's Roof) NYC, re. Blackstone, Nan (Shangri-La) Boston, re. Block & Sully (Oriental) Chi, t. Bond, Angie, Trio (Jack Dempsey's) NYC, re. Bond, Gertrude (Palm) West Palm Beach, Fla., re. Borge, Victor (Waldorf-Astoria) NYC, h. Bowes, Major, Revue (Palace) Superior, Wis., 16-17, t. Brandon, Jane & Jerry (Leon & Eddie's) NYC, re. Brent, Harriet (51 Club) NYC, re. Briggs, Bunny (Kelly's Stable) NYC, re. Burke, Irene (Swing Club) NYC, re. Burke, Johnny (State) NYC, t. Burke Twins (Sawdust Trail) NYC, re. Burnett, Martha (Copacabana) NYC, re. Byron, Lorna (Drake) Chi, h.

C

- Cantu (Kitty Davis, Airliner) Miami Beach, Fla., re. Cafe Society Revue (Lookout House) Covington, Ky, re. Callahan Sisters (Latin Quarter) Boston 14-27, re. Campbell, Janet (Brass Rail) Detroit, re. Capella & Patricia (Copacabana) NYC, re.

EDDIE SUEZ THEATRICAL AGENCY presenting whirling of the dance THE De MAYOS Currently at Frank Palumbo's, Philadelphia. SHUBERT THEATER BUILDING, PHILADELPHIA, PENNA. Phones: Pennypacker 7083. Kingsley 9660.

ACTS • UNITS • ATTRACTIONS ROUTES (For Orchestra Routes, See Music Department)

Explanation of Symbols: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater.

- Capo, Bobby (La Conga) NYC, re. Carr Bros. (Orpheum) Omaha, t. Carlisle, Charles (Mon Patee) NYC, re. Carlisle, Una Mae (Lookout House) Covington, Ky., re. Carroll Sisters (Hurricane) NYC, re. Carroll, Susan (Tic Toc) Milwaukee, re. Carroll's, Earl Vanities (Stanley) Pittsburgh, t. Cartwrights, The (Chin Lee) NYC, re. Carver, Zeb (Village Barn) NYC, re. Cerney Twins (Riobamba) NYC, re. Chapelle, Carole (Louise's Monte Carlo) NYC, re. Charles, Victor (Corktown Tavern) Detroit, re. Chords, The (Capitol) Chattanooga, Tenn., 18-22, t; State Winston-Salem, N. C., 24, t; (Rialto) Danville, Va., 25, t. Christian, Eleanor (RKO-Boston) Boston, t. Claire, Bernice (Mon Patee) NYC, re. Claire & Hudson (Oriental) Chi, t. Clark, Tiny (Village Barn) NYC, re. Claude & Andre (Tower) Kansas City, Mo., t. Claudet, Marguerite (Idle Hour Supper Club) Charleston, S. C. Clayton, Pat (Queen Mary) NYC, re. Cole, Walter (Caravan Club) NYC, re. Collette & Barry (Brown) Louisville, h. Conrad, Cliff (Embassy) Brooklyn, re. Conti, Joe (Bowery) Detroit, re. Copelands, Four (Palace) Columbus, O., t. Corday & Triano (Village Barn) NYC, re. Cordoba, Angelita (Sawdust Trail) NYC, re. Covarro, Nico (Bal Tabarin) NYC, re. Crandall Sisters (Beverly Hills) Newport, Ky., re. Cross, Harriet (606 Club) Chi, re.

D

- Darrow, Chick (Caravan) NYC, re. Davis, Meyer, Debs (Rogers' Corner) NYC, re. Daw, Evelyn (Iceland) NYC, re. Dawn, Patricia (Swing Club) NYC, re. DeFray, Arleen (Sawdust Trail) NYC, re. De Felipe, Flores (Havana-Madrid) NYC, re. DeLane, Sherre (Corktown Tavern) Detroit, re. Del Rio, Diana (La Vie Parisienne) NYC, re. DeMaye, Moore & Martin (Leon & Eddie's) NYC, re. Denise (Jimmy Kelly's) NYC, re. Di Maggio, Mary (Jimmy Kelly) NYC, re. DeSimone, Ghena, Dancers (Bowery) Detroit, re. DeVal, Merle & Lee (Palace) Columbus, O., t. De Villa, Ralph (Havana-Madrid) NYC, re. Dixon, Joy (Jimmy Kelly's) NYC, re. Don & Cassandra (Larsons) Detroit, re. Donato, Frankie (Kavakos Supper Club) Washington, re. Dorben, Dorothy, Dancers (Edgewater Beach) Chi, h. Doyle, Eddie & Amy (Circle Bar) St. Louis, re. Du Pont, Doris (Latin Quarter) Chi, re. Durante, Jimmy (Copacabana) NYC, re. Duval, Jenine (Mon Patee) NYC, re.

E

- Eason, Otto (Lookout House) Covington, Ky., re. Eckler, Hilda (Music Hall) NYC, t. Errolle, Martha (London Chop House) Detroit, re. Estellita (Riobamba) NYC, re. Fait, Virginia (Sawdust Trail) NYC, re.

- Fetchit, Stepin (Palace) Columbus, O., t. Fennell, Carrie (606 Club) Chi, re. Finney, Hank (Book Bar) Detroit, re. Fisher & White (Old Roumanian) NYC, re. Elaine & Antoine (Tic Toc) Milwaukee, re. Flames, Three (Beverly Hills) Newport, Ky., re. Foster, Ruth (Glenn Rendezvous) Newport, Ky., re. Franks, Four (Chicago) Chi, t. Fuld, Leo (Old Roumanian) NYC, re. Fun for Your Money (Glenn Rendezvous) Newport, Ky., re.

G

- Gaby, Frank (Earle) Phila, t. Galante & Leonarda (Comodore) NYC, h. Gale, Lenny (Latin Quarter) Chi, re. Gardner, Grant (Last Frontier) San Diego, Calif., 8-18, h. Gardner, Kay (Troc) NYC, re. Gates, Bob & Maxine (606 Club) Chi, re. Gay, Abbie (606 Club) Chi, re. Gerity, Julia (Sawdust Trail) NYC, re. Gerrits, Paul (Roxy) NYC, t. Gialvan, Gil (Music Hall) NYC, t. Gibsons (Hurricane) NYC, re. Gifford, Moya (Bertolotti's) NYC, re. Givot, George (Orpheum) Omaha, t. Glover & LaMae (Sheraton) NYC, h. Gordon's, Al, Racketeers (RKO-Boston) Boston, t. Gordon, Richard (Brown) Louisville, h. Gould, Sid (Glenn Rendezvous) Newport, Ky., re. Green, Harold (Rogers' Corner) NYC, re. Guerlain, Annette (Onyx Club) NYC, re. Guizar, Tito (Blackstone) Chi, h.

H

- Hall, Bob (Earle) Washington, t. Hart, Dorothy (Swing Club) NYC, re. Hayes, Virginia (Caravan Club) NYC, re. Healy, Eunice (La Martinique) NYC, re. Heath, Bobby (Sawdust Trail) NYC, re. Helene (Alden) NYC, re. Herbert, Tim (Orpheum) Minneapolis, t. Hild, Gertrude (Wivel) NYC, re. Hollander, Sater & Sherr (Rogers' Corner) NYC, re. Hoffman Sisters (Edison) New Westminster, B. C., Can., 19-20, t; (Cave Club) Vancouver 22-April 4. Hoster, Beverly (Bertolotti's) NYC, re. Hyde, Herman (Diamond Horseshoe) NYC, re.

I

- Ink Spots, Four (Palace) Albany, N. Y., t.

J

Jackson, Eddie (Copacabana) NYC, re. Jackson & Nedra (Colosimo's) Chi, re. Jagger, Kenny (Leland) Richmond, Ind., h.

Jane, Mary Ann (Stevadora) Detroit, re. Jesse & James (Orpheum) Minneapolis, t. Johnny & George (51 Club) NYC, re. Johnson, Ginger (Mon Patee) NYC, re.

Johnson, Gladys (Onyx Club) NYC, re. Johnson, Johnny (Governor Clinton) NYC, h. Jones, Broadway, Trio (Troc) NYC, re.

Those Inimitable Comedians 3 LOOSE NUTS Holding Over Indefinitely at UBANGI CLUB, NEW YORK CITY JOLLY JOYCE Earle Theater Bldg. Philadelphia, Penna.

Jules & Webb (Lookout House) Covington, Ky., re. Juvelys, The (Roxy) NYC, t.

K

- Kaly, Chandra, Dancers (Beverly Hills) Newport, Ky., re. Kay, Beatrice (RKO-Boston) Boston, t. Kay, Carol (Jack Dempsey's) NYC, re. Kaye, Claudia (Caravan Club) NYC, re. Kaye, Jane (Moose) Erie, Pa., re. Kennedy, Mae (Swing Club) NYC, re. King, Johnny (Bowery) Detroit, re. Kim Loo Sisters (State) NYC, t. Knapp, Marjorie (Pierre) NYC, h. Knight, Gay (606 Club) Chi, re. Kosetz, Marina (Versailles) NYC, re. Kula, Malle (USO Camp Show) Gainesville, Tex.; Wichita Falls 21-27.

L

- La Bato, Paddy (Alpine Village) Cleveland, re. Lambertson, Charlotte (Royale) Detroit, re. La Milonguilla (Don Julio's) NYC, re. Landi, Ruth (Mon Patee) NYC, re. Lane, Frances (Leon & Eddie's) NYC, re. Lao & Monsta (Algiers) NYC, re. Latin Quarter Revue (Colonial) Dayton, O., t. Laurence, Paula (La Vie Parisienne) NYC, re. La Vola, Don, & Carlotta (Utah Canteen Service) Salt Lake City. Lawlor, Terry (Greenwich Village Inn) NYC, re. LaZellas, Aerial (Nite Spot) Dallas 8-21, re. Lee, Flora (Roxy) NYC, t. Lee, Bob (Wivel) NYC, re. Leslie & Carroll (Royale) Detroit 12-25, re. Lester, Jerry (Strand) NYC, t. Lewis, Ralph (El Morocco) Montreal, re. Lit, Bernie (Kavakos Supper Club) Washington, re. Logan, Molly (Syracuse) Syracuse, h. Loose Nuts, Three (Ubangi) NYC, re. Lucas, Nick (Keith) Indianapolis 18-21, t. Lynce & Marianne (Bertolotti's) NYC, re.

M

- Mall, Paul (606 Club) Chi, re. Mann, Bert (Garrison's) NYC, re. Mann, June (Bowery) Detroit, re. Manning, Irene (Strand) NYC, t. Marcus, Doc (Latin Quarter) NYC, re. Marina (Waldorf-Astoria) NYC, h. Martells & Mignon (Capitol) Washington, t. Masalle, Sally (78th St. Tap Room) NYC, re. May, Joe, & Margie Green (Tower) Kansas City, Mo., t. May, Marty (Chicago) Chi, t. Mayhoff, Eddie (Le Ruban Bleu) NYC, re. Michon, Michel (Russian Kretchma) NYC, re. Miles, Jackie (La Martinique) NYC, re. Miller, Follie (Kitty Davis Airliner) Miami Beach, Fla., re. Mimicmen, Four (Royale) Detroit, re. Molina, Rita (Spivy's Roof) NYC, re. Monteros, The (Supper Club) Fort Worth, Tex., re. Moore, Grace (Roxy) NYC, t. Morris, Will, & Bobby (Hamid-Morton Circus) Wichita, Kan., 22-27. Murray, Honey (Mon Patee) NYC, re. Murray, Steve (51 Club) NYC, re. Murray, Wynne (La Martinique) NYC, re. Murtah Sisters (Capitol) Washington, t.

N

Nadell, Henny (Old Roumanian) NYC, re. (See ROUTES on page 55)

BAND BIZ'S BATED BREATH

"Song Hits" Vs. "Hit Parader" Won by Former

NEW YORK, March 13.—Supreme Court here has awarded an injunction to publishers of *Song Hits Magazine*, restraining the *Hit Parader*, rival song-lyrics mag, from turning out issues after May, 1943. Decision was handed down March 10 by Judge John P. Carew on the suit instituted in November, 1942, when the first issue of *Hit Parader* appeared on the stands.

Song Hits had charged that the style, cover design, format, contents of special features, etc., were copied by *Hit Parader*. Judge Carew declared that it was an obvious infringement on *Song Hits*, published since 1937, and awarded the plaintiff right to reserve its claim for a complete accounting for damages up to \$50,000.

In the course of the court action it was brought out that John Santangelo and Edward Levy were jointly at the helm of Charlton Publishing Company, which issues *Hit Parader*, and that Santangelo was once convicted for violating copyright laws by using lyrics without permission of the music publishers. Santangelo, the circulation manager, reportedly could not read or write English.

Obie Is No Boss Over at Classic, Just 'Employee'

NEW YORK, March 13.—Eli Oberstein, in his testimony before the trial board of Local 802, AFM, here on Thursday (11), intimated that his position in the Classic Record Company is merely that of an office boy. When asked to explain the waxings of the many new songs on the *Hit* label, Oberstein stated that he does not own the disk firm, that he does not establish its policy and is not consulted on what tunes are to be recorded. He is only an employee in the New York office, he claimed.

Oberstein reiterated his statement at a previous interrogation before the union's trial board that he had purchased eight masters in Mexico. However, he denied any knowledge of how or where other new recordings had been made. He named Walter Valerious and Albert Middleton as those responsible for the policy of the Classic Record Company.

Local 802 summoned Oberstein when it was reported that Classic was set to release five waxings of songs, some so new the printers' ink was barely dry.

Kirby's Hub Concert Finally Set; Hopes To Play Out Dates

NEW YORK, March 13.—John Kirby's Hub concert for Boston Symphony Hall has been definitely set for April 15. Latest decision moves it up from March 29, when Eddie South was slated to pinch-hit. Kirby will play the April date after he completes his week's run at Loew's State Theater here.

Una Mae Carlisle is definitely skedded, but the Delta Rhythm Boys, who were to play the March date, will not be available. By April two of their members will be wearing khaki.

Kirby hopes to work out his current contracts before he gets his call from Uncle Sam. Contracts extend into May, and Kirby has requested a deferment until they are completed.

READING, Pa., March 13.—Danny Goodman has taken over operations of Winter Crystal Ballroom here. Has Bob Chester set for March 19, with Teddy Powell slated to come in March 27.

There's a Harbor of Maestri Anchored in Town

NEW YORK, March 13.—The musical fleet's in. Navy's Lieut. Eddy Duchin is in town.

Lieut. (ditto navy) Jolly Coburn, former fixture at the Rainbow Room here and now fixing to depart for overseas duty, is also about.

And Lieut. Sleepy Hall, another society band leader and an Annapolis schoolmate of Coburn's, has been stationed here the past six months.

Has anyone seen Chief Petty Officer A. Shaw?

Band-Hungry Camps In South Creating Air Breaks for Few

NEW YORK, March 13.—Shortage of bands for army camps in the Southern area, where the demand is high, has resulted in a few maestri getting swell air-time breaks via Coca-Cola Spotlight Band presentations.

For one case in point Dick Humber snagged two of the coveted Cola shots, March 23 and March 27, emanating from Camp Talladega and Fort McClellan respectively. Both the bases are way south of the Mason-Dixon line. Break for Humber also comes with a Cola broadcast from Rochester, N. Y., April 2. The Bausch-Lomb defense plant in Rochester, N. Y., asked to have Humber do a shot from its grounds while he was playing a three-day party date for the optical plant.

Jack Teagarden was also lucky, getting himself three Cola shots in a short space of time this winter because he was in the Florida area, close to some camps.

Songsters Follow Orksters as Pubs of Pops; Frank Sinatra, Buddy Clark Head "Hit" Parade

NEW YORK, March 13.—Vocalists are following bandsmen into the music publishing business, two of them having made the plunge in the past week. Frank Sinatra, currently the best plug in the music business, bought a half interest in Barton Music Corporation, following Buddy Clark's purchase of 50 per cent of Kaycee Music earlier in the week.

Sinatra's entrance into the publishing field comes at a time when radio, theaters, night clubs and films are wide open for him. When recordings start again they'll be extra gravy. His firm, Barton Music, plans to expand its New York office and is considering opening offices in Chicago and on the West Coast. Ben Barton, head of the firm, will act as general manager in New York. Pub was admitted to ASCAP last year. Its first plug tune under the new ownership is *Close to You*, penned by Al

Wiping Out 4H's, Calling Up All 3A's Spells Finis Unless Industry Goes to Bat Quickly

NEW YORK, March 13.—Indications this week that 3A's would be in the army by summer and the penciling out of the 4H classification hit at the future of the band business, but the focal point of all interest was Kay Kyser's appeal for deferment on morale-building grounds. Outlook for such appeals seemed dire when Mrs. Roosevelt declared at a press conference that she thought Kyser could be drafted and then assigned to duties similar to his civilian activities.

The disclosure that Kyser's appeal was backed by Office of War Information evoked trade observations that not only Kyser's but other maestri's contributions were sizable enough to warrant "morale" deferment. (OWI pointed out that Kyser, among other things, had suggested that government wartime appeals be tied in with radio's most popular programs and pushed by stars instead of giving routine plugs; that Kyser had spent \$104,000 out of his own pocket last year to cover added expenses of putting on his programs from army camps and that the band leader had sold vast numbers of War Bonds and had made trans-continental plane trips weekly at his own expense to advise OWI on programs.) It was pointed out by observers that virtually every name band has been doing its utmost to fashion a potent needle with which to hypo morale. In the New York area Sammy Kaye was singled out as a representative example. Kaye in his seven weeks at the Strand Theater here has gotten on a bicycle to give a minimum of one show a week at the Stage Door Canteen. Plus which he has played at least three dates a week for bond drives, defense plants, hospitals and

army camps, an average which has been kept up almost since Pearl Harbor. And like Kyser, the swing-and-sway maestro has shelled out his own dough to make "morale" trips, journeying up to Boston on his own, in one instance, to play three Boston hospital benefits in one evening.

Spokesmen Needed

Conclusion drawn by some tradesmen is that the music biz needs an industry-wide committee to show to the proper officials what name bands have done. These men feel that the top namers are deserving of deferment, and that the "morale" issue, when all the bunk is stripped away, is really an important and serious consideration. In response to Mrs. Roosevelt's statement, some of them think it should be plain that the band biz is as essential for civilian morale as military morale, so that the idea of putting a Kyser into uniform to do the same work wouldn't work out. Private properties like hotels, theaters and ballrooms where many defense workers and essential civilians seek their recreation could not employ an army band. On the other hand, a Kyser in civvies could split his morale efforts between army camps and private but necessary activities, and each would benefit without loss to the other. This, among other arguments, could be properly introduced by an all-over committee.

Willingness of the name bands to get behind the "morale" push, it is also felt, cannot be disputed by the figures. According to USO Camp Shows, Inc., practically every namer in the business has volunteered for and played army camp dates. Over 265 gratis dates have been played by the volunteer orks, covering a good part of the camps serviced by USO. Added to this figure is the imposing total of 1,686 camp dates played by nine paid orks covering at least 475 army camps. Fact that these were paid jobs doesn't deter from the "morale" issue, the observers say, since the remuneration is far from being a high and mighty sum. Benefits of these are shown by the ever-increasing demands from public relations officers for more such entertainment.

Industry-Wide Committee Urged

Intention of an industry-wide committee, of course, is not to protect the (See *BAND BIZ* on page 22)

BG Biz at Pallad Continues Phenom; All Records Topped

HOLLYWOOD, March 13.—Benny Goodman, ending his second week of a six-week engagement, continued as the Palladium's biggest grosser when he added a 37,500 six-day week to his first week of 34,000.

Second week gross puts Goodman head and shoulders above any other band to play the spot. His second Saturday and Sunday brought 17,500 paid admissions for the two days.

Outstanding part of Goodman's record is that he has been faced with war problems more acutely than ever before. While he did hit the town about the time that new "B" books were issued, surplus gasoline stocks that were on hand in tanks at the start of rationing were all used up. Dim-outs in this area failed to dampen the enthusiasm of Goodman's followers, with outlying towns supplying plenty of dancers for the event.

Sunday's record crowd packed the Palladium dining room to capacity. Early crowds were on hand before 3:30 p.m. opening time that day to take advantage of the 50-cent admission and to witness a band leader dance contest in which Harry James, Woody Herman, Al Donahue, Eddie LeBaron and Goodman himself participated.

Have You Heard? It's All Set for Petrillo To... Buzz... Buzz... Buzz

NEW YORK, March 13.—In the army the most popular rumor deals with, "When are we off?" But in the music business, it's "When do we get back?"—meaning, of course, on records.

Altho diskers and American Federation of Musicians know nothing about when or how settlement of the dispute will be reached, the talkers were swift and sure about town. Typical comments follow:

1. According to several know-it-alls, the ban will be lifted Tuesday, March 16, when negotiations will start anew.

2. The Broadway columnists take up the March 16 call. That's the date, it is said, when the fracas will be over. . . . Petrillo has other proposals ready . . . ps-s-t. the recording officials are getting ready to go to Chicago to meet with the AFM prexy. . . . Petrillo was only shadow-boxing with his first set of proposals, the real McCoy comes March 16 . . . complete terms have already been worked out but only await approval of AFM's exec board.

But the music publishers are hard-bitten. In Lindy's, they're offering \$50-and-pick-your-month when recordings will be made.

On the Records

A critical analysis of the latest record releases, covering both the musical and commercial angles of each disk reviewed. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both. Paragraphs in heavy type are designed for operators of automatic phonographs as a guide to the potential value of recordings in music machines. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

DICK BRYER AND THE SONG SPINNERS (Musicraft 15011)

You'd Be So Nice To Come Home To—FT; V. Over There—FT; V.

THIS new popular label continues to forge ahead with popular releases in an all-vocal setting. And while it will still take some time before one's ear, in spinning the waxes, gets tuned to the absence of musical instruments, the all-male voices in this instance go far in keeping the listener entertained. Moreover, it all makes for highly pleasurable listening, especially since the voices manage to maintain an even and sharp rhythmic beat thruout to punctuate their singing. Tune selection is also to the major likings of the record marts. Cole Porter's *Nice To Come Home To* from the *Something for the Boys* musical is already heading for hitdom in song circles. And with disk entries for these lovely ballads quite skimpy in view of the marketing values of the song, this side should enjoy a wide margin of sales. Set at a moderate tempo, and with the bass singer thumping out the rhythmic beats to enhance the toe-tapping qualities, the four voices take the song right from the edge, with their vocal harmonies scored closely. For the second stanza, a solo voice carries the melody to the accompaniment of vocal figures in the background. All join in again for another half chorus in ensemble-rhythm style to polish off the side. Not only are the voices good and well-blended, but Dick Bryer and the Song Spinners, familiar radio voices, impart plenty of vocal color to add sparkle to the shellac facing. George M. Cohan's unmatched soldier song of the first war, *Over There*, makes for an attractive complement for the couplet. Taken at a lively march tempo, the five voices get off the first chorus in spirited singing fashion and follow with the verse. Solo voice against a bank of martial vocal figures takes over for another chorus, and then all join in for a spirited interlude that brings the song up to the minute with spirited wordage covering the Pacific and African fronts. Another chorus by the entire group carries out the side. By far one of the most attractive of modern-day disk versions of *Over There*.

With the phono public developing a new appreciation for the all-vocal disks, operators should enjoy a large measure of play for both of these sides. "You'd Be So Nice To Come To" has already hit a wide mark along the phono lanes. And there should be a new wave of interest in "Over There" in this entry, which packs all the spirit of the tune and gives it an additional modern touch.

POLKA RECORDS

Joe's Merry-Makers (Standard T-2091) pair two attractive sides in the polka tempo in J. Lazarus's *Wa-Wa Polka* and S. Blank's *Innkeeper's Polka*. Both are typical Polish polkas, played in lively and spirited fashion, and should enjoy wide use at locations where the call is for the international dance rhythms. The Merry-Makers is a small dance orchestra, with trumpet and saxophones carrying the tuneful melodies. The familiar wa-wa playing style of the trumpet characterizes that polka side, while *Innkeeper's Polka* makes an attractive title for the tap and tavern trade.

Music machine operators searching out the current record releases for the Western songs are recommended the new Tex Ritter coupling (Capitol 132) of the screen cowboy's own *I've Done the Best I Could* and Johnny Marvin's familiar *Someone*. The Texans, small combo including a torrid fiddle player and electric guitar, provides more than adequate accompaniment for the cowboy singer. Sings both at an easy-going medium tempo. *Best I Could* is a tall pine country torch ballad, the cowboy hurt to the quick because his gal has let him down after he had done the best he could. *Someone* is a lonely cowboy's serenade to his sweetheart, Ritter singing sympathetically that he needs someone to cheer him up and keep him from becoming blue.

On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation and general listening appeal rather than the musical ability of the bands reviewed.

ELLIOTT GRENNARD

Jimmy Carroll

(Hotel Astor, New York, Mutual Network, Tuesday (9), 12-12:15 midnight)

JIMMY CARROLL'S little band takes to the air with aplomb enough for a crew twice its size. It doesn't try to conceal its numbers by playing ensemble. Without hesitation one instrument after another carries the melody solo and, surprisingly, the very airs the ork gives itself help it cover more ground and sound like a whole lot more.

Bits of clarinet, tenor sax, muted trumpet, accordion and piano, tossed off with plenty of slapdash, help dress up the pops of the moment in a multi-colored garment, and eight tunes tossed into a 15-minute span helped keep things churning.

Grace Riley sang the choruses of three of the ditties and here too, her homey, undistinguished voice made itself acceptable by the boldness and clarity of her articulation. Male voices in the

background intone the contrapuntal harmony in unison baritones and provide a little extra weight to Miss Riley's chirping.

The kind of remote that will bring listeners into the room that houses Carroll's band.

Gracie Barrie

(Blackhawk Cafe, Chicago, Mutual Network, Tuesday (9), 12:15-12:30 a.m.)

THE program must have been already under way when WOR picked it up, judging from the abrupt opening that introduced the show to metropolitan dialers, but it didn't take more than a moment or two before the band and its new leader made themselves right at home.

The stability of the Stable aggregation must be a comfort to Miss Barrie in her present role. The men obviously know what the score is and they play it with authority. The fine piano plunking, in particular, cut thru behind all vocals.

Paul Warner had two and Miss Barrie had two. Warner sounds like a reasonably exact facsimile of Bob Eberly, but who says that's bad? That appears to be the popular taste and Warner offers a fair degree of satisfaction. Miss Barrie, of course, has her own style of singing and it's a good many notches above the average band vocalist's.

For that reason, particularly, a different accompaniment treatment should be found for her backgrounds. The set style used by her and every other band creates a strait-jacket her voice can't easily escape.

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or potential commercial value of the band, as well as its musical quality.

Glen Gray

(Reviewed at Sherman Hotel, Chicago)

IN HIS second time around in this swing spot, Gray exhibits the most modern Casa Loma ork to date. He himself, as well as Uncle Sam, has cleaned house, and only about four members of the original co-op group remain. It is more swingy in style than ever before and up to date on all arrangements it offers.

The basic instrumentation remains the same (six brass, five sax, four rhythm) but the boys are hep to the demands of youngsters and dish the stuff out accordingly. Vocally, too, the band has progressed, altho at this showing no male vocalists were heard. The heretofore all-male band now has a quartet of girls (replacing the weaker LeBrun Sisters) and good-looking Eugenie Baird on the torchy stuff. The Casa Loma Quartet includes Evelyn Jo O'Connell, Marjorie Nagel, Peggy Lee Olson and Barbara Adler, all clean and young-looking girls who harmonize pleasantly, even tho none too professionally. Miss Baird is okay on voice, but there is no reason why she should force herself to keep her arms motionless.

Pee Wee Hunt, the corpulent novelty singing trombonist, is still on hand, altho a cold kept him away from the mike at this viewing. And Gray still has a sincere smile for the customers and displays a liking for his work, which makes it nice all around. Sam Honigberg.

Miguel Matamoros

(Reviewed at National Hotel, Havana)

MAESTRO MATAMOROS gets plenty of action into his fronting, and crowd obviously enjoys him. A good ad libber, he uses clever bits of comedy to put punch into his announcements, all of which marks him as big-time stuff.

Present line-up is three trumpets, three trombones, three reeds and three swell rhythm, including Matamoros's piano. Some of the jazz arrangements are very fine, with clever sax work giving them a terrific lift.

Library is well stocked with sock arrangements. Particularly popular here was Matamoros's own new *Hijos de Buda*. David C. Coupau.

Bobby Sherwood

(Reviewed at Roseland Ballroom, New York)

WHAT happens to the Sherwood band during this 10-week stand may easily decide just how soon the band is going to happen. It is young, spirited, eager and has a lot of music to offer. The same goes for its leader, Bobby Sherwood, only double in spades.

He's really got it. Plays a fine jazz trumpet in a variety of styles, handles his guitar in an individual manner, sings solo in a Jack Teagarden vein, arranges every number in the book, looks good in front of the band, works hard and has a wealth of ideas. Oddly enough, the over-abundance of ideas is his chief stumbling block at the present. Because of it, his band, which is a reflection of his ideas, doesn't make a clean-cut impression. There's too much of too many things.

On some of the tunes the band sounds like a million; on too many others it is nondescript. Least effective are the ballads, Lucille Winwood, who warbles them, isn't strong enough to carry them and the arrangements aren't rich enough to carry her. She's sweet looking and shows a degree of promise, vocally, but it will take considerable seasoning before she is running for touchdowns.

The rhythmic are a good deal better. The Bobettes, two boys and two girls, tear into a tune with strong young voices that are excellently blended. Their quartet arrangements are on the plain side but they get a great deal out of them. More intricate scoring will add up to a higher score for them.

It's on the jumpers that the band excels. Two dozen more items like *The Elks' Parade*, as done the other night, and kids are going to be yelling for the band. There are a number of fine in-

strumentalists in the outfit, but only rarely do the arrangements take advantage of them. One successful try is *The Man I Love* which brings Jackie Simms to the front. The give-and-take between his tenor sax and the entire brass section made for memorable listenable. Aside from Simms, Eddie Green tooted his trumpet in fine style, and two other saxes and a clary showed they too knew about notes.

Instrumentation is three trumpets, three trombones, five reeds, four rhythm and Sherwood. He plays trumpet most of the time, but gigs it on his box, solo or with the other guitarist on Latin.

Library is varied and this stretch in the hep Broadway dance hall should teach Sherwood just which of his wares are most salable. It will be a shame if he doesn't learn. Elliott Grennard.

Ruby Newman

(Reviewed at Copley-Plaza Hotel, Boston)

SOCIETY Maestro Ruby Newman comes forth with a symphonic dance band that has more than enough to satisfy the cosmopolitan and critical tastes of the Copley-Plaza clientele. Instrumentation is unique, consisting of eight fiddles, two violas, harp, cello, base, guitar, piano, drums, four sax and one trumpet, with Newman taking his turn on the violin. Arrangements by Don Dudley, Ben Horner and D'Arga elevate this band to new heights.

Fullness and versatility of this outfit shown to advantage when Newman starts one set with a flashy *Holiday for Strings* and concludes with a jumpy *Stuff in Your Cuffs*. Newman has more guests dancing than any other band that has been in this swanky place.

June Roberts, former Eddy Duchin vocalist, had difficulty in use of mike and at times her voice was not audible. However, after she accustoms herself to mike and acoustics of room she's sure to be an asset to this band. Don Dudley and Bob Taylor are the male vocalists, with Taylor, the guitar man, showing an excellent voice for ballads.

Library is limited at present, but as soon as it is rounded out the ork should cause a mild sensation. With proper exploitation it will be greatly in demand for the fashionable supper clubs of the country. Harry Poole.

BAND BIZ

(Continued from page 21)

money-making powers of bandmen but rather to preserve an industry that other countries have already acknowledged to be vital to the war effort. Advocates for a committee make a firm point that maestri must show their all-outness with as little concern for their pocketbooks as is shown by our warriors abroad. Getting the "morale" issue across to the people, whose elected officials decide what is or isn't an essential occupation, means much more than name bands taking time out between shows to sell War Bonds. It means in many cases that bandmen must consider morale jobs their primary business and netting so many G's a secondary matter.

Point of bringing up the money vs. morale issue is that up to now the trade has been hesitant about putting up an official front for deferments. Money-making powers of the leading maestri make them vulnerable to charges of "selfish slacking" which, however unfair, would hurt anyone in the public eye. With the accent taken off the financial side and the maestri themselves subordinating it to morale work, a valid and unsuspected appeal could be made.

What'cha Know, Joe?

NEW YORK, March 13.—The *Stalin Wasn't Stalling* song, authored by the Golden Gate Quartet, is going right to the Kremlin.

Seems that Quentin Reynolds, due to visit Moscow for an interview with Stalin, was in Cafe Society last week when the Golden Gaters gave out with the ditty. Reynolds liked it so much, he's taking a recording of the tune (Columbia is releasing) with him to present to the Russian leader.

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Orchestra Notes

Of Maestri and Men

HAL MacINTYRE, RICHARD HIMBER, TOMMY DORSEY AND RONNIE KEMPER are skedded to play the Coca-Cola Spotlight Bands program week of March 22, with HIMBER repeating. . . HARVEY CRAWFORD, singing drummer who recently left ART KASSEL'S band, has joined GRIFF WILLIAMS, who returns to the Palmer House, Chicago, March 25. CRAWFORD replaces WALTER KING, now in the army. JIM FEATHERSTONE is KASSEL'S new drummer and vocalist. . . STAN KENTON returns to the Sherman Hotel, Chicago, April 30 for two weeks, followed by TOMMY DORSEY and LES BROWN, each for two weeks and each a first-

He will follow with another six-week job at the Plantation, Dallas. . . INTERNATIONAL SWEETHEARTS are back in the Midwest, being set by Joe Kayser, of Frederick Bros., on one-nighters. . . CARL DENGLER and his seven-piece band, featuring MAXINE KIPPEL, are now playing their fifth winter at the University Club, Rochester, N. Y. . . WARRANT OFFICER ELLSWORTH HUFFMAN, former director of bands in Oregon, is now heading a 28-piece army band in Australia. . . SAM HERMAN and orchestra have been booked for an indefinite stay at the Clover Club, Portland, Ore. . . BEN J. MURRAY, formerly with Roseland and Savoy ballrooms, New York, has been appointed manager of the Met Ballroom, Philadelphia. . . GEORGE TOWNE goes from a holdover at the Neil House, Columbus, O., into a defense plant beginning this week. . . LOUIS PRIMA to take over at Loew's State, New York, this week. . . DITTO for FLETCHER HENDERSON at the Apollo. . . BARNEY RAPP goes on and on at the Claridge Hotel, Memphis. . . JIMMY RICHARDS starts a three-weeker at the Muchlebach Hotel, Kansas City, Mo.

Music Items

Publishers and People

ROBBIENS MUSIC has signed another instrumentalist, Leonard Sues, young trumpet star, to an exclusive contract. Sues is writing a book of trumpet studies and improvisations.

Bob Russell, composer of *Brazil's* lyrics, gets a pat on the shoulder from the Brazilian State Department some time in April, when officials will present him with a scroll for good-neighbor efforts.

OWI'S National War-time Music Committee has placed its stamp of approval on *Uncle Sammy Needs You*, patriotic piece penned by Louise Bushee, Atlantic City ciffer.

Willie Johnson, of the Golden Gate Quartet, current at Cafe Society Uptown, New York, will have his own song, *Stalin Wasn't Stallin'*, played on the *March of Time* broadcast.

Irving Brown, formerly of Republic Music, now with Embassy. The staff of Yankee, a subsidiary, are joining to work on their hit tune, *It Started All Over Again*.

Mills Music reviving an oldie of over 10 years, *Take Me In Your Arms*. It was picked up by Jimmy Dorsey, and Abe Lyman and Frank Sinatra are featuring it.

Phil O'Hara, disabled veteran, wrote "I Just Got an Army Haircut" in a Washington Veterans' Hospital in an effort to raise morale of recent recipients of the G. I. cut. Samuel J. Michelson and Al Parvin collaborated, and the tune will probably be published by Bregman-Vocco-Conn.

Songs and Such

EVERYWHERE, brainchild of Louis Prima, has been placed with Rytvoc Music. *You'll Never Know*, penned by Mack Gordon and Harry Warren, into 20th Century-Fox's *Hello, Frisco, Hello*. *It's Like Old Times*, Dave Franklin's newest, No. 1 song with Kaycee Music.

Close to You has been started by Barton Music. Writers are Al Hoffman, Jerry Livingston and Carl G. Lampl.

Nevada, from the tentatively titled *What's Buzzin', Cousin?*, gets the nod from Dorsey Bros. Tune by Walter Donaldson and Mort Green.

The Eickety Rickshaw Man, written by Irvin Drake, is set at Melody Lane.

Old New England Town, new one by James Cavanaugh, John Redmond and Frank Weldom, has been taken over by R. I. M. Music.

The Shanghai Blues is being published by Reis & Taylor, Inc. Words and music by Haven Jonson.

Marion, by Louis C. Graham, and *You're a Little Bit Sweeter Than That!*, by Graham and Stan Merritt, are to be published by Motor City Music, Detroit.

Every Soldier Has an Angel by His Side, a Roscoe Barnhart-Chaw Mank ditty, is slated for a ride by Country Music, Chicago.

What Is the Time America? is dedicated to "the heroic fighters of Russia" by authors Alfred Kreymborg and Elie Siegmeister. Musette publishes.

Manuscripts prepared for the patriotic song contest sponsored by the National Federation of Music Clubs and NBC, should be sent to Rhea Silberta, 200 West 57th Street, New York. Award will be a world premiere on NBC network, and publication by Mills Music on a royalty basis. Contest closes March 31, 1943.

timer at the Sherman. The July and August attractions there will be GENE KRUPA and WOODY HERMAN. . . BOB STRONG'S date at the Plantation, Houston, has been extended to six weeks.

Coast Hooperies Looking Ahead To Big Summer Season; Buying Names Instead of Using Locals

HOLLYWOOD, March 13.—With summer weather due any time now on a Southern California weather schedule, ballrooms along the Coast are warming up for the season and consequently opening new spots for bands in this area.

Set originally to open March 20, Aragon Ballroom on the site of the old Lick Pier Ballroom, Ocean Park, has moved its opener back to March 27, with Herb Miller and his orchestra set to open for four weeks with options. Miller, a new band in this area, stands a good chance of remaining until June 1, when Count Basie goes in. Other bands to play the spot include Duke Ellington, July 13, and Cab Calloway, August 24.

Schooler had originally planned to open March 20, with Eddie Miller fronting the old Bob Crosby band. The former Crosby sax man was unable to open at the spot because his application for transfer had failed to run its required three months and Local 47 AFM would not grant concessions.

A newcomer in the dance promotion field is William Richman, Los Angeles advertising man, who has leased the Long Beach Auditorium and set the opener for March 20 with Alvino Rey. Richman puts in Harry James March 27 and Johnny Richards with the Merry Macs April 3. Dances are staged on Saturday night only.

Richman has also leased the Glendale Civic Auditorium, he said, and bands playing the Long Beach Auditorium will also play the Civic. Civic dancers, accustomed to paying 30 cents because of the non-profit community dances staged there, will have the admission hiked

to 85 cents plus tax now that the ballroom venture is an individual one.

Also at Ocean Park and set to buck the new Aragon Ballroom is Casino Gardens, a spot which was given much publicity by Schooler's Swing Shift Dances. Brings in Harry James for a one-nighter March 26, with Jan Garber expected soon to take over the podium there. Casino has been playing local bands such as Leon Mojica and the organization of the late Jimmy Walsh.

Schooler is reviving the pass-out privilege, which has been dormant here for some years. With his amusement area and that of the Ocean Park Amusement Pier near by, pass-out checks are expected to be a boon to business. An entrance to the Ocean Park Pier has been cut thru from the Aragon Ballroom and the Lick Pier, both of which Schooler controls by lease.

Scat Davis Ready To Pick Up Baton But Band Is Busy

NEW YORK, March 13.—Johnny (Scat) Davis, who because he was in need of ready cash tossed over his band to appear in an Ann Corio picture, is now due to re-enter the band biz.

Of his old crew, about 10 have gone over to Gene Krupa, latest to have switched being vocalist Gloria Van and arranger Bert Ross. Several men were raided while Davis was still fronting the outfit, and the rest have joined Krupa in Davis's absence.

Bradford Band Bill Off to Weak Start

BOSTON, March 13.—Hotel Bradford's plan of presenting name bands as attractions for its grand ballroom (New England's largest room, with capacity of 3,000) has to date not been as successful as expected. Richard Himber opened on Wednesday (3), continuing thru Saturday (13). Business was very weak for first two days, getting near capacity on the first Saturday only. The first part of the second week business was poor again and on Tuesday the room held 50 couples. Admish is set at 85 cents each plus tax, couples only, and no liquor is served in the ballroom.

Himber, on a tie-in with the 920 Club of Station WORL here, did capacity biz on Friday (12). Bob Perry, "The Gloom Chaser" of WORL, plugged the date every day prior to blow-off and gets credit for the tremendous showing. 920 Club is a radio listening club with an estimated 60,000 members in the area.

Himber is not being blamed for the poor showing. Hotel Bradford has not had any featured entertainment for years and it is a case of re-educating the public. Wrong type of advance exploitation did not help attendance, altho considerable money was spent for advertising.

ASCAP Attorneys Ask Dismissal of Accounting Suit

NEW YORK, March 13.—ASCAP lawyers are having their time taken up working out dismissal motions. A motion to dismiss was entered this week by the Society in answer to the accounting suit brought by George Whiting, Gem Music and Denton & Haskins. Suit was filed against all the directors of ASCAP for the past 10 years, but the main brief was submitted by the Society's attorneys Schwartz & Frohlich, with supporting briefs from other lawyers.

Motion asked that the suit either be dismissed entirely or be split into two separate cases—one demanding an accounting and the other concerning the money which the Society allegedly stole from its members. Motion stated that ASCAP had never been approached for an accounting and that to submit one would be a very complicated task.

ARMSTRONG and two weeks with HORACE HEIDT. . . JAN GARBER takes off on a theater tour covering the Northwest. . . FATHER HINES duo for West Coast engagements.

Atlantic Whisperings

CHARLIE BARNET first of a succession of names slated for the Met Ballroom, Philadelphia. Opened last Thursday (11) for a three-week stand. . . NORMAN BLACK, maestro at WFIL, Philadelphia, brings in ERWIN GROER, viola soloist with the La Scala Opera Company. . . AL BARA to the Anton Gusz Cafe, Trenton, N. J. . . RAMON MONCHITO set at Jack Lynch's Walton Roof, Philadelphia, starting March 22, with HERBERT CURBELLO bowing out. . . EDDIE DeLUCA expecting to be called up for army service soon. . . EDDIE DEBES at Alcazar Ballroom, York, Pa. . . BLUE BARRON added to band parade at Earle Theater, Philadelphia. . . EDDIE WEBER plays Saturday night sessions at Al's Cabaret, Lancaster, Pa. . . BISHOP and his band at Dumpling Grill, Trenton, N. J. . . JIMMY SAUNDERS, vocalist with JOHNNY WARRINGTON at WCAU, Philadelphia, and before that with HARRY JAMES, will sing it for the army now. . . HAL THOMPSON set at the Casino Cafe, Gloucester, N. J.

Pacific Palaver

RONNIE KEMPER and orchestra set for the Last Frontier Hotel, Las Vegas, Nev., beginning April 9 for 12 weeks with options. Replaces Gus Martell and comes west from the St. Anthony Hotel, San Antonio. . . HARLAN LEONARD has opened the Riverside Ballroom, Phoenix, Ariz. . . KEN BAKER and orchestra at the Play-Mor Ballroom, Kansas City, Mo., for five weeks beginning March 18. . . MATTY MALNECK follows OZZIE NELSON into the Biltmore Hotel, Los Angeles. . . HARRY OWENS current at the Ambassador Hotel. . . FREDDY MARTIN bowed out of Cocoanut Grove, Los Angeles, after months there for a picture at Columbia. . . JOHNNY RICHARDS and orchestra signed for Eversharp's *Take It or Leave It* to originate from Hollywood. . . FRANKIE MASTERS skedded for the Trianon Ballroom, Los Angeles, following six weeks with LOUIS

Throat-Cutting, Back Stabbing Thing of the Past as Bookers Become Blood Brothers—Almost

NEW YORK, March 13.—Something new has been added to business relationships of the band booker. The guy is now eager to do a favor for the next booker—swapping dates, filling in on emergencies, etc.—and has developed an operations-wise amity for members of his fraternity.

Formerly agents kept dates to themselves, even to the point of sloughing off promoters when the band roster was full up. The current shortage of bands and the necessity of keeping the commissions coming have forced formerly selfish bookers to link arms.

New spirit arose mainly out of the USO Band Committee, which brought the

leading bookers face to face and broadened their points of view. Committee brought together Harry Moss, of Music Corporation of America; Dick Gabbe, of General Amusement Corporation; Billy Shaw, of William Morris agency; Bob Bundy, of Consolidated Radio Artists; Ben Bard, of Gale, Inc.; Bob Saunders, of the Joe Glaser office, and Bill Frederick, of Frederick Bros., and more or less made them see the light. Riding around in taxis together, lunching, working on mutual problems, the boys began to understand the meaning of camaraderie. Result: A changed and liberal one-night treatment which figures to act to the profit of all.

Dept. of Agriculture Pushing "Mule" to Farmers

NEW YORK, March 13.—*Giddyap Mule*, Leonard Ware tune published by Advanced Music, was reprinted last week in the U. S. Department of Agriculture's Farm Mobilization bulletin. Government agency recommended the song to farmers for use at meetings, on radio broadcasts and on farm programs as a contribution to victory on the farm front.

AFM Local Files Charges Against "CIO" Musiker

NEW YORK, March 13.—Local 802 has filed charges against Harry Tucker for failure to appear before the union's trial board after having been summoned three times. Tucker was called in when reports reached the union that he had been trying to sell disk firms the idea of recording with "CIO" musicians.

Post Columnist Gets Load of Tune Talk and Is Fascinated; Things He Forgot To Remember

Chi Theaters Hold Private Band War; Oriental Copped Krupa, Hot for T. Dorsey

NEW YORK, March 13.—When song-pluggers put in a plug for songpluggers that ain't news. But when Earl Wilson, "Saloon and Booze" editor for *The New York Post*, gives the contacting profession a plug, that is.

Wilson was so fascinated by the conversation of George (Jughead) Gayles, one of the Feist plug pushers, and Lenny Maisel, of the Miller Music haunts, that he slipped into his copy some of the Jughead gems that follow:

"I got to go now and romance a band leader and then later I'm going to protect a plug, so's not to be thrown a curve. Pardon me if I seem to rush, but I want to avoid a certain color. If I see him I'm going to give him an awful chill because for him I ain't even got a meatball to hypo."

Wilson translated thusly: "A curve is a band leader's failure to play a song for a plugger after he's promised. The color due to get a chill is any band leader or singer not on the air but claiming to be all set to go on and thus wanting free music . . . a meatball is a poor song . . . a dog or a stiff."

Some of the rites attached to the songplugging fraternity were sadly neglected by Wilson, probably because interpreters now are all working for the government. Omitted for example was the unanimous hatred pluggers share for all politicians, F. D. R. not excluded. Politicians are orators, orators take up radio time, and band leaders frequently are out

off from scheduled air time because some Democrat or Republican has a speech to make. When this happens the plugger is thrown an indirect curve, something like a spitball.

There are times, however, when pluggers love speechmakers. Like when they have to explain to the boss why THE song wasn't on. "Listen, boss, I got this plug all set, see, but at the last minute Henry Wallace makes a speech, and what happens? I'm off." Altho the quarter-hour remote knocked off may have had only four tunes skedded, 38 pluggers can claim it was theirs.

Also neglected by Wilson was the dread all pluggers have for the "drive," same being their professional manager's campaign to get the tune on top of The Sheet. To better understand a "drive" one must only see the pro manager gather the boys in on a Monday afternoon when they bare their backs for the lash.

Nor does Wilson state how many pluggers take how many band leaders to fights, football and baseball games and so on. Nor how many times a plugger has to play gin rummy with consistently bad luck with top-name maestri.

Not that we want to aBOOZE the songpluggers, Mr. Wilson.

CHICAGO, March 13.—With the number of traveling stage units playable in ace houses smaller than ever before and the shortage of box-office acts more acute, the demand for bands in combination houses in this area has seldom been heavier. Locally, the competition simmers down to the Chicago and Oriental theaters, with the former house getting the majority of the top orchestras simply because its capacity (4,000 seats) and admission scale (75 cents) enable it to pay better prices. The Oriental (3,200 seats, 50 cents top admission) is steadily making a valiant effort to secure strong attractions at comparatively high money because it cannot get any decent pictures and must rely on its stage entertainment for the drawing power.

The first "Chicago band" to be snatched into the Oriental was Gene Krupa, who recently played to a good \$24,000 gross, altho his \$8,500 guarantee paid him did not make him as profitable an attraction for the house as an average show. Booker Charlie Hogan, who books both the Oriental and the Riverside, Milwaukee, is now after Tommy Dorsey, who has never played any house outside of the Chicago here.

The Chicago can pay a band \$10,000 and a split if the name is strong enough. Phil Spitalny received 10 grand, and his

split figure rewarded him with another \$2,500. Jimmy Dorsey is another \$10,000 band, so is Kay Kyser.

Oriental almost took Lawrence Welk away from the Chicago several months ago, but the deal fell thru when the Frederick Bros.' office, representing Welk, finally agreed on a figure with Nate Platt, Chicago booker, and a two-week instead of a single week engagement.

Hogan gets a better break at the Riverside, which has no vaude competition. He books the big bands right out of the Chicago and in a number of cases has secured them ahead of the Chicago date. Among them are Jimmy Dorsey, Lucky Millinder-Ink Spots unit, Griff Williams, Charlie Spivak, Glen Gray, Woody Herman and Johnny Long.

Other full-week dates in the Midwest for bands include the Circle, Indianapolis; Orpheum, Omaha; Orpheum, Minneapolis; Tower, Kansas City, Mo., and Ambassador, St. Louis.

A total of several weeks' time, made up of dates from one to three days, are also available to bands from circuits running periodic band shows. Circuits include Great States, Warner, Butterfield, RKO and Tri-States and take in cities in Illinois, Indiana, Wisconsin and Michigan.

Rey Band Doubling From Aircraft Job; Air Commersh Due

HOLLYWOOD, March 13.—Contrary to the impression given by daily newspapers, MCA is emphasizing the fact that Alvin Rey has not disbanded his orchestra. Rey has taken his crew intact into Vega Aircraft plant, the band working the graveyard shift. Band gets Saturday night off and plays jobbing dates on its free time. Band has been booked for the Long Beach Auditorium March 20 and Glendale Civic Auditorium March 27. Rey also has a radio commercial coming up.

Thru a clerical error Cherio's *Mumble Jumble* was omitted from the list of songs with the most radio plugs on the Music Popularity Chart last week. Tune should have been in 15th place with nine plugs. Sorry.

Material Protection Bureau



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

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

Border Ban Sweet for Canadian Dealers But Maine and Vermont Sour on Expenditure Limitation

ST. JOHN, N. B., March 13.—Elimination of passports for Canadians crossing into the U. S. for stays of 29 days or less will be of little benefit to disk merchants on the U. S. side.

Ban on Canadians spending their currency in the U. S. is still in effect. From present indications a \$5 spending restriction continues, and even this can be shelved out for transportation only under the Canadian wartime regulation.

Before restrictions went into force in 1940 about 95 per cent of the purchases of sheet music, records, small instruments and small radios by border Canadians were made on the U. S. side of the boundary. Since the passport and cur-

rency dual ban became effective, the Canadians have been buying all musical items on their own side of the line. In addition, U. S. residents have been swelling the list in order to cash in on the 10 per cent premium on U. S. money allowed by the Canadian foreign exchange control board.

Spending ban in the U. S. for Canadians has practically wrecked business in small towns along the U. S. side of the line in Maine, New Hampshire and Vermont. Many dealers have gone out of business because they had depended on Canadians for from 25 to 75 per cent of their business. The turnover in sheet music and records has increased on the Canadian side.

Major Wax Execs Burn as Hit, Capitol, Etc., Clean Up in Philly and Other Key Cities

PHILADELPHIA, March 13.—Inability of Victor, Columbia and Decca to keep up with dealer orders has paved the way for lesser known labels at the local record marts. Ever since the Petrillo ban made serious inroads in the release of major companies, local record dealers no longer turn deaf ears to sales talk of smaller record manufacturers. Dealers had been weaned entirely on Victor, Columbia and Decca labels, and taking on a strange line meant only "clog disks" to them, but that has become a thing of the past.

The Hit label's uncanny ability to offer the current songs of the day has given the label an open door to the dealers. Norman Sewell, Inc., local distributor, reports unusually high factory shipments and an ever-increasing demand for the Hit disks.

Distrib moreover has been successful in getting the company's classical line, Classic records, on the dealer shelves on the strength of the popular Hit label. Dealers ordering the Classic disks always stand a better chance of getting better shipments on the pop line.

The demand for popular records of every label is so great here that all the distributors, including the majors, are using pop disks as a premium to sell classical waxings.

Lesser known labels are also enjoying the benefit of window and counter displays. Window trims at the key dealers in the downtown district have been exclusively Victor, Columbia or Decca until now. Since the start of the year, however, record shops are showing in their windows a large variety of Hit records along with the Capitol, Musicraft, Savoy and other labels. Musicraft alone has a local distributor in Frank Engle's Automatic Equipment Company.

Breakdown of distinction in labels came as a result of the boom Christmas buying season, which was the biggest in the history of the record business here. Record buyers did not care about labels or even selections. All they wanted was records, grabbing up everything and anything in sight or within reach.

Since the Philadelphia territory represents one of the largest record markets in the country, local distributors of the "big three" are showing much concern over the inroads made by the lesser known labels. Officials at the RCA-Victor Company at near-by Camden, N. J., admit peevishly that the smaller record companies have been making great strides in the Philadelphia market and even in other large cities. They claim, however, that it is strictly a wartime situation, and once the emergency is

Capitol Coming Out With Own Dealer Tab

HOLLYWOOD, March 13.—Capitol records will publish its own dealer newspaper beginning March 20.

Paper, to be called *The Capitol*, will carry news and features on activities of dance bands, musicians and vocalists. Publication will be published every two weeks and will be sent free to all record dealers.

In addition to service features, paper will carry 130-screen halftone pictures. Majority of editorial content allegedly will concern artists who don't record for Capitol. Johnny Mercer, Capitol recording artist, will write a column about songs and songwriters. *The Capitol* will consist of four six-by-nine pages and will be edited by Dave Dexter Jr.

over, the record-buying public will rush back to their Victors, Columbias and Deccas. They point out that the smaller companies cannot compete with the majors in advertising and promotion, and that the best known artists are held by the major concerns.

Local distributors, on the other hand, are much more apprehensive. They fear that the dealer good-will built up for their labels over the years is being lost now because of their inability to service all dealer needs. While dealers are aware of the emergency situation brought on by the shellac curtailment and Petrillo ban, that explanation has worn thin now. Dealers cannot understand why a small record company can service them while the large waxworks, with their large resources, are letting them down.

Dealers also feel that the smaller firms will be able to hold their ground once the industry returns to normal, especially if the lesser known labels can grab up any strong recording names. They point out that it only took one song to establish a recording name. In like manner they figure a single name may be able to put a lesser known label into the big time.

Raiding the Philharmonic?

NEW YORK, March 13.—Teen-aged sidemen are nothing new in orks these days what with the draft boards raising havoc with long established combos. But Will Osborne, current at the State, New York, has a saxman who with almost no hair on top and bushy gray-haired temples, looks like a dead ringer for Arturo Toscanini.

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

A

Akln, Bill (La Salle) Milwaukee, h.
 Allan, Bob (Arcadia Grill) Canton, O., nc.
 Allen, Bob (RKO-Boston) Boston, t.
 Andrews, Gordon (18 Club) NYC, nc.
 Andrews, Ted (Butler's Tap Room) NYC, nc.
 Angelo (Iceland) NYC, re.
 Arthurs, Johnny (Philadelphia) Phila, h.
 Arturos, Arturo (Park Central) NYC, h.
 Aruaja, Lauro (Casino Atlantico) Rio de Janeiro, nc.
 Ayres, Mitchell (Orpheum) Minneapolis, t.

B

Baker, Don (Algiers) NYC, nc.
 Bar, Vic (Olympic) Seattle, h.
 Baron, Paul (Savoy Plaza) NYC, h.
 Barron, Blue (Stanley) Utica, N. Y., 16-18, t.
 Bartal, Jeno (Lexington) NYC, h.
 Basie, Count (Riverside) Milwaukee, t.
 Bates, Angie (Dannero's) Belle Vernon, Pa., re.
 Baum, Charles (Stork) NYC, nc.
 Beckner, Danny (Lakota's) Milwaukee, re.
 Benedict, Gardner (Mayflower) Dayton, O., h.
 Bennett, Larry (Ricker House) NYC, re.
 Bergere, Maximilian (La Martinique) NYC, nc.

Berk, Morty (Purple Derby) Phila, nc.
 Betancourt, Louis (Park Central) NYC, h.
 Bizony, Bela (Pierre) NYC, h.
 Black, Teddy (Charles) Baltimore, nc.
 Bondshu, Nell (Blackstone) Chi, h.
 Borr, Mischa (Waldorf-Astoria) NYC, h.
 Bowman, Charles (Wivel) NYC, re.
 Bradshaw, Tiny (Apollo) NYC, t; (Savoy) NYC, 20-31, b.
 Brandon, Bob (Beverly Hills) Newport, Ky., cc.
 Breese, Lou (Chez Paree) Chi, nc.
 Brigode, Ace (Hollywood) Kalamazoo, Mich., nc.
 Britton, Milt (Florentine Gardens) Hollywood, nc.
 Busse, Henry (Palace) San Francisco, h.
 Byrne, Bobby (Frolic Danceland) Miami, h.

C

Caballero, Don (Fefe's Monte Carlo) NYC, nc.
 Cabin Boys (Anderson) Anderson, Ind., h.
 Calloway, Cab (Colonial) Dayton, O., t.
 Capella & Beatrice (Hurricane) NYC, nc.
 Capello, Joe (Jimmy Kelly's) NYC, nc.
 Carroll, Irv (Greenwich Village Inn) NYC, nc.
 Carva Zeb (Village Barn) NYC, nc.
 Casey (51 Club) NYC, nc.
 Cavallaro, Carmen (Waldorf-Astoria) NYC, h.
 Caylor, Joy (Music Box) Omaha, h.
 Chiquito (El Morocco) NYC, nc.
 Claridge, Gray (Edgewater Beach) Chi, h.
 Clarke, Kenny (Kelly's Stable) NYC, nc.
 Coleman, Emil (Versailles) NYC, nc.
 Collins, Bernie (Newman's) Saratoga Springs, N. Y., nc.

Conde, Art (Homestead) NYC, h.
 Conn, Irving (Queen Mary) NYC, c.
 Cross, Dale (Biltmore) Los Angeles, h.
 Cugat, Xavier (Paramount) NYC, t.
 Cummins, Bernie (Trocadero) Evansville, Ind., nc.
 Curbello, Fausto (Stork) NYC, nc.
 Cutler, Ben (Versailles) NYC, nc.

D

D'Amico, Nick (Essex) NYC, h.
 Dacita (Rainbow Room) NYC, nc.
 Davis, Johnny (Talk of the Town) Peoria, Ill., 8-21, nc.
 Del Duca, Olivero (El Chico) NYC, nc.
 Dennis, Dave (Hurricane) NYC, nc.
 De Santi (Palomar) Vancouver, B. C., Can., nc.
 Dinorah & Rhumba Boys (Greenwich Village Inn) NYC, nc.
 Dorsey, Jimmy (Pennsylvania) NYC, h.
 Dengler, Carl (University Club) Rochester, N. Y.
 Drake, Edgar (Nicollet) Minneapolis, h.
 Dunham, Sonny (New Yorker) NYC, h.
 Durham, Eddie: Goldsboro, N. C., 16, a; Greensboro 17, a; (Armory) Greenville, S. C., 18; (Armory) Chattanooga 19; (Township) Columbia, S. C., 22, a; Charleston 23, a.

E

Eddy, Ted (Iceland) NYC, nc.
 Ernest, Rollin (Memorial Building) Trenton, N. J.

F

Farber, Burt (Netherland Plaza) Cincinnati, h.
 Fields, Irving (Rogers' Corner) NYC, re.
 Fields, Shep (Beverly Hills) Newport, Ky., cc.
 Filho, Francisco (Casino Urca) Rio de Janeiro, S. A., nc.
 Frankhouser, Charlie (Paul Young's) Washington, nc.
 Franklin, Buddy (Washington-Youree) Shreveport, La., h.
 Froeba, Frankie (18 Club) NYC, nc.
 Fuhrman, Clarence (Oakes) Phila, nc.
 Fuller, Walter (Talk of Town) Peoria, Ill., 15-23, nc.

G

Garber, Jan (Tranon) Los Angeles, b.
 Gendron, Henri (Colosimo) Chi, c.
 Glass, Bill (Mon Paree) NYC, nc.
 Gordon, Max (Elks' Club) Charleroi, Pa.
 Grant, Bob (Plaza) NYC, h.
 Grant, Rosalie (Essex House) NYC, h.
 Gray, Chauncey (El Morocco) NYC, nc.
 Gray, Glen (Sherman) Chi, h.
 Gray, Zola (Frank Palumbo's) Phila, nc.
 Greens, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.
 Grey, Tony (Bal Tabarin) NYC, nc.

H

Hallett, Mal (Roosevelt) Washington, h.
 Harold, Lou (Bal Tabarin) NYC, nc.
 Harris, Jack (La Conga) NYC, nc.
 Harris, Jimmy (Tampa Terrace) Tampa, Fla., h.
 Harris, Rupert (Continental) Springfield, Ill., 14-20, nc.
 Harrison, Ford (St. Moritz) NYC, h.

Orchestra Routes



Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—roadhouse; re—restaurant; s—showboat; t—theater.

Hawkins, Erskine (Nu-Elm) Youngstown, O., 17, b; (Tranon) Cleveland 18, b; (Regal) Chi 19-25, t.
 Hayes, Billy (Shangri-La) Phila, nc.
 Hayling, Bob (Garavan) NYC, nc.
 Heath, Andy (Fitch's) Wilmington, Del., c.
 Heatherton, Ray (Biltmore) NYC, h.
 Heldt, Horace (Casa Manana) Los Angeles, b.
 Henderson, Fletcher Kenmore Albany, N. Y., 15-18, h; (Apollo) NYC, 19-25, t.
 Hill, Earle (Cave) Vancouver, B. C., Can., nc.
 Hill, Tiny (Happy Hour) Minneapolis, nc.
 Hines, Earl (Fay's) Phila, t.
 Hite, Les (Tranon) South Gate, Calif., b.
 Hoff, Carl (Edison) NYC, h.
 Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.
 Hollander, Will (Kitty Hawk) La Guardia Airport, N. Y., nc.
 Horton, Aub (Clover) Fort Worth, Tex., nc.
 Hutton, Ina Ray (Strand) NYC, t.

I

International Sweethearts of Rhythm: Oklahoma City 17; Wichita, Kan. 18; Topeka 19; Joplin, Mo., 20; Kansas City 21.

J

Jahns, Al (Providence-Biltmore) Providence, h.
 Jaffe, Nat (Kelly's Stable) NYC, nc.
 Jerome, Henry (Pelham Heath Inn) Bronx, NYC, ro.
 Johnson, Barney (Ritz) Daytona Beach, Fla., 17; W. Palm Beach 18; (Grand) W. Palm Beach 20-23, t.
 Johnson, Charlie (Nomand) Atlantic City, nc.
 Johnson, Wally (Lookhouse House) Covington, Ky., nc.
 Jones, Ray (Paramount) Bethlehem, Pa., h.
 Jordan, Jess (Village Barn) NYC, nc.
 Jordan, Louis (Stanley) Pittsburgh, t; (Royale) Baltimore 19-23, t.
 Joy, Jimmy (Peabody) Memphis, h.

K

Kassel, Art (Bismarck) Chi, h.
 Kavanaugh, George (Royale) Detroit, nc.
 Kaye, Don (Claremont) Berkeley, Calif., h.
 Kemper, Ronnie (Last Frontier) Las Vegas, N. M., h.
 Kendis, Sonny (Madison) NYC, c.
 Kent, Peter (New Yorker) NYC, h.
 Kenton, Stan (Castle Farm) Cincinnati 20, nc.
 Koki, Sam (Stage Lounge) Chi 15-23, nc.
 Korn Kobblers (Rogers Corner) NYC, nc.
 Krupa, Gene (Palace) Cleveland 12-18, t.
 Kuhn, Dick (Astor) NYC, h.

L

Lake, Sol (606 Club) Chi, nc.
 Lande, Jules (Ambassador) NYC, h.
 Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.
 Lang, Lou (Belvedere) NYC, h.
 LaPorte, Joe (Old Rumanian) NYC, re.
 Leeds, Sammy (Primrose) Newport, Ky., cc.
 Lefcourt, Harry (Rogers Corner) NYC, nc.
 Leon, Senor (Don Julio's) NYC, nc.
 Le Roy, Howard (Idle Hour Supper Club) Charleston, S. C.
 Levant, Phil: Columbia, Mo., 19-20.
 Lewis, Johnny (Patio) Cincinnati, nc.
 Lewis, Sabby (Famous Door) NYC, nc.
 Lewis, Ted (Bal Tabarin) San Francisco, nc.
 Lombardo, Guy (Roosevelt) NYC, h.
 Long, Johnny (Chicago) Chi, t.
 Lopez, Manuel (Wonder Bar) Detroit, nc.
 Lopez, Vincent (Taft) NYC, h.
 Lyman, Abe (Lincoln) NYC, h.

M

McDonald, Billy (Louisiana) Los Angeles, nc.
 McFarland Twins (Empire) Allentown, Pa., b.
 McGrane, Don (Latin Quarter) NYC, nc.
 McGrew, Bob (Kansas City Club) Kansas City, Mo.
 McIntire, Lani (Lexington) NYC, h.
 McIntyre, Hal (Commodore) NYC, h.
 Machito (La Conga) NYC, nc.
 Manuelo, Don (Orlando) Decatur, Ill., h.

Manzanares, Jose (La Salle) Chi, h.
 Marshall, Billy (Benjamin Franklin) Phila, h.
 Martell, Paul (Arcadia) NYC, b.
 Marsico, Al (Nixon) Pittsburgh, c.
 Marti, Frank (Copacabana) NYC, nc.
 Martin, Dave (St. George) Brooklyn, h.
 Martin, Lou (Leon & Eddie's) NYC, nc.
 Marx, Chico (Earle) Phila, t.
 Masters, Frankie (Bradford) Boston 15-27, h.
 Mauthe, Chick (Glenn Rendezvous) Newport, Ky., nc.
 Maya, Don (Casbah) NYC, nc.
 Mayhew, Nye (Bossert) Brooklyn, h.
 Melba, Stanley (Pierre) NYC, h.
 Messner, Johnny (McAlpin) NYC, h.
 Miller, Freddy (St. Regis) NYC, h.
 Miller, Herb (Rainbow Rendezvous) Salt Lake City, nc.
 Millinder Lucky (Palace) Youngstown, O., 16-18, t; (Circle) Indianapolis 19-25, t.
 Mills, Dick (Silver Moon) Alexandria, La., nc.
 Morales, Noro (Havana-Madrid) NYC, nc.
 Morgan, Russ (Edgewater Beach) Chi, h.
 Morris, George (Armando's) NYC, nc.
 Mosley, Snub (Trouville) Los Angeles, nc.
 Munro, Dave (Casa Manana) Albuquerque, N. M., nc.
 Myrus (Pierre) NYC, nc.

N

Nelson, Ozzie (Biltmore) Los Angeles, h.
 Newton, Charlie (Gabies Inn) Pleasantville, N. J., nc.
 Nicholas, Don (Venice) Phila, c.

O

Ortiz, Jose (It Cafe) Hollywood, c.
 Osborne, Will (State) NYC, t.

P

Page, Gene (Baltimore) Toledo, O., nc.
 Paisley, Eddie (Wonder Bar) Detroit, nc.
 Palau (Pennsylvania) Havana, nc.
 Panchito (Versailles) NYC, nc.
 Pastor, Tony (Plymouth) Worcester, Mass., 15-17, t; (Metropolitan) Providence 19-21, t; (Court Sq.) Springfield, Mass., 22-24, t.
 Paulson, Art (New Yorker) NYC, h.
 Pedro, Don (Chamale Green Mill) Chi, nc.
 Perner, Walter (Roosevelt) NYC, h.
 Pett, Emile (Ambassador East) Chi, h.
 Pitt, Merle (Monte Carlo) NYC, nc.
 Plummer, Joe (Slapsy Maxie's) Hollywood, nc.
 Prager, Manny (Child's) NYC, c.
 Price, George (La Conga) NYC, nc.
 Pripps, Eddie (Latin Quarter) Chi, nc.
 Prussin, Sid (Diamond Horseshoe) NYC, nc.

Q

Quintana Melody Boys (Chez Miquette) Havana, nc.
 Quinton, Robert (Fefe's Monte Carlo) NYC, nc.

R

Racburn, Boyd (Band Box) Chi, nc.
 Ramirez, Luis (Latin Quarter) Chi, nc.
 Rapp, Barney (Claridge) Memphis, h.
 Reichman, Joe (Palmer House) Chi, h.
 Reisman, Leo (Rainbow Room) NYC, nc.
 Resh, Benny (Bowery) Detroit, nc.
 Richards, Jimmy (Muehlebach) Kansas City, Mo., h.
 Riley, Al (Athletic Club) Flint, Mich.
 Rinn, Rita (Southern Manor) Phoenix, Ariz., 5-18, nc.
 Rios, Thomas (El Chico) NYC, nc.
 Roberts, Dave, Trio (Neptune Room) Washington, re.
 Roberto (Bertolotti's) NYC, nc.
 Roberts, Eddie (Lido) NYC, b.
 Rogers, Eddy (Schroeder) Milwaukee, h.
 Rogers, Harry (Half Moon) Brooklyn, h.
 Ruhl, Barney (Neil House) Columbus, O., h.
 Russell, Snookum: Waukegan, Ill., 20; Milwaukee 21.

S

Sacasas (La Martinique) NYC, nc.

Sanders, Eld (Rainbow Inn) NYC, nc.
 Sandler, Harold (Rogers' Corner) NYC, re.
 Sapienza, George (Park Lane) Buffalo, h.
 Saunders, Hal (Belmont-Plaza) NYC, h.
 Savitt, Jan (Palace) Columbus, O., t.
 Schroeder, Lou (Mayflower) Jacksonville, Fla., h.
 Seiger, Rudy (Fairmont) San Francisco, h.
 Shaw, Maurice (Chateau Moderne) NYC, nc.
 Sheff, Mickey (Hungarian Village) Trenton, N. J., nc.
 Sherwood, Bobby (Roseland) NYC, b.
 Smith, Ethel (St. Regis) NYC, h.
 Smith, Russ (Savoy-Plaza) NYC, h.
 Socarras (Ubangi) NYC, nc.
 Solontal, Joseph (Lehigh Valley) Bethlehem, Pa., h.
 Spector, Ira (Chateau Moderne) NYC, nc.
 Spivak, Charlie (Orpheum) Omaha 15-18, t; (Turnpike Casino) Lincoln 19, b; (Frog Hop) St. Joseph, Mo., 20, b.
 Stanley, Stan (Chanticleer) Madison, Wis., nc.
 Stevenson, Bobby (Casanova) Detroit, nc.
 Stower, Jules (18 Club) NYC, nc.
 Straeter, Ted (Copacabana) NYC, nc.
 Strigle, Earle (Seelbach) Louisville, h.
 Strong, Bob (Hi-Lo) Battle Creek, Mich., nc.
 Sylvio, Don (Bertolotti's) NYC, nc.

T

Teagarden, Jack (Chase) St. Louis 12-25, h.
 Terry, Bob (St. Regis) NYC, h.
 Towne, George (Neil House) Columbus, O., h.

V

Victor, Frank (Dixie) NYC, h.

W

Wald, George (Syracuse) Syracuse, h.
 Walzer, Oscar (Fifth Ave.) NYC, h.
 Warren, Dick (Hurricane) NYC, nc.
 Wasson, Hal (La Vista) Clovis, N. M., nc.
 Weese, Dan (Palm Gardens) Columbus, O., nc.
 Welk, Lawrence (Casa Loma) St. Louis 15-24, h; Burlington, Ia., 25, a.
 Wharton, Dick (Shangri-La) Phila, nc.
 Wheeler, Doc (Royal) Baltimore 13-18, t.
 White, Irving (Palm Beach) Palm Beach, Fla., h.
 Williams, Griff (Orpheum) Madison, Wis., 17-18, t; (Crystal Palace) Coloma, Mich., 20, b; (Wisconsin Roof) Milwaukee 21, b.
 Williams, Sande (Warwick) NYC, h.
 Wilson, Dick (Coq Rouge) NYC, nc.
 Wolke, Charlie (Fox & Hounds) Boston, c.

Z

Zarin, Michael (Waldorf-Astoria) NYC, h.

Bob Allen Signed For Penn, Capitol

NEW YORK, March 13.—Bob Allen has been re-signed to play the Hotel Pennsylvania here beginning May 3 for six or 12 weeks. Right after the Penn date Allen goes into the Capitol Theater. Meanwhile, for three weeks of theater dates he has signed up Paula Kelly to handle the vocal job vacated by Lynn Gardiner last week. Also expects in April to pay off some of the five weeks he owes to Roseland Ballroom here.

The Gardiner gal is understood to be in line for a film contract. General Amusement Corporation has been trying to sell her as a single to radio, clubs, etc., but Joe Pincus, of 20th Century-Fox, indicated his studio was interested. Deal is being worked currently between Pincus and Miss Gardiner.

Buddy Moreno Joins Harry James Band

CHICAGO, March 13.—Buddy Moreno, guitarist and singer with Dick Jurgens until the maestro's recent move to disband for the duration, joined Harry James this week. He is being added to the vocal staff and is not replacing any of James's present warblers.

Moreno recently left for Hollywood and a Warner screen test but nothing so far has come of it.

Bridgeport Band Biz Boffo

BRIDGEPORT, Conn., March 13.—Bridgeport is playing more name bands this season than ever before, with both the Loew-Lyric Theater and the Ritz Ballroom having a busy schedule. Great rivalry exists between House Manager Al Domain of the Lyric and Joe Barry and George McCormack of the Ritz, both frequently playing the same orchestras either a week before or a week later.

On February 21 Richard Humber drew 1,025 persons at the Ritz at 98 cents admish, grossing \$1,004. February 28, at the same spot, Count Basie attracted 1,145 persons at \$1.10, grossing \$1,259.

Hartford Gets New Hoofery

HARTFORD, March 13.—Foot Guard Hall, former burly house on High Street here, has been leased as a new spot for Saturday night name-band dances, Syd Conn and Billy Rose operating.

Joe Bellaire and ork were booked for opening date March 6 after a flashy advance ad campaign.

Advance Bookings

BOB CHESTER: RKO Theater, Boston, March 25-31.
BERNIE CUMMINS: Trocadero, Evansville, Ind., March 11-31.
FLETCHER HENDERSON: Apollo Theater, New York, 19-25; Madrid, Louisville, 29-April 10; Paradise, Detroit, 16-22.
SAMMY KAYE: Terrace Room, Newark, N. J., March 24 (two weeks).
GENE KRUPA: Palace Theater, Akron and Youngstown, O., March 19-25.
LUCKY MILLINDER: Circle Theater, Indianapolis, March 19-25; Palace Theater, Fort Wayne, Ind., 26-28.
LOUIS PRIMA: Loew State, New York, March 18-24.
BARNEY RAPP: Claridge Hotel, Memphis, March 12 (four weeks).
JOE REICHMAN: Palace, South Bend, Ind., March 25; Rialto, Joliet, Ill., 31; Chicago, Chicago, April 2-8; Schroeder Hotel, Milwaukee, 9 (four weeks).
JIMMY RICHARDS: Muehlebach Hotel, Kansas City, Mo., March 19 (three weeks).

TED FIO RITO: Rialto, Joliet, Ill., March 17; Faust Hotel, Rockford, Ill., 18; Palace, Fort Wayne, Ind., 19-21; Bradford Hotel, Boston, 29-April 24.
JAN SAVITT: University of Indiana, Bloomington, March 26; Palais Royale, South Bend, Ind., 27.
CHARLIE SPIVAK: Skylon, Sioux City, Ia., March 21; Arkota Ballroom, Sioux Falls, S. D., 22; Prom, St. Paul, 23; Tromar Ballroom, Des Moines, 24; Danceland, Cedar Rapids, Ia., 25; Chicago, Chicago, 26-April 1.
BOB STRONG: Hi Lo, Battle Creek, Mich., March 15-21.
TOMMY TUCKER: State Theater, Logansport, Ind., 17; Grand, Evansville, Ind., 18-24; Orpheum, Springfield, Ill., 27-28.
DOC WHEELER: Fay's Theater, Philadelphia, March 28-April 1.
GRIFF WILLIAMS: Palmer House, Chicago, March 25 (indefinite).

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 Write for Price List.
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The Final Curtain

ANTISDEL—John P., 82, former legitimate actor, in Jennings Hospital, Detroit, March 4 after several weeks' illness. No immediate survivors. Interment in Elmwood Cemetery, Detroit.

BARRETT—William J., 65, charter member and business agent of Local 42, International Alliance of Theatrical Stage Employees, at his home in Omaha March 6 of injuries sustained in a fall. Barrett at one time was in charge of the Cusack billposting plant, Omaha. Survivors are his widow; three brothers, Harry and Howard Lincoln, Neb., and Albert, Chicago, and two sisters, Mrs. Elizabeth McMillan, Mount Pleasant, Ia., and Mrs. Nell Miller, Lincoln.

BASTEDO—Julia Penfield, 47, concert singer, recently in New York. Survived by husband, two daughters and a son.

BEALL—Thomas, 71, concessionaire, at a Shelbyville, Ind., sanitarium recently after a two-week illness. Beall operated at the Indianapolis Motor Speedway for the past 28 years and before that was with circuses and carnivals. Survivors are two sons, Glen T. and Gold E., Indianapolis, and two brothers, Gay, Indianapolis, and John, Carmel, Ind. Burial in Crown Hill Cemetery, Indianapolis.

BERINI—Stanislaw, 66, former Metropolitan Opera tenor, in Phoenix, Ariz., March 12. He came to this country from his native Poland with the late Enrico Caruso.

BYRON—Roy J., 56, RKO representative in Trenton, N. J., March 4 at Mercer Hospital, Trenton, following a stroke. His widow and a son survive.

COE—Stanley B., 51, pioneer radio producer, in Miami March 6 of a heart attack. He was with WOR, Newark, N. J., for 19 years. From 1937 to 1941 produced *John Gambling's Music Court* program. Recently he inaugurated *Stan Coe's Workshop* on Station WFTL, Fort Lauderdale, Fla. Mrs. Hilda Coe, his widow, and his parents and a brother survive. Interment March 8 in Washington.

COLLES—H. C., 63, music critic of *The London Times*, in London, March 4. He made two revisions of *Grove's Dictionary of Music and Musicians*. In 1923 Dr. Colles was invited to become guest critic for *The New York Times* and he remained three months during the 1923-'24 musical season. Besides his critical work of the opera season he delivered a number of lectures here.

DAY—Mae, 59, legit actress, of a heart ailment at St. Luke's Hospital, Thief River Falls, Minn., February 26. She was a character actress with the Borgen Players for 16 years. Survived by a daughter, Mrs. Peter Borgen, and grandchild, Bobbie, Everett, Wash.

FERREYRA—Jose A., veteran Argentine film director, recently in Buenos Aires. A pioneer in the Latin film industry, his pictures were shown in Latin America and Europe.

FORD—James, 77, former circus man, at Chillicothe, O., recently. He had been mayor of Chillicothe and State senator from that district. Burial at Chillicothe.

GODSOE—Burton G., 38, vaudeville performer, at his home in Belmont, Mass., recently. He was a singer of cowboy and hillbilly songs. Surviving are his parents, a brother and a sister. Interment at Belmont.

GORDON—William (Whitey), 55, cook-house operator and concessionaire, at National Military Home, Sawtelle, Calif., March 8 following a long illness. He had been with George Tipton on the Al G. Barnes show, and later had concessions and eating stands on the West Coast. He was a member of the Pacific Coast Showmen's Association. Body shipped to Pittsburgh for burial.

HAGGARD—Capt. Stephen, 31, actor and novelist, in action in the Near East recently. Captain Haggard was the son of Sir Godfrey Digby Napier Haggard, British Consul General in New York, and was the grandnephew of Sir H. Rider Haggard. Captain Haggard made his

debut in Munich in 1930 in *Das Kluge Kind* under direction of Max Reinhardt. Returned to England in 1931 and played bit parts in various plays, including a revival of Galsworthy's *The Silver Box*. In 1933 he scored a personal success as Silvius in a special production of *As You Like It*. He made his first appearance on the legitimate stage in New York in 1934 as Thomas Chatterton in *Come of Age*. In 1938 he again appeared in this country, playing the role of Pinch in *Whitlocks*, which he also produced at the Hudson Theater, New York. He was seen in this country in the title role of the motion picture *Mozart* in 1940. He also appeared in the films *Whom the Gods Love* and *Jamaica Inn*. His novel *Nya* was published here in 1938.

HERRINGTON—Odette, former walk-athon contestant who recently has appeared in pictures, in Arizona recently. She had just finished working in a picture with Allan Ladd and was on location when she contracted influenza which proved fatal. Survived by her mother, Mrs. Odette Herrington, Philadelphia.

Jack Kelly

John Joseph (Jack) Kelly, 65, one of the country's leading tent showmen, died at a Lansing, Mich., hospital March 6.

Kelly started as a tent show operator when 24 years of age, purchasing the Harry Whitley Dog and Pony Show, which he operated a number of years. It later became the J. J. Kelly Stock Company, which he toured under canvas more than 30 years.

His brothers, Francis and Bill, both deceased, were associated with him for a number of years, Francis being a leading man.

Kelly had earned an enviable reputation in Michigan and was one of the last of the tent show operators in that State.

Besides his widow, Margaret, he is survived by three daughters, a brother and two sisters. Services March 8 at St. Mary's Church, Lansing.

IHDE—Herman, 66, Wisconsin director of agriculture, in a Madison (Wis.) hospital March 5. He underwent an operation February 17 and was apparently recovering when a respiratory ailment developed and caused his death. Ihde was master of Wisconsin State Grange for 20 years and steward of the National Grange for 12 years. For 14 years he was secretary and president of the Wisconsin Council of Agriculture. His home was at Neenah, Wis., and he had been active in work of Winnebago County Fair. He was appointed to the State board of agriculture in 1939 and served as chairman until elected director last November, succeeding Ralph E. Ammon, resigned. His widow, a son, two daughters and a sister survive. Burial at Neenah.

KERNGOOD—Grace, 81, former light opera-concert singer and actress, in North Greenbush, N. Y., March 2. She appeared in the United States and Europe and played with De Wolfe Hopper and John Drew.

KNIGHT—Alice Pauline Lorraine, 5, daughter of Mr. and Mrs. Allen Paul Knight, circus performers, recently in Indianapolis from injuries sustained when struck by a truck. Parents are members of the Knight Troupe. Burial in Floral Park, Indianapolis.

LIVELY—Robert D., 38, former actor and scenarist, March 4 in New York. He appeared on the legit stage and also wrote for Gaumont-British films, the British Broadcasting Company and several Hollywood film companies. Survived by his widow, the former Betty Laidlaw, with whom he collaborated on many screen plays. Also leaves a mother and two brothers.

MALLON—Josephine, who with her late husband, James H. Mallon, operated fruit juice stands on the Atlantic City Boardwalk the past 35 years, February 28 at her home in Atlantic City after a short illness. Services March 3 in Atlantic City, with burial in Pleasantville (N. J.) Cemetery.

MARION—Susie (Elizabeth Marvin), 63, former stage actress, March 6 in New York. She was a member of the Francis Wilson opera company and had appeared in *Ruggles of Red Gap* and *The Shepherd King*.

MECONNAHEY—Walter J., Sr., 70, stage carpenter, at his home in Philadel-

phia recently. Survived by his widow, Agnes; daughter, Cecilia, and two sons, Pvt. Walter J. Jr. and Amos J.

OSNOS—Sam, 71, in Harper Hospital, Detroit, March 9 after a month's illness. He headed a department store which operated the New Detroit Opera House and the Shubert Detroit Opera House several years ago and maintained the Detroit Symphony Orchestra, by radio sponsorship, the past two seasons. Survived by six children.

OTT—George (Shorty), 64, who as a youth traveled with circuses, at Chillicothe, O., recently. Survived by his widow, Lucy; four sons and a daughter.

PINKERTON—Frank A., 55, orchestra leader, March 4 at his home in Upper Darby, Pa., after a week's illness. A well-known concert pianist, he had been in recent years leader of a Philadelphia dance orchestra. His widow, Myrtle, and a brother survive. Burial at Fernwood Cemetery, Drexel Hill, Pa., March 8.

RAMOS—Silvano, 54, Mexican folklore composer, March 2 in Celaya, Guanajuato State. He wrote *Alla En el Rancho Grande* (*Way Down on the Rancho Grande*.)

RAVER—Allen T., prominent outdoor showman, March 16 in Youngstown, O. Survived by widow, son and daughter.

REED—J. H., 78, former sheriff of Vernon Parish and well known to showmen, at Leeville, La., February 9. He was the son of the late Horace (Skip) Reed, who once occupied the same political office. Surviving are a daughter, Mrs. C. A. V. Vernon, and two sons, Floy and Stafford.

RILEY—John J., 72, former business manager of Local 33, IATSE, at his home in Los Angeles March 6. Services at Church of the Conception, Los Angeles, March 9. He was one of the oldest members of the local.

SIDNEY RINK
Died March 14, 1941
One of the Greatest of Trainers
and Men.
VIVIAN PERIN

ROBBINS—Clarence E., 62, theater manager, at a Wareham (Mass.) hospital recently. At time of his death he supervised four theaters on Cape Cod. Survived by his widow.

RUTH—Winfield Scott, formerly associated with circuses and carnivals, recently. Funeral in Fort Wayne, Ind.

RYAN—John C., father of John F. Ryan, manager of the NBC press department, March 5 at his home in Appleton, Wis.

THROOP—Frank Dwight, 64, president of the Central States Broadcasting Company, Omaha, and head of KFOR Broadcasting Company and Cornbelt Broadcasting Company, both in Lincoln, Neb., March 4 in that city. Survived by two daughters.

VINSON—Sarah L. (Mother), partnered for many years with her daughter, Bea Heffner, and the late James Heffner, in the operation of the Heffner-Vinson Tent

Tully Marshall

Tully Marshall, 79, stage and film actor, died at his home in Encino, Calif., March 10 following a 10-day illness of pulmonary trouble complicated by heart trouble. He had been in failing health for several years.

Marshall, whose real name was William Phillips, was born in California and studied dramatics at Santa Clara College. During his 45 years on the stage, he played top roles in *Paid in Full*, *City Talker* and other plays and at one time was stage producer as well as actor in *Builders* at the Astor Theater, New York.

In silent pictures he had parts in *Intolerance*, *The Merry Widow*, *Trail of '98*, *He Who Gets Slapped*, *Redskin* and *Alias Jimmy Valentine*. He also played in a number of talkies and his latest roles were *Moontide* at Warners and *This Gun for Hire* at Paramount.

The screen role he lived best was that of Jim Bridger, the Indian scout, in *The Covered Wagon*, produced in 1929.

Funeral services at Episcopal Church of St. Mary of the Angels, Los Angeles, March 13. His widow, Marian Marshall, former dramatic writer, survives.

Show, popular for many years in the South and Middle West, in Lexington, Ky., October 4 last, it has just been learned. She was with her daughter, Bea, on Billy Wehle's Billroy's Comedians until a week before she died. Burial in Lexington.

WIXOM—Frank L., 79, former circus owner, March 5 at General Hospital, Saginaw, Mich., after a long illness. He was the son of Nat Wixom, who founded Nat Wixom's Great Shows in 1872, and was associated with his father as a youth when it was a 28-wagon show. About 1891 the deceased put out his first independent venture with Charles Bentley—the Wixom & Bentley Shows. He later produced a magic show and the Augusta Mines Minstrels. He rejoined his father when the latter took over the Nelson Family Show, of Mount Clements, Mich. This became Wixom Bros.' Palace Show and Congress of Stars. Wixom was advance man. In 1908 he and his brothers, Van D. and Ernest, opened in Electric (Riverview) Park, Detroit, with a dog and pony theater. Wixom subsequently established the Lumberjack Museum and promoted the annual Lumberjack Festival in Edenville, Mich., where he made his home. Survived by his son, Clyde Wixom, and a brother, Van B. Wixom. Interment at Bancroft, Mich.

Marriages

BECKINGHAM-LUNDBERG—James E. Beckingham, formerly assistant manager of the Strand Theater, Dover, N. H., and now in the navy, to Valerie Lundberg, assistant manager of the Revere Theater, Revere, N. H., recently.

BRAHIM-BINELSON—Abdullah Ben Brahim, of the Rubyettes, currently at the Bowery, Detroit, and Ida Binelson, nonpro, at the Bowery March 3.

CHIN-STARLING—Pvt. Sweet K. Chin and Barbara Starling, dancer, formerly with Bill Hames Shows and Cole Bros.' Circus Side Show, at Fort Worth, March 2.

GUEST-HARRIS—Lieut. Edward W. Guest, U. S. Air Force, stationed at Arcadia, Fla., to Marcia Harris, singer-dancer touring for Camp Shows, Inc., at Arcadia, March 7.

JEFFREY-CORBETT—Frank Jeffrey, of the RCAF, and Margo Corbett, of the staff of CKLW, Windsor, Ont., February 24.

LONG-MAGUS—Raymond (Slim) Long to Mary Ann Magus at Florence, S. C., November 8, 1942. For the past eight years Long has been with the Mighty Sheelsley Midway.

Births

A daughter, Barbara, to Mr. and Mrs. Sidney Brown at Doctors' Hospital, New York, March 4. Mother is the former Mary Burton, singer.

A daughter to Mr. and Mrs. Don Stanley in Milwaukee March 8. Father is a staff announcer for WTMJ, Milwaukee.

A daughter to Mr. and Mrs. Wayne R. Griffin March 8 at Frank Cuneo Hospital, Chicago. Father is a Blue Network staff announcer.

A son to Mr. and Mrs. Jimmy James March 2 in Chicago. Father is entertainer on *WLS Barn Dance*.

A daughter, Mary Alice, to Mr. and Mrs. Don Pontius March 7 at Passavant Hospital, Chicago. Father is Midwestern sales promotion co-ordinator for Mutual Broadcasting System, Chicago.

A son to Mr. and Mrs. Al Holden at Monte Sano Hospital, Los Angeles, March 6. Grandfather is Lou Johnson, executive secretary of the Pacific Coast Showmen's Association.

A daughter, Jacqueline Antoinette Marie, to Mr. and Mrs. Sonny Fontaine March 3 in Jefferson Hospital, Philadelphia. Father is former orchestra leader and singer and son of Evan Burroughs Fontaine, one-time stage and club star. Mother is the former Margaret Dale, show girl, last with *Hellzapoppin'*.

A son to Mr. and Mrs. Alfred Furtas March 2 at Hahnemann Hospital, Philadelphia. Father is proprietor of the Star Garden Inn, Philadelphia.

A son to Mr. and Mrs. Melvin Headman March 3 at Jefferson Hospital, Philadelphia. Father is trumpet player with the Philadelphia Orchestra.

A son to Mr. and Mrs. Nathan Sablosky March 2 at Jewish Hospital, Philadelphia. Father is associated with the operation of the Sablosky theater chain in Philadelphia and Norristown, Pa.

A daughter to Mr. and Mrs. Hubert Castle at Dallas February 20. Father is a wire artist with Polack Bros.' Circus.

Alice Nielsen

Alice Nielsen, 66, former operatic star, March 8 in New York. An outstanding personality of the light opera and grand opera stage, Victor Herbert wrote *The Fortune Teller* and *The Singing Girl* for her. She made her first professional appearance in *The Mikado*.

In 1903 she made her opera debut in Naples, Italy. She appeared at the Met and was a member of the Boston Opera Company. During her operatic career she sang with Caruso. In 1917 she formed the Alice Nielsen Opera Company and toured this country. Survived by a son and daughter.

Roadshow Films

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ANFA HEARS PAUL C. REED

Praises 16mm. Industry for Distribution of OWI Films

NEW YORK, March 13.—Paul C. Reed, head of the Non-Theatrical Division of the Bureau of Motion Pictures, Office of War Information, commended the 16mm. industry for its splendid co-operation in the distribution of OWI films in a speech delivered before a large audience of Allied Non-Theatrical Film Association members and guests March 10 at the Blue Ribbon Cafe here.

Experienced Distributors

Reed pointed out that the guiding activities of the OWI are based upon the facts that the distribution of 16mm.

films is a specialized activity requiring specialized skills; a comprehensive plan must recognize all kinds of non-theatrical distribution services; only well established and existing film distribution organizations can be used because the wartime emergency calls for immediate action and eliminates experimentation; there is no thing as free distribution of films. In expanding the last point, Reed stated that the cost of distributing OWI films is being shared by the users of the films and the distributors. He stated that he realized the service charge made by the distributor to the exhibitor doesn't cover the cost of distribution. He said he knows distributors absorb most of the cost because they are anxious to aid the war effort.

Results to Date

The Bureau of Motion Pictures of the OWI was set up last July for the purpose of using the motion picture as a means of disseminating war information. At the time it was realized that 16mm. non-theatrical distribution was the best method of reaching the greatest number of people. Men experienced in the non-theatrical field were consulted when the bureau was first established. To date there are 185 distributors of OWI films covering 47 States and Hawaii. Distributors were selected on the basis of past merits and experience. Distributor lists shift from time to time as the need arises or as conditions change.

Requests have been received from other distributors anxious to handle these films. When considering their merits, Reed's bureau asks the following questions: (1) Assurance of five or more showings per month per print; (2) Assurance of an audience of 1,000 people per month per print; (3) Have they the organization and facilities to make a regular report to the bureau; (4) Do they keep on an even activity keel thruout the year.

New OWI films have been sent out on a regular schedule for the last eight months. During that time 34 OWI films have been made and distributed, with a total of 12,000 16mm. prints of OWI films in circulation.

The basis of allocation for the distribution of films depends upon the distributor's record, including the booking reports and attendance reports sent in by the exhibitors.

Flexibility Stressed

Reed said that the unique characteristic of the 16mm. film is its flexibility. It can reach all kinds of groups wherever located. In addition, it is an ideal medium for reaching particular groups with specialized information. Emphasis was put on the distribution of *Point Rationing of Food*. Within 10 days after the film was ordered it was being shown to large audiences, including groups of women taking courses in food study.

Reed concluded with the fact that he knows certain film subjects can be beamed to certain areas and groups because the distribution set-up of the 16mm. industry is so well organized.

A short business meeting was held before Reed made his address, and later the board of directors of ANFA discussed problems vital to the industry.

Huge Gathering

Among those present were B. D. Jennings and Calvin Wheat, Agfa-Ansco; (See ANFA HEARS REED on opp. page)

New and Recent Releases (Running Times Are Approximate)

THE ARM BEHIND THE ARMY, released by Office of War Information. Official War Department picture designed for use in war industries to show workers why their products—tanks, planes, guns—are so important for their own future security and happiness. How each little part of a plane carries a great responsibility. Good for all audiences; has information and zip. Running time, 10 minutes.

BATTLE FOR TUNISIA, released by Castle Films, Inc. The air fighting over Tunisia is shown in all its fury. A daring army cameraman films one of the clashes between armored forces from a near-by hilltop. A particularly amazing sequence is that of a diving plane as it attacks an Axis ship off the coast with pounding cannon fire. Film shows the importance attached by each side to the struggle by the fury of attack and counter-attack.

DARK SANDS, released by Commonwealth Pictures. Jericho Jackson, one of a cargo of American Negro soldiers being shipped to France during the World War I, attempts to save some of his comrades when the boat is torpedoed. He defies the order of his sergeant and knocks him down. The fall is fatal and Jericho is sentenced to be shot for murder. He escapes and eventually becomes the head of an ancient tribe in the Sahara Desert. Stars Paul Robeson, Henry Wilcoxon and Wallace Ford. Running time, eight reels.

THIS IS CHINA, released by Commonwealth Pictures. A documentary epic (not a war picture), this unusual and unique subject is an authentic human document of China's teeming millions. It is a graphic spectacle of China's struggle against ignorance, famine, poverty and superstition, with vivid contrasts which give a new and unforgettable understanding of China's life, culture and tradition. This picture, which was two years in the making, runs three reels.

"Golgatha" Popular In Negro Churches

NEW YORK, March 13.—Melvin A. Carter, roadshowman, has been successfully showing *Golgotha* in Negro churches thruout New York State. In addition to this religious film, Carter shows an Office of War Information short.

Program, which runs from 45 minutes to an hour and a half, is always sponsored by a church organization. Carter gets a minimum guarantee of \$12.50, splitting the rest of the profits with the church on a 50-50 basis. Admission is 25 cents.

Dion Hoffarth, Ideal Motion Picture Service, Yonkers, N. Y., was commissioned a lieutenant in the navy March 12.

The Army-Navy E for excellence in production of motion picture cameras, sound projectors and special training devices for the armed forces has been awarded to DeVry Corporation, pioneer Chicago manufacturers.

Red Cross Shows Films In Wards

WASHINGTON, March 13.—The 16mm. film industry is getting another boost from war agencies when the Red Cross starts showing pictures in the wards of more than 300 army hospitals thruout the country on March 15.

Pictures will be shown in the wards to help entertain the many servicemen who cannot attend the exhibitions in the hospital theaters. Delay in starting the Red Cross program sooner is due to the difficulty in getting ordered equipment.

Roadshowmen have, in the past, cooperated by giving free shows in hospitals, covering the cost of expense by showing an advertising film.

And speaking about the American Red Cross, roadshowmen are urged to make announcements during their exhibitions asking audience to contribute as much as possible toward the annual Red Cross drive now in progress. Money is needed more than ever before to render aid to those on the fighting fronts of the world.

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3-20-43

Black Hills Group Ends "Passion" Tour

CHICAGO, March 13.—Joseph Meier and other members of the cast of the Black Hills *Passion Play* were in Chicago last week on their way to the shows' quarters at Spearfish, S. D., after a successful tour thru the East.

Show closed February 24 in Holyoke, Mass., canceling a number of dates due to difficulty in obtaining heated buildings because of oil rationing.

C. W. Finney, agent, returned to his home in Aurora, Ill. Ann Wilbner Rose, organist, remained in Chicago to purchase a new Hammond organ for the show. Camels and donkeys used on the show are being housed here.

Botts Headed Toward Coast

COURTENAY, N. D., March 13.—Thomas K. Botts left here March 1 with his three-people trick to play toward the Coast. Unit is playing halls, schools and hotels with the flesh bill, *The Forty-Niners*, by E. F. Hannan. Botts has a tent outfit stored at Lewiston, Idaho, and plans to launch his canvas trek in the spring.

Rep Ripples

PVT. JAMES M. FERGUSON (Mack D. Ferguson), well known in rep, tab and burly circles, is now attached to the 315th Bombardment Squadron, 21st Bomb Group, McDill Field, Tampa. He'd appreciate a line from the old gang. . . .

HAPPY RAY, Art (Web-Foot) Watts and Virginia Pollard are still playing army camps in the South for Nat D. Rodgers. Ray is in his 10th month for Rodgers, while Watts and Miss Pollard have been with army camp units since July. . . .

A. WOLFE, formerly in rep, is promoting amateur shows under local auspices in industrial centers around Washington. . . . JOHN W. WALTERS, now a private in Co. D, 330th Inf., Camp Atterbury, Ind., visited his mother in Columbus, O., last week and bumped into Cal and Bonnie West who were playing a holdover at the Club Riviera there. . . .

CHARLES (DOME) WILLIAMS, fully recovered from cuts and bruises sustained recently when an auto very foolishly tried to upset his 290 pounds, is tending bar at the Veterans of Foreign Wars Club, Columbus, O. . . .

O. WILLIAM SHUTER, with the T. C. Jacobs Show the last two seasons and a grandson of the operators of the Mack-Murry Players, is now a private in the army. His address is E. S. N. 35598650, Bldg. T203, A26, M. R. T. C., Camp Grant, Ill. . . .

MRS. GRACE HILL writes that she and her twin brother, Rube Martin, former comedian, are settled in Kansas City, Mo., where they still get old *Billyboy* every week. They'd like to read a line here on some of the tab and rep old-timers like Syl Beebe, Cliff Cochran, Ches Davis, Paul Landrum, Mr. and Mrs. Charles (Dome) Williams, Oy Rinehart, Leota Hullington, George Crump, Al Bridge, Cheslie Lewis, Peggy Curtis and Amy Butten.

PVT. ROLAND HAVERSTOCK, son of Harvey Haverstock of Haverstock's Comedians, is putting on plays and his own magic for the soldiers stationed in and around Camp Maxey, Tex. . . .

JACK AND MAUDE BROOKS, wintering in Subula, Ia., plan to open their tent opy in May. . . .

JOE ENGLE, former assistant to Korrie, mentalist, two seasons ago on the Allen Bros.' Comedians, is now in Georgia with the paratroopers. . . .

JERRY JOHNSTONE, pianist, is playing the Long Circuit of theaters in Texas, but headquartering in Houston. . . .

THE BISBEES are preparing for an early spring opening and will break in a new top this year. . . .

SCARCER THAN EVEN actors at the moment are canvasmen. It seems that industry and the army has gobbled up most of them. . . .

WITH THE GOLLARD SHOW remaining off the road the coming season due to transportation difficulties, Montmorency Montague says he is teaming with Lula Nethaway on an acro dance turn. They were slated to open Monday (15) at the Brown Palace, Denver. . . .

JAMES E. CARTER, manager of the Carter Dramatic Company, pencils from his headquarters in Altoona, Mich., that he is readying for his annual canvas trek thru Michigan on week stands. . . .

PFC. NORBERT W. CLARK, son of the late Carl D. Clark



JACK KELLY, whose death at a Lansing, Mich., hospital March 5 after a brief illness ended a long and successful career as a tent showman in Michigan. Further details in Final Curtain, this issue.

and Elda Clark-Geyer, well known in rep and tab, has been transferred to Co. C. M. D. T. S.-U. 17, W. B. G. H., El Paso, Tex. Private Clark was formerly with the Raynor Lehr tab and featured singer and dancer for several seasons with Norbert's *Dixie Girls*. His mother has a seven-piece orchestra, with two girl singers, at Georgi's Night Club, Coshoc-ton, O.

Alexandria Club Reopens

ALEXANDRIA, La., March 13.—Moved to a downtown location after several years as a suburban spot, Club Almack reopened Monday (1) with Nat Towles's 15-piece ork and vocalists and floor acts. Al Green, manager, announces policy of dancing and dinner after 8 p.m. Club has a 65-foot bar and patio, with a cocktail lounge.

Radisson Manager Quits

MINNEAPOLIS, March 13.—James L. Gormley, manager of the Radisson Hotel, has resigned. Thomas J. Moore and Byron E. Calhoun bought the hotel property last month.

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

EDDIE BLESSING, former contestant, post cards from Washington that he is a bell captain at the new Hotel Statler there.

THE MOTHER of Odette Herrington, who was formerly well known in walkathon circles, advises us of the death of her daughter. Odette entered show business by way of derbyshows and went on to the films. Further details in Final Curtain, this issue.

BILLIE AND BILLY CURTS, in response to inquiries received at the desk, line from Mobile, Ala., that war work now occupies their time. Billy is on the graveyard shift in the maritime shipyards helping build tankers for the navy. Billie devotes her time to their twins.

OPAL FERDIG writes from Oakland, Calif., that she is employed in war work at Alameda. She reports that Margie Sheetz is dancing with Dottie Mack's girl revue in Los Angeles. Opal would like to see a line here from her walkie friends Vivian Smalley, Ralph and Virginia Ellis, Buttons Slaven, Angie Hamby and Mary Rock.

CORP. TOMMY (RUBBER LEGS) PEZAL pens from Camp Berkeley, Tex., that he has just finished emceeing the camp's musical comedy, *Meet the 52d*. Show had an all-soldier cast and included many well-known dancers, musicians and entertainers of the night club and derbyshow fields. In the cast were Pvt. Ivan Pearlman, former band

Arena Mgrs.' Icery Eyes All-Girl Line As Boys Go to Uncle

NEW YORK, March 13.—Shortage of male skaters is causing Arena Managers' Association to consider an all-girl line for the new edition of *Ice-Capades*, scheduled to open at Madison Square Garden in September.

Line in the touring show has been decimated by the draft, consequently AMA is taking no chances in the new edition. Males already in the show will probably double between specialties and ensemble work, but not likely that boys will be hired for chorus work only. Practice is similar to that which is now in effect in Shipstad & Johnson's *Ice Follies*.

Chester Hale has again been signed to produce the new show, with Mary Grant to succeed Freddy Wittop, now in the army, as costume designer.

Possibility that the new layout will rehearse in Los Angeles, as the current show will wind up the year there with an engagement starting May 31. George D. Tyson, AMA exec, will go to the Coast around March 25 to superintend the opening and sign talent for the next edition. According to Tyson, most of the principals will be held over for the new show.

ANFA HEARS REED

(Continued from opposite page)

R. N. Savini and Jacques Kopstein, Astor Pictures; Thomas J. Brandon, Brandon Films, Inc.; Paul Bray, Bray Pictures; Jerome J. Cohen; M. D. Sackett and Samuel Goldstein, Commonwealth Pictures; Dion Hoffarth, Ideal Motion Picture Service; Herman Ross, Institutional Cinema; G. D. Cody and George H. (King) Cole, King Cole Sound Service; Saul Jaffee, Movie Lab Film Laboratory; Harold Buamstone and Milton Saltzberg, Pictorial Films, Inc.; Harry Post, Post Pictures, Inc.; P. E. Shanahan and George Blake, Skibo Productions; Art Zeiler, Victor Animatograph; H. Spels and Murry Goodman, Castle Films, Inc.; Al De Pietro, Films, Inc.; Richard J. Cummins, Mogull's; David Weber, Fibert-bilt Case Company; Ethel Anderson, Bertram Willoughby Pictures; William K. Hedwig, president of ANFA; Herman Abrams, Nu-Art Films; Wilfred Knighton; Dave Kroll, *The Photographic Dealer*; William Lewin, *Educational and Recreational Guide*; Sam Krivit and Charles Feldman, *Photographic Trade News*, and Ben Smith and Irma B. Koff, *The Billboard*.

Next meeting of ANFA will be April 14,

Managers, Performers!

We solicit your co-operation in keeping the tent-repertoire page alive and interesting. Managers, we're interested to know how your business is progressing; what effect tire, gas and similar war restrictions are having on your business; the roster of your show and any other information which may be of interest to our readers. Performers, shoot in your personal news items. Your friends are anxious to know where you are and what you're doing. Drop in a newsy line to the rep editor now, even if it's only a penny post card.

at which time members will hear a talk by Chester Adams, Regional Director of Office of Price Administration, who will discuss gasoline and tire problems.

MAGIC

(Continued from page 18)

Illinois. . . . AL FLOSSO, playing his first engagement at Fay's Theater, Providence, and the Great Huber, headlining at a Pawtucket (R. I.) nitery for two weeks, were guests of Rhode Island Assembly, SAM, at the Providence-Biltmore Hotel March 9. . . . RHODE ISLAND MAGI will compete against Boston magickers in a quiz broadcast over Mutual Network's WEAN, Providence, March 21 at 3:30 p.m. . . . CAL EMMETT (E. E. CALL), of Houston, is being kept busy in that sector with his suitcase magic. . . . M. S. WHIT-FORD, hillbilly magician of Jonesboro, Ark., is putting on shows for the USO in that vicinity. . . . DANTINI was struck by an auto while crossing a street in Philly last week. Rushed to Jefferson Hospital there, he was found suffering only from a broken tooth and a few bruises. . . . BERT HOWARD has returned to Pittsburgh after winding up a successful season ahead of Dr. Neff's Horror Show and Midnight Spook Party. . . . DE SEARL, Dayton, O., youngster who has been doing magic since he was six years old, is featured this week with a mental routine at Loew's Theater, Dayton, in conjunction with the photoplay, *The Crystal Ball*. He's in on option for extra time. Young DeSearl's parents are former vaudevillians, and he himself put in a season on a med show several seasons ago. He was also featured for a time in Ripley's Believe-It-Or-Not Odditorium and appeared at the New York World's Fair.

Springfield Club Reopens

SPRINGFIELD, Mass., March 13.—The Phono Village night club, closed for some time due to an inability to get help, has re-opened. The Modernaires furnishing music. Harry Rogers and Harry Lane are featured.

WANTED FOR Grand Ole Opry Tent Show

For Coming Season
Advance Agent, Bill Poster and Lithographer.
Wire
HONEY WILDS
Radio Station WSM Nashville, Tenn.

WANTED

People all lines. Good Boss Canvasman and Mechanic to handle trucks and light plants. One to three-week stands. Iowa and Illinois shows.
ROBERSON AND GIFFORD
Empire Hotel SPRINGFIELD, ILL.

THE PRINCESS STOCK CO. WANTS

People in all lines for Tent Rep Show. Actors, Musicians and Specialty People. All week stands, Long season, top salary. Show opens May 3rd in Missouri. Tell all first letter. Address:
E. C. WARD, Rayville, Louisiana.

Now Casting Spring and Summer Shows

Managers and Actors, write us at once.
Benn Theatrical Agency
64 W. Randolph St. CHICAGO, ILL.

WANTED STOCK PEOPLE

1 bill, long run. Units in all key cities. Good salaries. Can place Resident Managers.
W. BARLOW
Wolverine Hotel DETROIT, MICH.

BRITAIN FAIR TO REPEAT

Conklin Again Sets CNE Sub

Dominion grants okay under Charities Act — 42G realized in first promotion

BRANTFORD, Ont., March 13.—Toronto this year will have the second "Fair for Britain," produced by President J. W. (Patty) Conklin of the Conklin Shows, who made the announcement at the shows' quarters here on March 6. After his return from a conference with Dominion officials at the Capitol in Ottawa he said:

"I was again given permission, under the War Charities Act, to stage the 'Fair for Britain' at Toronto. I have not as yet decided upon a definite date but will do so within the next two weeks."

Canada's first "planned fair" was held last season on 12 operating days between August 31 and September 12 in Riverdale Park, Toronto, under Conklin sponsorship, and was pronounced one of the most successful events of its class ever conceived. More than \$42,000 of proceeds were contributed to the British War Victims' Fund alone. Gate admission was 10 cents and all of it went to the fund, which was successfully championed by *The Toronto Evening Telegram*, in addition to all money donated on a pay-as-you-leave basis at an improvised 5,000-seat "O'Keefe Bowl."

"While on the Ottawa trip I received gratifying consideration," said President Conklin. "I feel more than confident that, with the exception of the railroad situation, we will not have too much difficulty in operating this season. The labor problem, as things look now, will be the only setback, but I feel that this will be overcome."

Among recent visitors to shows' quarters were Ida Cohen, Chicago; Bill Moore, former owner Downie Bros.' Circus, and Dick Wayne Barlow.

Mrs. Pearson Nixes Tour for War Work

DECATUR, Ill., March 13.—Mrs. Anna Jane Pearson, owner-manager of Pearson Shows, announced last week that the organization will not return to the road in 1943. Mrs. Pearson is currently employed as a police woman at Sagamon Ordnance Plant here. This year will mark the first one in 25 that the shows will not tour. Operating out of Ramsey, Ill., and playing only Illinois territory, Mrs. Pearson has operated the organization by herself since the death of her husband in 1934.

Mrs. Pearson said that since her nine ride foremen and many of her employees are in the armed forces she has quit show business, temporarily at least. She plans to return to the road after the war, however.

Cold Weather Hurts Orgs' Detroit Bows

DETROIT, March 13.—This city's carnival season opened March 5 with two shows bowing in near-zero weather. Cold spell prevailed over the week-end, with a six-inch snowfall on Saturday that discouraged business heavily.

W. G. Wade Shows opened with five rides at Joseph Campau and Carpenter avenues in suburban Hamtramck, while his brother, Roscoe Wade, operator of Joyland Shows, opened the same day on the opposite side of town at Michigan and Joe avenues with three rides. F. L. Flack's Northwestern Shows are slated to open April 1 at Vernor and Stair avenues, and John Quinn's World of Pleasure Shows will probably bow the same week in River Rouge. Meanwhile, Quinn has booked his Tilt-a-Whirl on the World of Pleasure Shows.

Prospects for local shows look good, with plenty of money in evidence. There are many new lots available in the suburbs.



MRS. ANNA JANE PEARSON, owner-manager of Pearson Shows, who last week announced that her organization would be off the road this season for the first time in 25 years. Employed as a police woman at Sagamon Ordnance Plant, Decatur, Ill., she said she plans to take the shows out again after the war.

SLA's Colorful Spring Party Near-Capacity Draw; Receipts Augment Fund for Servicemen

CHICAGO, March 13.—Always colorful Spring Party of the Showmen's League of America in the Sherman Hotel here, March 8, took on added color this year because of wartime conditions, and proved to be one of the League's most interesting and entertaining parties. Lee R. Sloan, general chairman, had the full co-operation of some efficient committees and the net result was a party that moved smoothly, pleased everyone and put a considerable amount of cash into the fund for the boys in the service. While not a sellout, the show drew a large crowd, almost filling the College Inn, at prices from \$4.40 to \$8.25, including tax. In addition to the receipts from ticket sales, a considerable amount also was raised thru the auctioning off of a number of Red Cross flags, which brought prices ranging from \$25 to \$100.

A distinct wartime touch was evident in the presence of 80 servicemen, invited from all branches of armed service, as guests of the League. These men were a symbol of the League members in service. Show opened with presentation

Army Permits a Necessity for '43 Operation of Coast Combos

LOS ANGELES, March 13.—Mike Krekos, owner-operator of West Coast Circus Shows and past president of Pacific Coast Showmen's Association, urged club members, show workers and show owners to work diligently for a big year, with compliance to federal regulations coming first in their work.

Krekos told PCSA members last week that he had been in close touch with military officials connected with outdoor show business and that they want to see the shows go out. He said it will be necessary for each show to have army permits which can be obtained without cost, but without which no show will be allowed to operate. Continuing his plea for absolute co-operation with military authorities, Krekos urged show owners to look into the matter personally and familiarize themselves with the requirements.

Military officials will not try to police the shows, Krekos said, because they have sufficient work to keep them busy. He added, however, that it is up to the individual shows to comply with restrictions on moving and dim-out lighting. Discussing the gas rationing situation,

Rosen Purchases Galler Property

Buckeye State title to be retained—Fontana, Shive to pilot organization

ST. LOUIS, March 13.—Michael Rosen purchased the Buckeye State Shows in their entirety in a deal consummated March 8 with Mrs. Josephine Galler, executrix of her late husband's estate. Rosen announced here this week. Deal included the purchase of all rides, show and motor equipment and light plants.

Rosen said the shows will go out under the same title and will play spots in the Middle West and South, opening in Mississippi April 3. In addition to buying the Galler combo, Rosen also purchased several rides from other sources. These are being shipped to winter quarters of the shows in Shelby, Miss.

During a visit to *The Billboard* office here Rosen advised that he also purchased seven additional trucks and that the shows will be considerably enlarged for the forthcoming tour. Rosen has (See *Rosen Buys Property* on page 33)

KC Show Women Frame West Side Victory Club

KANSAS CITY, Mo., March 13.—Under direction of Ruth Martone, local show women have organized the West Side Victory Club, with headquarters in Reid Hotel, to provide entertainment for members of the armed service. Club is operating a canteen at 1017 Washington Street, and each week members serve coffee and doughnuts and light lunches to service men and provide entertainment for them.

Members are planning a St. Patrick's Day Dance for service men at the canteen March 17. Club membership, which is composed of outdoor show troupers and residents of the West Side, has as its officers Mrs. Martone, director; Myrtle Massey, secretary; Margaret Ansher, recording secretary; Jessie Jones, treasurer; Edith Moon, publicity chairman, and Jeane Ostoff, chairman of hostesses.

WT Victory Tour Gets Successful Launching in Waco

WACO, Tex., March 13.—World of Today Shows, owned and operated by Denny Pugh and Joe Murphy, opened their "1943 All Out for Victory" tour here March 1. With good weather at debut time shows, rides and concessions chalked up good business, getting the season off to a fine start.

Tuesday, however, found the South experiencing one of the coldest spells in years, and shows were unable to open that night. Since then, however, weather warmed up and business has been good. Shows have 14 rides, 10 shows and 30 concessions in their line-up.

Much work was accomplished this winter with all equipment being overhauled and repainted. Shows plan to remain here until March 21, and will then head north. Jim Dunlavy arrived in time for the opening. He's again presenting his Reptile Show after spending the winter with Pete Kortess's World Fair Museum. Johnny Bejano has an attractive show, and Dutch Wilson is playing the local engagement with his Rolloplane and Sky Ride. Pugh and Murphy were well pleased with the opening engagement, they reported, and are optimistic over prospects for the current season.

McCaffery League's Red Cross Chairman

CHICAGO, March 13.—J. C. McCaffery, who last year served as chairman of the outdoor division of the Red Cross war relief drive, has accepted the same post this year, it was announced at the League's meeting March 4. Board of governors at its meeting last week voted approval of McCaffery's appointment.

The Ladies' Auxiliary of the Showmen's League has launched a drive to raise \$2,500 to purchase an ambulance for the Red Cross and has already raised \$1,300.

Crafts Inaugural Set for April 1

NORTH HOLLYWOOD, Calif., March 13.—O. N. Crafts and Roy E. Ludington returned from Western Fairs Association meeting at Sacramento, Calif., where Crafts announced the shows will open about April 1. Crafts said that the organization will be curtailed somewhat in size from former years, with all one-truck rides that load in the special semis to be used. Neon tubing will be used for outside lighting effects, and special illumination will be adopted for waterfront locations in the dim-out area.

Same route will be played, with emphasis being placed on special matinees and daytime play around the shipyards and war plants. Ragland and Korte concessions and Lavagie and Cecchini concessions have been booked.

SOL'S LIBERTY SHOWS

HAVE PURCHASED THE RUBIN & CHERRY EXPOSITION IN ITS ENTIRETY

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SHOWMEN, WITH OR WITHOUT OWN OUTFITS.
 RIDE MEN, IF YOU ARE NOT IN THE DRAFT AGE AND NOT EMPLOYED IN THE WAR EFFORT, PLEASE WRITE.
 RIDE FOREMEN, WORKING MEN, TRAIN CREW, POLERS, BLACKSMITH AND WAGON WORKERS AND PEOPLE IN ALL DEPARTMENTS.
 ALL THOSE FORMERLY WITH RUBIN & CHERRY SHOWS AND SOL'S LIBERTY SHOWS, PLEASE WRITE. Man for Office who can take shorthand and handle typewriter.

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OWING TO DUPLICATIONS, WE HAVE FOR SALE THE FOLLOWING:

Allan-Herschell 3 Abreast Merry-Go-Round, beautifully decorated and illuminated. 2 Big Eli No. 5 Wheels, Octopus, Tilt-a-Whirl, Kiddie and other Rides, with or without transportation.

76 Trucks and Trailers and Several Light Plants (all in A-1 condition). Tents, Fronts and Show Equipment of All Kinds and Description, Subject to Prior Sale.

A beautiful "Home on Wheels," modern in every respect, including tub and shower bath, flush toilet, air-conditioning and refrigeration. Custom built with 1941 Cab over Engine Chevrolet Tractor. Has only 6,400 miles on it.

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Mad Cody Fleming Shows

WILL OPEN LAST OF APRIL

Can use one expert Wood Worker that can really repair "Horses." Will buy one Ball Game Hood in good condition. Will buy one more Ride with or without trucks. Must be in A-1 condition. Would like to hear from Bert Brundage and Bobby Works. Address:

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Fleming's Poultry Ranch HICKOX, GA.

TIVOLI EXPOSITION SHOWS

WANT

Shows with own transportation. Photo Gallery, Lead Gallery or any new and novel Concessions. Bingo Help. Ride Help who can drive trucks. Write or Wire: BOX 742, JOPLIN, MO.

WANT

Foreman for practically new Two-Abreast Little Beauty Swing, load on one Semi Trailer. Foreman must know how to handle this make machine and be able to keep machine in operation at all times. Also drive Semi Trailer. Top salary to party who can meet these requirements. Prefer man over 40 years of age. WALLACE BROS.' SHOWS, Box 1184, Jackson, Miss.

BYERS BROS.' COMBINED SHOWS

BIG SPRING OPENING — 8 BIG NIGHTS — 8
SIKESTON, MO., APRIL 17-24 INCLUSIVE
TWO BIG PAY DAYS — BIG ARMY FLYING SCHOOL

ALL CONCESSIONS OPEN EXCEPT CORN GAME, POPCORN, DIGGERS AND CUSTARD. WILL MAKE SPECIAL PROPOSITION TO COOK HOUSE OR SIT-DOWN GRAB JOINT. GOOD PROPOSITION FOR SHOWS WITH OWN EQUIPMENT. OR WE WILL FINANCE CAPABLE SHOWMEN WITH UP-TO-DATE AND WORTH-WHILE IDEAS. Have complete Athletic Show Frame-Up with Wagon Front, also HILLBILLY Frame-Up with Wagon Front. WANT RIDE MEN WHO ARE DRAFT EXEMPT AND NOT EMPLOYED IN DEFENSE JOBS. Have several openings for such. Good pay and good treatment. WANT TO BOOK PENNY ARCADE. HAVE OPENING FOR TALKER FOR MIDGET SHOW. Ollie Bryer, contact us. This Show holds bona fide contracts for the Top Fair Circuit in Illinois and for some choice Southern Fairs. Show jumps from the opening date to defense towns in St. Louis area for six weeks. C. W. and J. W. BYERS, Owners H. P. HILL, Business Manager
All Address: BYERS BROS., P. O. Box 129, Kennett, Mo.

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HERMAN BANTLY
General Manager

L. C. (TED) MILLER
General Agent

LAST CALL — Show Positively Opens April 24

WANT first-class, sober Foremen for office-owned Rides; Semi-Truck Drivers and Electrician, top salary, and Office Help; Ralph Lockett, wire. WANT Shows. Circus Side Show, A. J. Budd, wire. Have complete Pit Show Outfit. Have complete outfits for Posing Show and Revue. Will finance reliable Showmen. Have opening for all Concessions except Wheels and Percentage. Can place Bingo, Cookhouse, Candy Apples, Pitch-Til-You-Win, Fish Pond, Lead and Cigarette Shooting Galleries. Best lot in the East on downtown lots. All write or wire Reynoldsville, Pa.

Virginia Greater Shows

Official Opening Suffolk, Virginia, April 1 for Ten Days

All those who wrote before, write again. Winter quarters now open. Monkey, Ten-in-One, War Show, Fun House and Shows of merit wanted. Want Manager for Girl Show, must have Girls and Wardrobe.

ROCCO MASUCCI, Gen. Mgr.

WM. C. MURRAY, Gen. Agent

Nansemond Hotel, Suffolk, Virginia

MATTHEW J. RILEY ENTERPRISES

OPENING PHILADELPHIA IN APRIL

WANT

SHOWS—TEN-IN-ONE, GIRL REVUE, SNAKE SHOW OR ANY OTHER SHOW OF MERIT. CONCESSIONS—GRAB STAND, BALL GAMES AND ALL OTHER LEGITIMATE KIND. CHAIRPLANE FOREMAN & RIDE HELP OF ALL KINDS. Write Full Particulars.

MATTHEW J. RILEY, Manager

917 WALNUT ST., PHILADELPHIA, PA.

PHONE: KINGSLEY 0855.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
 No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 20 sets or 100 cards each. Played in 5 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Automatic Bingo Shaker. Real Class ... \$12.50
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ... 1.25

M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.

3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000. 1.25

3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M ... 1.50

Box of 25,000 Black Strip Card Markers ... 1.00

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. We pay excise tax. Immediate delivery.

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 Size 48x48", With 1 Jack Pot, \$35.00.
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PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$12.00

BINGO GAMES
 75-Player Complete \$5.00
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1/3 Deposit on All Orders.
SEND FOR CATALOGUE
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

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 124-126 W. Lake St. CHICAGO, ILL.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

SPRING.

MAE-JOE ARNOLD, annex attraction, joined John T. Hutchens's Side Show on Alamo Exposition Shows at San Antonio.

SPRINGING or waiting?

A MEMBER of Bantly's All-American Shows, Carl Holzapfel is in Fayetteville, N. C., managing Mrs. F. L. Rogers' farm there.

NO rationing of beefing.

JACK STEFFEN letters from Evansville, Ind.: "Opened my arcade here March 1 to good business and plan to remain for the duration. Was with Barker Shows last season.

GOOD talker is one who believes his own openings.

PORTER VAN AULT has finished rebuilding his Penny Arcade and has rebooked it with Cetlin & Wilson Shows for 1943, making his sixth consecutive season with the organization.

WHO was the originator of "Hitch your wagon to a star"?

SHOWMEN failed to get excited over being rationed only three pairs of shoes yearly.

HAROLD M. KILPATRICK, last season special agent and publicity director on Buckeye State Shows and formerly in advance of circuses, is wintering in Gastonia, N. C. He says he plans to troupe again this season.

MAKING mistakes is the best way to remind managers that you are still on their pay rolls.

FORMER Girl Show operators with carnivals, Claude and Leone Barle working in Hollywood for the duration. Claude is at Warner Bros. Studios in the capacity of costumer, while Leone also is working in pictures.

WHERE is the old carnival musician who couldn't join until advanced enough money to get his horn out?

DON AND MARGIE FLYNN, last season with Al Renton's Side Show on Mighty Sheesley Midway, will remain in Pascagoula, Miss., for the duration, where Don is employed in a shipyard as a rigger.

IT was during this time of year that we used to hear the story about the midwayite whose blood test showed 90 per cent chili and 10 per cent crackers.

"HAVE SIGNED as Merry-Go-Round foreman on De Luxe Amusement Company," cards Dave Altman from Pough-

How To Be a G. A.

MOST troupers have a general-agent complex. They yearn for the day when they, too, can be a hail fellow well met. The reason so many have failed to reach the general-agent goal is that you can't find a correspondence school that offers a six-easy-lesson course. The "I-want-to-be-an-agent" criers start their early training in cockhouses by rectifying agents' mistakes where show owners can hear them. Some have spent their lives hunting for books on the profession supposedly written by general agents. That is a false belief, as agents have never, never compiled their knowledge in book form to enlighten others as to, "Who will and how much will he take?" Society for the Furtherance of Advance Representatives offers the following suggestions: Never drink a committee under the table. Keep 'em on their feet until the contract is signed. After that the under-the-table stuff is unnecessary. The first mistake that beginners make is to agree to words in contracts which they do not understand. All local committees include a doctor or lawyer who can sling highbrow. The "lived-thru" agent carries a pocket edition of Webster for such emergencies. When caught without it he calls the meeting to a halt and complains of having hydrophobia pains caused by the bite of the local bird dog that is also on the committee's pay roll. Remember the words, "lived thru." They will come in handy in the future. Never visit a head committeeman on a hot day. An agent with a wilted collar is unsightly. When it rains think of "when it pours" and stay in your hotel. Cold days are also on the n. g. list because a committeeman chills easily. Whether hot, cold or wet, the head sponsor can always be reached by telephone at his home. Do not let good fellowship fool you. If the agent is buying the drinks he has made his job secure by landing a fair contract and still has an expense account. If fair men are buying they are trying to drown his sorrow and their former promises. Even a "lived-thru" agent's action is misleading when he is seen sleeping in a chair under an office awning. He isn't tired but is making himself conspicuous where the boss is sure to find him and ask why he isn't out of town so the agent can crack for get-away dough. Give a committee enough rope and they won't hang themselves but will lynch a gross and strangle an office, and there won't be enough hemp left to hold up your show tops.

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120 Pages, 2 Sets Numbers, Clearing and Policy.
 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.
HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound 25¢
PACK OF 79 EGYPTIAN F. T. CARDS.
 Answers All Questions, Lucky Numbers, etc. . . 35¢
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"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10¢.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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 Type, Engraved, Litho. Stock Designs for All Occasions.
 WRITE FOR DATE BOOK AND PRICE LIST

CENTRAL

SHOW PRINTING COMPANY - MASON CITY, IOWA



DENNY PUGH, who with his partner, Joe Murphy, directed World of Today Shows' "1943 All Out for Victory" tour opening activities at Waco, Tex., March 1 to good results. Both reported they were pleased with business done at the inaugural and voiced optimism over prospects for the current season.



CORP. RAY M. LARSEN, concession agent with Royal American Shows for seven years, recently was promoted to the rank of staff sergeant and job truckmaster with 908, Q. M. Det., AAFBS, Midland, Texas.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, New York City
 Open 1 P.M. Daily
 WANT NOVELTY ACTS OF MERIT.
 State salary and all details in first letter.
 Open all year round.
 SCHORK & SCHAFFER.

CRYSTAL CITY PARK WANTS WANTS

Fun House, Tilt-a-Whirl, Mix-Up, small Grind Shows. Penny Arcade, can furnish 24 by 24 tent frame, floored, side walls and new top. We have the largest swimming pool in the State, outdoor dance pavilion and beautiful picnic grounds. All in city limits, with two bus lines by front gate. Big bomber plant employing thousands of people. Everybody has money. Address all communications to C. E. MEEKER, P. O. Box 1297, Tulsa, Oklahoma.

Will Pay \$25 Each Cash

for

New No. 25 Daisy Cork Guns

BROADWAY AMUSEMENT CENTER

405 West Broadway San Diego, Calif.

W. O. KLING, former concessionaire at Jefferson Beach Park, Detroit, and last summer at Carlan's Park, Baltimore, has booked eight concessions with Happyland Shows for 1943.

SIDE SHOWS with blowoffs were the first to use the double-entry system.

AFTER spending the winter in New Orleans, Harry A. Suss returned to Dodson's World's Fair Shows' quarters in Tyler, Tex., to ready his Daughters of Sin Show for the coming tour.

HOT TIPS during summer keep us in cold storage thru winter.

MR. AND MRS. BRUCE PRICE, last season with Great Lakes Exposition Shows, report from Baltimore that they are employed in a war plant there for the duration.

"NO, NO! Elmer! It's not canned music but canned food that is being rationed."

J. M. WILLIAMS, carnival trouper, is in Brunswick, Ga., working in a war plant and will not return to the road until July. Mrs. Ruth Williams has a palmistry booth there, he reports.

PRIVILEGE-CAR operators' favorite crack: "I'll get you in and on the long run."

W. C. (BILL) DIMSDALE, former Snake Show operator on World of Mirth Shows, has joined the Merchant Marine and is in training at Sheepshead Bay, N. Y. Mrs. Dimsdale is at her home in Brunswick, Me.

keepsie, N. Y., who was with Coleman Bros.' Shows for 23 years in the same capacity.

WHEN asked what he thought was wrong with the carnival business, a manager replied, "Too many unshaved pin-heads in it who are not on side-show platforms."

MR. AND MRS. EARLE A. CRANE, frozen custard concessionaire with Buckeye State Shows, are in Washington for the duration. They report they purchased three rooming houses there, and Earle is employed in the Statler Hotel. Their son is attending Cornell University.

THEN there was the general agent who when visiting another midway was asked what he was doing there always replied, "Slumming! Only slumming."

ELITE EXPOSITION SHOWS' winter-quarters notes from Arma, Kan., by Don Foltz: Charles Rotolo, owner-manager, and James White, general agent, returned to quarters after an extensive booking trip. Mary White has signed her Baby Doll Revue, and Bessie Foltz is operating a cafe here and plans to book three concessions with the shows.

TOTAL blackout is nothing new to the midwayite who has lived thru fuses blowing in transformers and with no one knowing which beer parlor the electricians were in.

NOTES from Tropical Park, Key West, Fla.: Mrs. Pearl Barfield, manager, has recovered from a recent illness and has been released from Dr. Galey's Hospital. She was able to attend exercises last week in Miami Beach, where her nephew, John R. McQueen, was graduated from Officers' Training School with a lieutenant's commission. He is now stationed at Bowman Field, Louisville, Ky. W. R. (Whitey) Johnson was host at a party celebrating the birthday of his wife, Helen. Party was held in Mrs. Barfield's patio, and guests included Mr. and Mrs. R. Gomez, Mr. and Mrs. C. E. Barfield and Mr. and Mrs. Frank Pope. C. E. Barfield will leave soon for Norfolk, Va., to have his Fly-o-Plane and Spitfire rides made ready for opening with Art Lewis Shows. Mrs. Billie Pope and Mrs. Barfield are framing Victory Gardens.

COLONEL DIN, general agent for the Gate & Banner Shows, requested all committee members living close to the lot at Silent Thought, Pa., to keep their windows open and radios blaring both day and night to get their neighbors accustomed to loud-speakers before the shows' arrival in August.

HAPPYLAND SHOWS

NOW BOOKING FOR 1943 SEASON

3633 SEYBURN AVE., DETROIT, MICH.

FOR 1943 MISSOURI
AUTO LICENSES
 Write
C. J. BABKA

1726A IOWA AVE. ST. LOUIS, MO.
 Representative Missouri State License Bureau.
 For all information pertaining to purchase of Missouri Auto, Truck and Trailer Tags for 1943. Chas. T. Goss now with Dodson's World's Fair Shows.

Carnival Oddities

A SUITCASE promoter contracted his midway for a celebration in the Deep South. Not owning any attractions or equipment, he hurriedly rented two well-mildewed tents and booked a ride. About six concessions, which were of the nailed-together type, joined on opening day. Several weather-beaten show banners were added to the equipment list. The midway was a dead, dark affair and had the appearance of a junk yard. The manager did his own banner selling, and at the back end of the lot was a big ad that read "This Show Uses So-and-So Paint Exclusively."

A LATE press agent and promoter with big midways had all arrangements set for a public wedding. The event was heavily advertised and crowds jammed the midway to see the local boy and girl united in matrimony. For some reason the couple did not show up and, living up to the old adage, "The show must go on," the press agent married the girl to whom he was engaged and saved the day.

A GILLY show manager built and operated a beautiful show which lost money during its first season and closed in a rundown condition. The show went out just as it came in and during the season its appearance became worse and worse, but it made money from its opening stand on. Being flush, the manager again rebuilt and decorated his midway and opened next spring with another beautiful show. It lost money that season and closed in a bad condition. Going out the next year unpainted and unrepaired, the show had one of its biggest seasons.

IN AN Eastern city the officials informed a carnival manager that they would approve only such concessions as were being used in a local park and at clubs and picnics. Attending the different places to see what he could and couldn't have, he was surprised to learn that he never tolerated the kind of booths used by the local operators.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

GEORGE DUNN, formerly of Hennies Bros.' Shows, is a private and stationed at Fort Monmouth, N. J.

PVT. ERNEST L. DESAUTILI, former outdoor showman, is with Company I, 397th Infantry, Fort Jackson, S. C.

PVT. DAVID (CURLY) WARD is in Station Hospital, Ward 20, Fort Dix, N. J., recovering from a heart ailment and would like to read letters from friends.

PVT. FRANK T. THOMPSON, formerly with his brother, G. R. Thompson, concessionaire, is with the military police at Camp Maxey, Paris, Tex.

PVT. JERRY COLLOZO, formerly with Bolero Show on World of Mirth Shows, is at Camp Maxey, Tex., with 15th Cavalry, Headquarters Troop.

THOMAS J. BOWERY, with Goodman Wonder Shows for the last five years, is a private with the 9th Group, S. 4 Section, Camp Hulen, Tex.

ELTON EDWARDS, formerly on Beckmann & Gerety and Hennies Bros.' shows, was promoted to the rank of sergeant with Company A, Second Regiment, Fort Monmouth, N. J.

CONCESSION OPERATOR with Bob Coleman's concessions on J. J. Page Shows, V. P. (Whittle) Tomlinson is a corporal at Blackland Army Flying School, Waco, Tex., where he has specialized in radio and airplane mechanics.

DON H. FOLTZ cards from Arma, Kan., that Paul Hendricks, Ned Stanley, Harold Bailey, Phil Jackson, Harold De Wolf and Melvin Bolster, formerly with Elite Exposition Shows, are in the armed forces.

PVT. CHARLES W. DATTOLI, formerly with Dodson's World's Fair Shows, was transferred last week from Fort H. G. Wright, N. Y., to office of Quartermaster No. 1109, Government Docks, New London, Conn.

FORMER members of Pearson Shows now in the armed forces include Pvt. John E. Staff, Service Battery, Camp McCain, Miss.; Pvt. Thomas P. Leonard, 94th General Hospital Barracks, Camp Barkley, Tex.; Pvt. Harold G. England, Recruit Detachment, Phoenix, Ariz.; Pvt. Louis Bonzon, 411th Infantry, Camp Claiborn, La.; Pvt. Edmon O. Cole, 84th General Hospital Barracks, Camp McCoy, Wis.; Rolla H. Hoffmeister, Postmaster, N. Y.; Pvt. Carl E. Teel, 136th Infantry, Fort Lewis, Washington, and Pvt. John E. Thull, Army Air Corps, Kessler Field, Miss.

ROSEN BUY PROPERTY

(Continued from page 30)
been a prominent concessionaire for the last 22 years and is well known in the outdoor show business. He said he has engaged Joe J. Fontana as his manager; H. B. Shive, general agent, and Sam Levine, concession manager. Rosen will be with the shows in the capacity of owner and general manager and will operate his own string of concessions.

SLA'S PARTY

(Continued from page 30)
Day, accomplished acrobatic dancer; Condos Brothers, sensationally clever tap dancers; the Mangan Girls, in funny Gay '90s routines and acrobatics; Shaw and Lee, comedy novelty act; Joe Lewis, "King of Night Clubs," comedy chatter and songs; the Bytonettes and Joe Wallace in a circus number introducing members of the College Inn floorshow; Sammy Walsh, comedy chatter; Frances Fay, piano and songs; Joe Morrison, vocalist, and Janice Respecke, a clever juvenile accordionist, member of Show Folks, Inc.

Baby Marine Introduced
Following the show a surprise was sprung when George Holley, "Baby Marine," whose exploits in the war have been widely publicized, was introduced and interviewed. This was a preliminary to the auctioning of Red Cross flags by Joe Wallace and George Terry. After spirited bidding the first flag was knocked down to Jack Nelson, president of the Showmen's League of America, for \$100. Nelson then turned it back for re-auctioning. A dozen or more flags were sold at prices ranging from \$15 to \$60. Several bottles of 1928 vintage champagne also were auctioned. First bottle was bought by Elmer Burns, proprietor of Swank Roller Rink, for \$35. Burns turned it back and when it was put up a second time again bought it for \$35. It was put up a third time and sold for \$30, and a fourth time for \$35.

Following the auction there was dancing to the music of Guy Colby's WLS band until 2 a.m. For the earlier dancing and the show the orchestra of Cee Davidson provided the music.

CONKLIN SHOWS

"The World's Finest"

1943 Season Opening Hamilton, Canada — May 31

Three good still dates—then the best fairs in North America: Brandon, Calgary, Saskatoon, Regina, Fort William, Quebec City, Lindsay, Belleville, Kingston, Leamington.

We will again furnish Attractions for "The Fair for Britain," Toronto, which was the sensation and most successful of all outdoor events of last year.

We have contracts for another outstanding enterprise which will be announced later.

Have opening for Side Show possessing merit and ability to gross money.

Want Manager and Performers for Girl Shows—must be capable and have entertainment value, or will consider organized company for this attraction. Can use party with Performing Animals, as we have complete outfit for Monkey Show except animals.

Can also place Operator for Glass House and Dipsey Doodle Fun House. Can use capable Ride Foremen and Workers in all departments. Top salaries paid. State your capabilities in your first letter.

Apply FRANK R. CONKLIN, Tatem Hotel, Miami, Florida, March 15, 16 and March 22, 23, or J. W. CONKLIN, P. O. Box 31, Brantford, Ontario.

WORLD'S MOST POPULAR RIDES

OCTOPUS—ROLLOPLANE—FLY-O-PLANE

Manufactured by

EYERLY AIRCRAFT CO., Salem, Oregon

WILL PAY

\$135 Per Case .22 SHORTS

Box 416, Care of The Billboard, 1564 Broadway, N. Y. C.

GOLD MEDAL SHOWS

OPENING SATURDAY, APRIL 3, AT COLUMBUS, MISS.

WANT COOK HOUSE OR SIT-DOWN GRAB. PENNY ARCADE AND WANT 10c MERCHANDISE CONCESSIONS. SOBER, RELIABLE DRAFT EXEMPT RIDE MEN THAT DRIVE SEMIS. WANT Barney Lamb wants Side Show Acts, Talkers, Grinders and Concession Agents.

Address: OSCAR BLOOM, Mgr., P. O. BOX 32, COLUMBUS, MISS.

T. J. TIDWELL SHOWS

OPEN MARCH 31 — ARMY CAMP

Want AI Mechanic who has had experience with Carnival. Can place Electrician, also Builder and Painter. Can place a few Ride Men who can Drive Semi-Trucks. Can place Grind Shows not conflicting. Also Colored Musicians and Performers.

BOX 954, Sweetwater, Texas

GREAT LAKES EXPOSITION WANTS

Athletic Show, Hillbilly Show, organized Musical Comedy Show, Musicians and Performers for office-owned Minstrel Show. Salary no object if you are capable. Ride Help who drive Semi Trailers. Foreman for Scooter. Salary no object if you are capable. Girls for Ball Games and Agents for Slum Stores. All write or wire AL WAGNER, Mobile, Ala.

NOTICE, CONCESSION AGENTS

All Agents booked with me—my plans changed. Will be with All-American Exposition Shows. Can use few more Agents for Grind Stores and one more Wheel Agent. Also other Help. Need Truck Driver. Show opens Sheffield, Alabama, April 3rd. Come on early. The Show can use few more Concessions. Address:

CARL H. BARLOW

HOTEL REEDER

SHEFFIELD, ALABAMA

CRYSTAL EXPOSITION SHOWS

OPENING MARCH 20 IN CRYSTAL RIVER, FLA.

Want all kinds of legitimate Concessions. Will sell X on Photo Gallery and Pop Corn. Want Chairplane and Ferris Wheel Foreman, top salary and sure; also Second Men for all Rides. Write or wire JOHN BUNTS, Crystal River, Fla.

P.S.: Have for Sale—Complete Pony Ride and Loop-the-Loop. Send for information.

WHEELS OF ALL KINDS
Tickets—Paddles—Laydowns
SHOOTING GALLERIES
Complete KENO Outfits
CARNIVAL SUPPLIES AND EQUIPMENT
GAMES, STRIKERS, ETC.
WRITE FOR CATALOG
H. C. EVANS & CO.
1520-28 W. Adams St., Chicago

BUSHAY AMUSEMENT CO.
Opening Early in May
Playing Massachusetts and Rhode Island. Mostly Churches.
Want a few legitimate Concessions. Foreman for Ferris Wheel and Chair-o-Plane, also Free Act. Sam Finn, write.
HENRY BUSHAY
American House FITCHBURG, MASS.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, March 13.—March 11 meeting was presided over by President Jack Nelson, and with him at the table were First Vice-President Fred H. Kressmann, Third Vice-President S. T. Jessop, Treasurer William Carsky, Secretary Joseph Streibich and Past Presidents Edward A. Hock, Sam J. Levy and Ernie A. Young. Ralph Preston and John Flamingo were elected to membership. Mike Wright reports sales of \$300 in War Bonds by the ways and means committee. Brother Lou Keller is able to be up and about again, and Brother William Coutry is resting well at his home. Brothers Tom Rankine, James Murphy, Tom Vollmer and William Young all are still confined.

Brother Ray Marsh Brydon attended the meeting, and Jules Wolpa and John T. Smart, of Servicemen's Foundation, were visitors. Johnny Fox stopped, en route to Detroit. Harry Ross left for Detroit and Sam Ansher visited briefly. Denny Howard helped Sam Solomon load the Rubin & Cherry Exposition for its journey to Caruthersville, Mo. Jake Shapiro visited, and John Lorman left for Memphis. The Ned Tortis, L. L. Halls and Edw. M. Hunters came in from Milwaukee for the Spring Party. By-laws are ready and posted.

Visitors during the week included Joe Murphy, Charles Hall, George Terry, Lee (See SLA on page 53)

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, March 13.—President Art Lewis back in town again from Norfolk to preside over Wednesday meeting. Much comment on the way he handled the dais at the Rothstein-Greenspoon testimonial recently. Notwithstanding the president's interest in many fund-raising campaigns, he took an active part and made a substantial contribution to the NSA Ambulance Fund Drive, which has gone over the top for the first ambulance. If fund donations warrant, other ambulances will be purchased. Interesting letters from the following members: Pvt. Frank Rappaport, Mattituck, N. Y.; Pvt. William Powell, Fort Sill, Okla.; Corp. Benj. Snapp, Camp Murphy, Fla.; Pvt. James Hannan, Seymour Johnson Field, N. C.; Pvt. Sidney Rifkin, Fort Custer, Mich.; Pvt. Harry Koretsky, Camp Maxey, Tex.; Pvt. William Moore, 108th Field Artillery Armory, Philadelphia; Pvt. Larry Benn, Randolph Field, Tex.; Pvt. Herman Faier, Shreveport, La.; Pvt. Edward Kalin, Camp Claiborne, La., and

(See NSA on page 53)



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, March 13.—Increasing of the Building Fund marked club's March 1 meeting, with Mike Krekos, past president, and Harry Fink making the appeal. On the rostrum were Ed F. Walsh, president; Ted LeFors, second vice-president; Charles W. Nelson, secretary, and Krekos.

Communications were read from Herb E. Farrington, Rudolph Jacobi, Pvt. Jimmy Lynch and Jack De Salvo, who expressed appreciation for cigarettes and club news. Membership drive, while officially closed for the duration, found K. B. McGlouthlin welcomed as a new member, and Eddie J. Moore reinstated.

Reported on the sick list were Ben Dobbert, Sam Miller and Bill Gordon. Committee reports were heard from Fink, finance; Krekos, legislature; Hunter Farmer, ways and means; Sam Dolman, membership; Charles Farmer, house, and Krekos, building fund. With the report that the building fund had an unfilled War Stamp book, Fink took over the pitch which netted four bonds sold on the floor, with John T. Backman contributing one, a total of five, for the night. Eddie Neu contributed \$5 to the fund to boost it still more.

Ladies' Auxiliary

President Edith Bullock called Monday's meeting to order with over 50 members present. Fifteen members donated a pint of blood to the Red Cross last Thursday and have made appointments to give another May 6. Mabelle Bennett offered to piece a quilt for the Red Cross and President Bullock asked each member to donate a piece of wool material. Allie Wrightsman, of Oakland, Calif., is ill and her sister, Jessie Loomis, has gone there. Mother Fisher was reported on the sick list, and Cecile Bowen sustained a broken leg in an accident.

Lucille Dolman is out after suffering for two weeks with rheumatism. Martha Levine was present, also having been kept at home because of the illness of her husband. Ruth McMahon's arm was reported improved. Vivian Gorman, who had been visiting in San Francisco, said that Lillian Shuh had an injured foot (See PCSA on page 53)

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., March 13.—Regular weekly meeting opened with Second Vice-President Clay J. Weber presiding. Secretary G. C. McGinnis and Treasurer Harry Altshuler also were in attendance. Ladies' Auxiliary lettered thanks for the floral offering sent it at its Anniversary Dinner in the Hotel President. Fred Loeber and John J. Carr, concessionaire, were elected to membership, and Mel Vaughn was reinstated. After a short business session meeting adjourned and luncheon was served.

In attendance were Jack Moon, Roy Marr, Frank Capp, Morris Ventling, Ivan Mikaelson, George Sargent, Al C. Wilson, George Howk, Ellis White, Ray Hanson, George Elser, L. K. Carter, Buck Ray, Ralph Noble, Jimmy Doncaster, Tommy Cook, Pete Callender, John Joeger, W.

(See HASC on page 53)

WANTED SIDE SHOW ATTRACTIONS

Freaks, Novelty Acts, Half and Half Behind Railing, Lady or Man Sword Swallower, Magician, Bally Girls, Ticket Sellers that can handle Seal Trailer. Long pleasant engagement and salary sure. Address:

DUKE JEANNETTE

Until April 1st, 4129 N. W. 22nd Court, Miami, Fla.; then Gen. Del., Florence, S. C.

Island Manor Shows WANT

Pop Corn, Candy Apples, Grab Joint, Guess Your Weight, High Striker, Bingo, Ride Help—First and Second Men, top salary. For Sale—8 Whip Cars, first \$50.00 takes them.

L. TAMARGO

128 Franklin St. ELMONT, N. Y.

SUPER ROLL-O-PLANE

FOR SALE

Complete with Tools, Parts, 2-Ton Winch and 37 I.H.C. Truck and Semi-Trailer, in perfect condition. Must have cash. Dreamers, save stamps.

H. A. STANLEY

1518 N. Topeka WICHITA, KANSAS

JOIN THIS SHOW AND BUY MORE BONDS

PRELL'S WORLD'S FAIR SHOWS

OPENS APRIL 5TH—THE BEST MONEY SPOT IN THE SOUTH—
IN THE HEART OF CITY AT DURHAM, N. C.

All that were with me last year and those holding contracts, please acknowledge this call. Will book Octopus, Roll-o-Plane, Tilt-a-Whirl or Fly-o-Plane with or without transportation. Want Foreman for Eight-Car Speedway, also Ride Help that drive Semi-Trailers preferable. Want Help on Monkey Speedway; Abe Wolff and George Johnson, please reply. Want Manager and Riders for Motor Drome; Speedy Bowers, please reply. Want Grind Store Concessions, such as Fish Pond, Huckly-Buck, String Game, Swinger, Duck Pond, Candy Floss, Penny Pitches. Harry Benjamin, Bob Royal, please reply. Harry and Marge Stevens want Wheel Agents.

S. E. PRELL, General Manager ABE R. PRELL, Assistant Manager
LEO BISTANY, Business Manager

All address to SAMUEL E. PRELL, 216 Custer Ave., Newark, N. J., until March 27; thereafter, Winter Quarters, Kinston, N. C.

BUCKEYE STATE SHOWS

OPENING SATURDAY, APRIL 3, AT HELENA, ARK.

WANT NOW SHOWS—Side Show, have new outfit for same. Girl Show, Monkey Show, Snake Show (have complete outfits). Good opening for Fun House. Want Colored Musicians and Performers for Colored Minstrel Show.
WANT NOW RIDES—Will book Fly-o-Plane, Spitfire and Chair-o-Plane with own transportation.
WANT NOW CONCESSIONS—Penny Arcade. Will give good proposition to Cook House. Kack Harrison, answer. Mike Rosen wants Concession Agents of all kinds, also Concession Help for Corn Game.
WANT NOW HELP—Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Ride-o and Roll-o-Plane. Can place useful Show People in all lines, also Lot Man and Office Help. Would like to hear from all people formerly connected with the Buckeye State Shows. Following people, please answer: R. H. Jones, Frank Tezzano, Henry Tarbes, Bill Rozman, Luke Young, Blackie Tipton, Jack Pearson, Shotgun Hogan and Lawrence.

WANT HIGH-CLASS FREE ACT TO FEATURE, Address all Mail or Wires to
JOE J. FONTANA or MIKE ROSEN, Care BUCKEYE STATE SHOWS, HELENA, ARK.

FRED ALLEN SHOWS

Opening in the Industrial City of
Syracuse, N. Y., Last Week
in April

and playing N. Y. State's most prosperous centers, with all short jumps and away from dangerous coast towns.

WINTERQUARTERS
NOW OPEN

OPPORTUNITY
AWAITS YOU

Due to disappointment can place first-class Cook House that can stand prosperity. Wanted—Clean Shows, Fun House, Motor Drome, 25% of gross. Opening for Bingo in best Bingo territory. Wanted—Custard, Taffy, Waffles and Floss, Pitch To Win, Jewelry, Scales, Striker, Cane and Knife Racks, String Game, Country Store, Archery Range, Duck Pond, Bowling Alley, B Gallery, American Palmist, Huckly-Buck or any clean 10c Grind Store. Also some P. C. open. No Roll Downs, Coupons or Wheels tolerated. Wanted—Foremen and Help on all Rides that are not engaged in war work. Also Electrician. Sensational Acts, write. This is a motorized show, all equipment owned by management. All communications to
FRED ALLEN, 107 OBERST ST., SYRACUSE, N. Y.

LAWRENCE GREATER SHOWS, INC.

OPENS FAYETTEVILLE, N. C., MARCH 29

Downtown 6 blocks from the Square. 50,000 soldiers and civilians and paydays. First time for any show in this location. Goldsboro, N. C., to follow.

WANTED—Talkers and Girls for Posing and Girl Shows or organized troupe. MONTY NAVERRA, HAVE THE CASINO OPEN . . . SHOWMAN, what have you; we will finance reliable Showman, have complete outfits. Want Motordrome Operators, have complete outfit. WILL book Roll-o-Plane, Octopus and Kiddie Auto Ride. Want Cook House or Grab, reasonable privilege; Custard; Arcade, will sell X on same. Concessions all open, including Wheels, Grind Stores, Shooting Gallery, Photo Studio, Scales, Palmistry. RIDE HELP—Foremen for Ferris Wheel, Chair Plane, Kiddie Rides. Second Men for all Rides, Semi Drivers preferred. Boss Canvas Men, Lot Superintendent and Builder. FREE ACT—One good Act to feature. Dale Barron, write. Show leaves March 25th for Fayetteville.

ALL ADDRESS P. O. BOX No. 317, SANFORD, N. C.

ZACCHINI BROS.' SHOWS

WANT FOR 1943 SEASON

Grind Shows, Ten-in-One, Animal, Funhouse or any others, percentage very reasonable. Will also book Girl and Posing Shows with own transportation. Will give exclusive on Bingo, Pop Corn, Photo Gallery, Cook House or Grab, rates very reasonable, and any other Concessions that work for stock. No racket. Louie Augustino, Happy Arnold, Bonnie-Smiley, contact at once. Want Electrician, Ferris Wheel Foreman, also Second Men that can drive trucks. Highest wages paid this year. Can use Working Men in other departments. Opening April 3rd with two Saturdays in South Carolina, in one of the largest defense towns, and five more to follow. Address all mail and wires:

WINTER QUARTERS, HINESVILLE, GA.

BRUNO ZACCHINI, Gen. Mgr.

CARL O. BARTELS, Secy.

ATTENTION, PLEASE BLUE RIBBON SHOWS

WILL positively open March 27, Columbus, Ga. 16,000 soldiers, pay week, and will fulfill all contracts made by their representative for 1943, barring government restrictions. WILL book Cookhouse or will furnish complete Cookhouse to reliable, experienced Cookhouse people. CONCESSIONS all open. Sheik Rosen will not be with us. RIDE HELP for 10 major Rides, come on. Ride Men with Semi Trailer experience preferred. Salary paid weekly, no brass. WILL place Shows with own outfits or will furnish complete outfits to reliable showfolks. Top salary for Truck and Ride Motor Mechanic, also Electrician. Useful showfolks, write. Winter quarters now open Fairgrounds.
ADDRESS: BOX 1601, COLUMBUS, GA.

J. R. EDWARDS SHOWS

Attention, Concessions

Booked with J. R. Edwards Shows

Will open April 15th instead of April 1st. Can place a few more legitimate Concessions. Ride Help, come on; winter quarters open. Address all mail or wires to

J. R. EDWARDS
233 N. Buckeye St. Wooster, O.

GREAT SUTTON SHOWS

WANT SHOWS and CLEAN CONCESSIONS. Will sell exclusive on Cookhouse, Corn Game and Photo Gallery.

WANT RIDE HELP THAT CAN DRIVE SEMI TRUCKS. Address:

F. M. SUTTON
BOX 304 OSCEOLA, ARK.

A. B. ROGERS SHOWS

Can place small Cook House or Grab, Pop Corn, Fish Pond, Cigarette Shooting Gallery, Pitch Till-U-Win, Dart Balloons, American Palmistry, Hoop-La, Photos, String, Penny Pitch, Add Em Up Darts, Frozen Custard, two Pit Shows, Foremen on Merry-Go-Round, Ferris Wheel and Chair-o-Plane.

Address all replies:
ROGERS FAMOUS SHOWS
Winsted, Conn.

FOR LEASE

All or any part of complete Carnival. 2 No. 5 Eli Wheels, Merry-Go-Round, Mix-Up, Loop, Kid Auto Ride, five complete Shows, Panel Fronts, Transformers, plenty Cable, seven Trucks, five Semi-Trailers, 4500 Gallons Gas. July 4th and six Fairs booked. Will consider PARK DEAL. Wire or write
BOX ST. L.-14, Care Billboard, St. Louis, Mo.

WOULD LIKE TO BUY

Reasonable-priced money-getting Ride in good shape.

FRED M. LeGRAND

Box 84, Starke, Fla.

BOSWELL'S AMUSEMENTS
LAST CALL
Open Boykins, Va., April 1st thru April 10th. Can place small Cookhouse and Bingo due to draft. A few more 10¢ Stock Concessions. Ride Help. Useful Show People, Concession Agents. All who were with us last year and who hold contracts acknowledge this ad. All wires and mail: Hampton, Va., until March 22; then Boykins, Va., to SAM COLLINS or THOMAS H. BOSWELL.

WANTED FOR UNIT

Ball Games and any other Grind Concession. Want Merry-Go-Round and Chairplane Foreman. Amer. Palmist wanted. Want to buy Cat Rack and Bottle Ball Game. Fred Barrett wants Man to take care of his stores. OPEN APRIL 30TH, GLOUCESTER, N. J. Frank Steele, Joe Zembra, write.

MIKE ZIEGLER, Hotel Milner, Philadelphia, Pa.

ROGERS AND POWELL

Calling all people holding contracts with Show, be on hand at Flora Ordnance Plant, Flora, Miss., March 22, for big opening. Also need Minstrel Show People, Cook House, good proposition. Concessions and Side Show People, come on. Also want to buy Show Tents and Banners.

ROGERS AND POWELL, Yazoo City, Miss.

I BUY, SELL AND EXCHANGE SHOW PROPERTY

NOW BOOKING ATTRACTIONS FOR
PARK AMUSEMENT CO.

CLIFF LILES, Mgr.
Care Bentley Hotel Alexandria, La.

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1943 SEASON

Address: P. O. BOX 223, Caruthersville, Mo.

TORTURE PROOF

Original Illusion. First Time Advertised. Write

ABBOTT'S, Colon, Michigan

World's Largest Illusion Builders

GOLD MEDAL SHOWS

NOW BOOKING FOR SEASON 1943

Address: OSCAR BLOOM, Mgr.
P. O. Box 32 Columbus, Miss.

BYERS BROS.' COMBINED SHOWS

NOW CONTRACTING FOR 1943

WINTERQUARTERS: BOX 129, KENNETT, MO.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 13.—This is the open season for speculation on the part of owners and agents with reference to attempting to determine in advance where the good spots will be. This year, more so than in other years, good management will require extremely careful planning in selection of routes. The rapid development of the war program has undoubtedly improved business potentialities in many places but may have rendered less desirable other places from the point of view of industry.

In the near future 1943 membership certificates will be issued to members in good standing. In some instances titles to shows have been changed and we would appreciate it if member shows whose titles have undergone alteration will notify us promptly.

Office of Defense Transportation has issued a release indicating that it is taking up with the various States involved in the matter of the recognition of automobile license plates outside the State of issuance. This is a further step in the elimination of trade barriers and should be of valuable assistance to the carnival industry.

War Production Board has announced a policy of decentralization and the setting up of regional offices in 12 key cities. This includes the matter of priorities, application for which should now be made at the nearest regional office.

Walter Schafer, general agent Sunburst Exposition Shows, was a recent visitor at ACA offices.

Philadelphia

PHILADELPHIA, March 13.—Max Gruberg has closed his Market Street Museum and is arranging to reopen it as a Penny Arcade as soon as some necessary alterations are made. Frank Zorda visited and will leave soon for All-American Exposition Shows, where he will have the Side Show. Wendel (Pop) Kunz passed thru the city en route to Norfolk to join the Art Lewis Shows.

WANT WANT
ROCKET FOREMAN, SPIT FIRE FOREMAN

Must be capable and furnish references. Salary \$50, Plus Bonus.

All answer BOX PH-1, Philadelphia Office, Billboard, 7222 Lampport Rd., Upper Darby, Pa.

WANTED AT ONCE
ROLLOPLANE
OCTOPUS

What have you to offer for livestock in New England? Call—wire—write at once.

EDW. J. CARROLL
Riverside Park AGAWAM, MASS.

WANT

FOR BIG SEASON ON CHICAGO LOTS. MEN AND WOMEN CONCESSION AGENTS. COUPLES PREFERRED.

EARL TAUBER
4515 Magnolia Ave. CHICAGO, ILL.
Edgewater 3126

Newest in Ball Games by the Originator of
BIG TOM

King of the Wampuscats
Made same of the original Big Tom but having a Hitler likeness instead of a cat, improved style block and sealed in weight arrangement. Height 30 inches. Price \$17.50, includes working instructions. One-third deposit on all orders.

ECK & CO. Plainville, Ohio

WILL PAY
\$125.00 PER CASE .22 SHORTS

CASH WAITING
ALLIED CORP.
22 Scollay Sq., BOSTON, MASSACHUSETTS

WORLD OF TODAY SHOWS



Playing
Defense Cities
and Army Camps
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We have Complete Frame-Ups for Girl Show and several other Shows.

WANT RIDE MEN. CAN PLACE ONE OR TWO FOREMEN. WANT ELECTRICIAN AT ONCE.

BOBBY MANSFIELD, GET IN TOUCH WITH US IMMEDIATELY.

All Address:

WORLD OF TODAY SHOWS, Waco, Tex., Until March 21;
Fort Worth, Tex., March 23-30.

HENNIES BROS.' SHOWS

Present indications make it appear that this will be the only Large Railroad Show which will operate in the Middle West this season.

OPENING THE LAST WEEK IN APRIL

(Date and Location Will Be Announced in Next Week's Billboard)

WINTER QUARTERS NOW OPEN AT BIRMINGHAM, ALA.

WANT TO HEAR FROM PEOPLE IN ALL LINES—WANT RIDE HELP FOR ALL RIDES. CAN PLACE CONCESSION AGENTS FOR 10¢ GRIND STORES AND STRAIGHT WHEELS. FROZEN CUSTARD, CANDY APPLES, WONDER BARS, ETC., ETC., OPEN. Want to hear from Taylor, who had the Minstrel Show last year.

ALL SHOW PEOPLE INTERESTED, ADDRESS AS FOLLOWS:

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GOLD MEDAL SHOWS 3rd YEAR

WANTS Freaks, Working Acts, Talkers, Grinders and Ticket Sellers for Side Show. Girls for Illusions. Want Ticket Sellers and Grinders for Girl Show and Dope Show. Want Girls, Girls, Girls for Girl Show and Dope Show. Can place sober Ridemen and a few Agents for Slum Joints. Long season, top salaries and best treatment to all.

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PENN PREMIER SHOWS

Opening at 26th and Pitts Avenue, Erie, Pa., May 5-15

New Castle, Sharon, Conneaut, Ohio, and back to Erie following. This is the greatest defense center in the State. Can place Concessions of all kinds, including Bingo, Penny Pitches, Slum Stores, Photo, High Striker, COOK HOUSE, Diggers. Want Octopus, Spit Fire or Fly-o-Plane. Can place Life or Crime Show with or without equipment. Want good Second Agent that can cut it; explain all in first letter. Can place sensational Free Attraction; Gordon or Zucchini, answer. Can place a few good Ride Men that drive.

Address all mail to LLOYD D. SERFASS, Gen. Mgr., Stroudsburg, Pa.

ELITE EXPOSITION SHOWS

OPENING APRIL 10 IN THE HEART OF PITTSBURGH, PA.

(Across From Post Office, One Half Block From Main Street, for 8 Days)
WANT TO BOOK ONE LATE MODEL RIDE, ALSO ONE OR TWO SHOWS WITH OR WITHOUT EQUIPMENT AND TRANSPORTATION. CAN USE A TILT FOREMAN, ALSO SECOND MAN AND OTHER RIDE HELP THAT CAN DRIVE. WILL BOOK A FEW MORE CONCESSIONS WORKING FOR 10¢. (Fish Pond, Bumper, Cane Rack, Cigarette Gallery, Balloon Dart.)

All Address: CHAS. ROTOLO, MGR., BOX 26, ARMA, KANS.

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NOW SHOWING ST. LOUIS, MO.—PLAYING INDUSTRIAL CENTERS ONLY

WANT STOCK CONCESSIONS (NO GRIFF). WANT RIDE HELP THAT CAN DRIVE SEMI TRAILERS FOR MERRY-GO-ROUND, FERRIS WHEEL, OCTOPUS, ROLL-O-PLANE AND TILT-A-WHIRL. Top Salaries—All Cash. Address All Communications to
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WILL OPEN ON OR ABOUT APRIL 1

Want Sober, Reliable Mechanic for Ford Trucks exclusively. Capable Electrician, Billposter, reliable and who can drive small truck; Ride Foremen and Helpers. Top salaries paid. 5c per mile paid extra to capable Truck Drivers.

Will book Independent Shows and legitimate Concessions. Spot Ragland wants Agents for legitimate Concessions. Other useful people, write us. Long season in California.

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Opening Downtown Minneapolis, Minn., April 24, Heart of Defense Area. 5 Weeks Twin City Lots.

Opening Harriet Island Amusement Park, Downtown St. Paul, May 30th, for Entire Season.

WANT

RIDE HELP—FOREMEN: Ferris Wheel, Kid Rides, Loop, Merry-Go-Round. **SECOND MEN** all Rides. **WINTER QUARTERS HELP AT ONCE**. **PAVILION HELP**—Want capable Man or Couple to take complete charge of restaurant. Excellent equipment furnished. **DANCE HALL MGR.**—Able to promote special events. **SHOWS**—Mechanical, Monkey, Freak, Animal, Fun House. Any legitimate type show suitable for Amusement Park. **CONCESSIONS**—Legitimate Concessions of all types. No Grift. **FREE ACTS**—Cannon Act, High Act, Punch & Judy, Wire Walker, High Dive. **FOR SALE**—Chevrolet Tractors and factory-built Semi Trailers. Good mechanical condition—excellent rubber. No Gasoline or Tire Worries. Full Season in the Twin Cities Defense Area. Only Amusement Park Easily Accessible to Both Cities. Address all replies to **BAZINET SHOWS, INC.** **ACT NOW**

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LAST CALL

C. W. NAILL SHOWS

LAST CALL

OPENING AT N. E. LOUISIANA FAT STOCK SHOW, DELHI, LA., APRIL 5

WANT MIX-UP FOREMAN (on account of draft reclassification), SECOND MEN ON WHEEL, MERRY-GO-ROUND AND MIX-UP WHO DRIVE SEMIS AND SELL TICKETS. Ride Help, report to Monroe, La., April 1st. NEATLY FRAMED SHOWS, WRITE, AS WE MAY BE ABLE TO PLACE YOU. WANT CONCESSION AGENTS. All Concession People, get in touch with Roy Goldstone, 2500 Central Ave., Hot Springs, Ark. **FOR SALE**—8 Car Whip, in good condition. First \$500.00 gets it. One 12 1/2 k.w. Light Generator, complete with Rheostat and Switch Board. Ready to hitch up. **ROY GOLDSTONE HAS FOR SALE**: Cookhouse with Truck, complete. Will book on show after Delhi. Privilege in meal tickets. Address him as above.

All Others Address: C. W. NAILL, 703 S. 3RD ST., MONROE, LA.

LAST CALL

OPENING COLUMBUS, INDIANA, APRIL 10

CONCESSIONS OPEN—Cook House or Grab, privilege very reasonable; Ball Games, Photos, Basket Ball, High Striker, Pitch Till U Win, Mitt Camp, String Game, Candy Floss, Lead Gallery, Arcade or any line joints that work for 10c. **SHOWS**—What have you? 20 per cent. **RIDES**—Will book any Flat Ride or lens same. For open dates, Fair and Celebration Committees, contact. This show will carry two outstanding Free Acts, with 10c pay gate. 5 office-owned Rides, playing Indiana and Illinois. All replies:

GEREN'S UNITED SHOWS

Paris, Ky., until March 20th; then Gen. Del., Columbus, Indiana.

NEW FACTORY BUILT CONCESSION TRAILER

Electric Refrigeration, Propane Grill, Living Quarters, Brakes and New Tires, also Neon Sign, complete \$995. Special—Velour Front Seat, fits any car, makes good bed, \$32. Large Amplifier with two Double Aluminum Speakers. Cedar Rapids Draw Bar, \$69.50. Steel Trailer Jacks, \$2.95 each. Seats and Accessories.

SELLHORN'S

East Lansing, Mich.

AGENTS—MAPLE WILLIAMS—AGENTS

Want Concession Agents for Ball Games, Coca-Cola, Cigarettes, Pitch, Counter Men for Bingo. Can always use wide-awake Agents.

This Show has a swell route of Army Camps all year.

VICTORIA, TEXAS, THIS WEEK.

DEE LANG'S FAMOUS SHOWS

CAN PLACE CATERPILLAR RIDE FOREMAN AND SEVERAL SECOND MEN ON RIDES, WHICH I WILL HAVE IN A PARK IN ST. LOUIS.

A long Season, and can place you in Quarters now.

All address: DEE LANG, Mgr., P. O. Box 601, CARBONDALE, ILLINOIS.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

George Clyde Smith

CUMBERLAND, Md., March 13.—Quarters are a beehive of activity, and Pop Seitz and his crew of six have finished repairing, rebuilding and painting work. Owner-Manager George Clyde Smith returned from a successful booking trip. Shows will again play the same circuit of fairs and almost all still dates have been contracted. Staff remains the same as last year, with Prince Omwah, secretary; Sam Collier, sound system; Bobby Kork, publicity, and Clarence E. Seitz, mailman and *The Billboard* sales agent. Francis J. Thal has booked his Ferris Wheel and Chairplane for the sixth consecutive season. Junior Thal, ride superintendent, reports the rides are finished and ready for the road. Line-up will include Spicey Copeland's Brown Skin Models; Peggy Ewell's Gay Nineties, with Earl Dunham on the front; Jimmy Schaefer's Midget Show; Neoma's African Python, with Dick Dunn manager; Bobby Kork's Unknown Sex Family, featuring Cherie, with Johnny Cool front talker; Oriental Follies and Victory Girls Revue. Prince Omwah is here looking after the office and minor details preparatory to opening May 1 near Altoona, Pa. Jack and Margaret Massie are in Buffalo, working out several innovations for their concessions. Jack and Dorothy Rockway plan to come in soon from Griffin, Ga., to construct a new bingo. Mr. and Mrs. Hiram Beal report they'll be on hand for the spring opening with their concessions, and Mary Lee and Dolores Mae Smith have two new stores framed.

Gus Rogakos will again operate the cookhouse. Concessionaires signed include Mr. and Mrs. Harry Kellar, Mr. and Mrs. Petey Weigand, Mr. and Mrs. Lloyd Peterson, E. M. Meyers and Mike Bosco.

BOBBY KORK.

John R. Ward

BATON ROUGE, La., March 13.—Activities here have been concentrated on motor equipment, trucks and power units, under direction of A. C. (Slim) Newman and his assistants, Al Stringer and Dick Kennedy. All rebuilding and repainting is finished and shows are ready for the downtown opening. General Representative J. (Bill) Carner returned from a booking trip into Mississippi, where he contracted three early stock show dates. Showfolk and concessionaires are arriving daily. Mr. and Mrs. Fred Bancroft and their assistants will operate the office-owned Side Show this season. Art and Martha Price joined with their concessions. Mr. and Mrs. Bob Roberts joined as ride superintendent. Mrs. Roberts will have the front gate tickets. Supervisor Bobbie Sickels reports everything ready in his department. He has his string of concessions booked. E. J. (Pappy) Rayan will operate the new office-owned cookhouse. E. L. Ehler, special agent, has the city well billed for the opening here under the Fire Fighters' Association auspices. Sonny Sharpe's Minstrel Troupe is rehearsing daily.

VERONICA E. MAKOVICZ.

Art Lewis

NORFOLK, Va., March 13.—Eddie Delmont is expected soon from Hartford, Conn., to assume his duties as assistant manager, his 14th year under the Lewis banner. Mrs. Eddie Madigan came in from Bridgeport, Conn., to again operate the cookhouse. Mr. and Mrs. Tommy Thompson have signed to handle the Vanities, and C. E. Barfield is expected from Key West, Fla., late this month. He has a crew working on his Fly-o-Plane and Spitfire rides. Wayne Kingsley will

West Coast

SAN FRANCISCO, March 13.—W. T. Jessup, representing shows at Western Fairs Association meeting February 26-27 at Sacramento, Calif., was again awarded the contract to provide the midway at Multnomah County Fair, Portland, Ore. Many entertaining features were presented by Sacramento Chamber of Conventions and local Fair Booking offices. O. N. Crafts and Roy E. Ludington, O. N. Crafts Enterprises, and J. Chapman and John Endress, Foley & Burk Shows, assured members their shows would tour this year. A. H. Lea motored to San Francisco after the meeting and was the writer's guest at Bay Meadows race meet at San Mateo. Manager Mike Krekos and Harry Myers returned from a business trip to Los Angeles. Mr. and Mrs. Jack Christenson will have their popcorn and candy floss concession on the shows again, making their 10th year here. Anna John Budd has completed arrangements with the management to provide the side show for the coming season. Ted and Ming Right will again present their Polles Bergere. Auditor Louie Leos is spending a week at his home in Los Banos, Calif., before the season starts. All trucks and paraphernalia are being repainted with the new title, West Coast Victory Shows, and patriotic emblems and are about ready to open the season on March 27 at Oakland.

W. T. JESSUP.

Mimic World Shows

Opening March 15th for eight weeks in Shreveport and Bossier, then Jacksonville, Tex., Tomato Festival, and Edgewood.

Concessioners, save your tires, gas and privilege and be in war production and maneuvers. Can place Stock Concessions for \$10.00, also book Bingo through office. Will book Arcade, Photos, Slum Joints, Lead Gallery, Grab, Fish Pond, Cigarette Gallery, Ball Games, Peanuts and Popcorn, Carmel Corn, Coke Bottle, Pitch To Win, everything legitimate. Can place Ride Men and Concession Agents. Show is operating FIVE RIDES. Address:

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1808 Creswell St. Shreveport, La.

SIDE SHOW PEOPLE

Opening April 8th in Michigan

Can use Mentalist, Sword Swallower, Knife Thrower, Magician or any Entertaining Act or Freak. Would like to hear from Lucky Ball, Chief White Eagle, Duke Alvarado, Harry Hall, Josie Kamm. Write or wire

MARK WILLIAMS

Hotel Redlands

HOMESTEAD, FLA., until March 30th.

LAKE STATE SHOWS

NOW BOOKING SHOWS AND CONCESSIONS

FOR 1943 SEASON.

WANT OUTSTANDING FREE ACT.

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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 ROLL.....0.....60c

10 ROLL.....@.....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 800,000 HAS BEEN REACHED.

arrive soon from Sarasota, Fla. C. H. Droege is anxiously awaiting opening. Morris Stokes is still in Indianapolis doing war work. Pop Kuntz, side-show operator, is in Philadelphia. George Sahleaman has been called up for armed service. W. H. Nelson is en route here from Tampa. Assistant electrician James O'Neil arrived, as did Mose Brooks of the train crew. Tex Southerland arrived from Chicago and started work on the Tilt-a-Whirl. Ralph Hicks and his brother have one of the shows and three Ferris Wheels all set and painted. Josh Kitchens came in from Williamsburg, Va. Superintendent Howard Ingram has finished the popcorn truck. Frisco James is the cook at quarters. Owner Art Lewis returned from New York. Dolly Ferris has again signed with Del Crouch's Motordrome. **BULL SMITH.**

Jean Beck, with husband, Manager Al Beck, arrived early last week. It is expected by that the circus contingent will be completed soon. The Merry-Go-Round horses will soon be ready for the spray guns, and it has been found necessary to replace the proposed neon decorations with bulb lighting. Color scheme is red, white and blue. Inverted strip lights will be used on the Chair-plane sweeps. Work was started on the main arch, but because of cold weather had to be postponed. Louis Black has signed his ball game, penny pitch and two stock concessions. Mr. and Mrs. Mickey Vogel have signed their cat racks and two other stock stores again. Lavona Smith will have a merchandise and grind store. Contracts have been signed with the Lancaster American Legion Post for an early date. Eddle Peden left for New York on business. Morey Forhan visited. George Pogelmann has been added to the quarters staff. **FAY LEWIS.**

Convention
DUNKIRK, N. Y., March 13.—Secretary

T. J. TIDWELL SHOWS

OPENING SATURDAY, MARCH 27

Want for Splendid Route of 1943 Dates

Shows that do not conflict with what we now have.

Reliable Show People in all departments.

Ride Men who have been with me in previous years, come on. Can also place additional Ride Men.

ADDRESS:
T. J. TIDWELL SHOWS, Box 954, Sweetwater, Texas



Sponsored Events

Veteran, Loage and Other Organization Festivities

Conducted by **ROBERT R. DOEPKER**
(Communications to 25 Opera Place, Cincinnati, O.)

Brazil Maps 1943 Plans
BRAZIL, Ind., March 13.—Plans are being worked out here for the eighth annual July 4th Celebration, under Rotary Club auspices. Joseph P. Badger, secretary, announced last week. Event drew an estimated 20,000 last year and sponsors again plan to present a number of rides and concessions.

Shorts

PORTLAND, Ore.—Travel restrictions and other limitations have caused postponement of the Old Oregon Trail Centennial Commission's plans for a commemoration of the State's 100th birthday this summer. The commission will not be dissolved, however, and is issuing a series of articles each week to Oregon newspapers and radio stations.

RADIO CITY HOTEL

109 WEST 49TH ST.
Heart of Midtown New York City
Catering to Carnival and Circus Folks
Single, Double and 2 Room Apartments
Newly Furnished and Decorated
ROSS MANNING, Mgr.

BOYKINS, Va.—Parent-Teachers' Association and not Boykins (Pa.) P-TA, as was reported last week, has contracted Boswell Amusements to provide the midway attractions at its annual Spring Carnival.

RACK BODY TRAILERS

We still have about fifteen 26 and 28-foot rack body trailers. You can conserve gas by using one of these in place of two or three straight trucks, and we could convert one of your own trucks into a tractor to pull it.

BERMAN SALES COMPANY

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PENNSBURG, PA. Phone: Pennsburg 4440-521
Trucks • Tractors • Trailers and Specialized Equipment • Bought and Sold

W. G. WADE SHOWS

OPEN EARLY IN MAY

Want Shows of all kinds, especially want large Side Show. We have a practically new Tent, size 21x126, which we will furnish if required. Concessions all open except Corn Game and Pop Corn. Want modern Cook House, also Ball Games and legitimate Slum Stores. Want Riding Device Foreman and Helpers. Highest salary paid to reliable men. All Ride Help can begin work March 29 in Detroit. Address **W. G. WADE SHOWS, 289 Elmhurst, Detroit, Mich.** Phone, Townsend 8-1506.

ELM CITY SHOWS

Opening Last Week in April
WANT

Ferris Wheel Foreman and Electrician, \$50.00 per week, no tickets; also Second Man, top salary. Chair-o-Plane Foreman and Second Man, highest wages. Will book Kiddie Ride with own transportation. Playing excellent ride territory. Can use Sound Car with or without a Concession setup. Can use dealers for Pill Pool, Under and Over and Beat the Dealer. Will book only limited amount of independent Concessions, as we play small lots and church yards downtown. The following people, please contact immediately: Charlie Huston, Robbie Robinson, Paul Nauroth, Russel Bush, Woonsocket Frenchie Freddie, Volattia Bob, Popeye, Alabama Cripp, Mr. and Mrs. Thompson and Louie, Maxie Gould. Will book Cigarette Pitch, Hoopla, Pitch-Tilt-U-Win, Fish Pond, High Striker or any legitimate Concession at reasonable privilege. Also small Penny Arcade or Wild Life Exhibit. Wire, write or phone. **FRANCIS J. KELLY, 24 Ashmun St., New Haven, Conn. Phone 7-2042.**

More Important Than Ever Before

SPRING SPECIAL

APRIL 10, 1943



Show people want to know where they can buy new or used equipment, parts and supplies so they can continue to operate thruout the season. Tell them about your products—help them to stay in business! Advertise in the Spring Special. This big seasonal catalog with its wide distribution will reach all your prospects and customers.

**RESERVE SPACE NOW—MAIL COPY EARLY
FORMS GO TO PRESS MARCH 31**

SIDE SHOW PEOPLE

Wanted for World's Largest Midway

Freaks, Novelty Acts, Dwarfs for Bally, Ticket Sellers, good Tattooer, fast Mental Act. Top salaries guaranteed. Can also place Men on Big Snake Show. Following people, write: Grace McDaniels, Nels Nelson, Pop-Eye Perry, Smoko, John Williams, Christina Holley, Joe La Point, Laura Route.

Write GLENN PORTER

WORLD OF MIRTH SHOWS WM. BYRD HOTEL, RICHMOND, VA.

WALLACE BROS.' SHOWS

CONCESSIONS—Can place Ball Games, Fish Pond, Bumper, Pea Pool, Cigarette Gallery, Mitt Camp, Photo or any 10c Stock Concessions. Can use Agents on Ball Games, Slum Stores, Wheels, Coupon, Grind Stores.

SHOWS—Can place Manager with People for Girl Show. Jumbo Finn, Fat Man, can place you and furnish complete show for you. Wire at once. Musician and Performer for Minstrel Show, Carl Harvey, wire.

RIDES—Want Octopus, Split Fire, Sound Truck for advertising, Semi Drivers, Ride Help, Show People in all branches, Help for Front Gate, Ticket Sellers, Cook House, Bingo, Photo, Frozen Custard, Lead Gallery open. Tony Plazier, pop corn man, wire me at once.

WALLACE BROS.' SHOWS, Box 1184, Jackson, Mississippi

WANT AGENTS

For Roll-Down and Razzle Dazzles.

We appear in Hagerstown, Maryland, early in April followed by four weeks in Baltimore with many outstanding spots to follow. Write or wire **JOE WILSON**

127 PENN AVENUE SCRANTON, PA.

CELEBRATIONS--CELEBRATIONS--CELEBRATIONS

My 14th season COMMUNITY SPONSORED EVENTS opens May 15. Majority 20 celebrations in war manufacturing territory. Want TILT, OCTOPUS or ROLL-O-PLANE; Shows that cater to family trade; Concessions except Ball Games, Cookhouse, Popcorn, Cigarette Pitch. **BOOK ONLY ONE OF A KIND and never overload midway. PUN HOUSE, MONKEY SHOW or ANIMAL ATTRACTION** should have exceptional season at my type of events. **WRITE**

M. A. BEAM **Windber, Pa.**

Bond Tie - Ups Tip Sellouts

RB Augments Acts and Spec

Replacements are signed as rehearsals start—elephant ballet is dropped

SARASOTA, Fla., March 13.—Combining nostalgic touches of the old-time show with new features, finishing licks are being applied at winter quarters here to the 1943 version of Ringling Bros. and Barnum & Bailey Circus. New specs and new talent are expected to have plenty of b.-o. pull, along with the standard acts plus a big corps of Broadway talent.

New acts will include Lalage, aerialist, who will work with the ballet; Reynolds' and Donegan's Pyramid Skating Girls; Dr. Hermann Ostermaler and son, Albert, high-school riders, and their flashy horse, "Doheos," and Loyal-Repenski riding unit, which replaces the Cristlanis. Alfred Court has strengthened his cat unit for a center ring spot. The elephant ballet is out, but the big fellows will appear in a military display.

About 40 girls from New York stage chorus lines have been added to the spec and ballet groups. Laurette Jefferson is in charge of choreography. Bill Livingston, in New York supervising costumes, designed virtually all of the featured inspirational spec. Thomas Beecher is directing art angles to the new grand finale, which will retain its patriotic theme. The old-time parade revival which will lead off this year will be programed as "Hold Your Horses." Erl Franke is an associate art director. All specs are being staged by John Murray Anderson, and Barbetta has had aerial combos at work here for nearly a month.

Band leader Merle Evans has arrived from Texas, and his tooters are scheduled to check in Monday (15) for rehearsals.

Single Gorilla Cage

Tightening up on space requirements, dual cages for Gargy and Toto, the gorillas, will be abandoned. Instead this menagerie feature will be displayed in a single cage, with separate compartments for each.

With the Madison Square Garden premiere definitely set for April 9, the show will pull out of quarters March 31 or April 1. Press headquarters will be opened next week in the Piccadilly Hotel, New York. Roland Butler, general press representative; Frank Bradon, story man, and Bernie Head, contracting p. n., will leave here Sunday (14) and (See RB REPLACEMENTS on page 45)

Mills Bros. Buy Equipment; Quarters Work Being Rushed

ASHLAND, O., March 13.—Under auspices of the fair association, Mills Bros. Circus will open here on April 24. Arrivals in quarters here include Johnny Wall, superintendent; Charles Brady, carpenter and side-show boss canvasman; Mrs. Brady, wardrobe mistress, and Mr. and Mrs. Bert Wallace. Wallace started breaking new routines for the Liberty horse act. Paul Balfonte signed as side-show manager. Mike Payne contracted to augment the advance staff. James E. Dewey, general agent, and Jack Mills are working on routes in quarters. L. H. Jones will return as advance car manager.

With arrival of more workmen work in quarters is being speeded. All equipment is being painted, and much repair work which was not finished during the winter is being done.

Jake and Jack Mills returned to quarters with a stake driver, marquee and other equipment recently purchased from Paul M. Lewis, manager of Lewis Bros. Circus. Other department heads who will return to the show this season are Harry Mills, superintendent of candy stands, and Carl Woolrich, band leader, who has been wintering in Florida.



PAUL M. LEWIS, owner-manager of Lewis Bros. Circus, who is planning to operate his motorized show this season. Several new animal acts will be presented. Fairs will be played following the Lewis circus season.

Ringling Peru Farm Sale Brings \$18,000

PERU, Ind., March 13.—Sales of livestock, farm produce and farm implements at the Ringling circus farm here last week totaled about \$18,000. It was announced by the Ringling representative, L. J. Hogan. Hundreds of people attended and special interest was shown in livestock offered. In addition to many items of farm equipment there were a saddle horse, two Shetland stallions, three Shetland mares, three Pärcheron geldings and three mules sold. At private sale the entire herd of 32 registered Aberdeen Angus cattle and several registered saddle horses were sold.

An announcement of the intention of selling the real estate and improvements at private sale was countermanded as the result of a wire from the Ringling interests at Sarasota, saying the land would not be sold at this time. The farm, three miles east of here, is part of the original circus winter quarters established more than 50 years ago by the late Benjamin E. Wallace. Future plans of the Ringlings with reference to their holdings along the Mississinewa River were not announced.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Cow Track, Tex.
March 14, 1943.

Dear Editor:

This is that unusual time of year when calendars insinuate that spring is here and the weather contradicts them. Some circus managers argue in favor of almanacs and start their shows on a trek north. As a rule they move just fast enough to stay a week ahead of spring weather. Last week we enjoyed warmth and sunshine, which led the management to believe that it was time to beat their competitors into Northern territory. Calling Co-Owners Won and Horse for a confab, Manager Upp convinced them that it was time to jump the show out of Southern Texas and get it into Oklahoma, by the way of the Panhandle, as quickly as possible. The show's advance department was instructed by wire to start driving the limit.

Last Sunday and Monday the wagon train traveled 75 miles to Lark Spur, Tex. Weather there was cool. Matinee was lost on account of a late arrival. Monday night and Tuesday the show hopped 50 miles, and we arrived in Steer Hoof, Tex., too late to matinee. According to business done that night, the office didn't lose anything by blowing the afternoon show. Weather was fair but cold. Because Wednesday in these parts

Cole To Work With Treasury

Bond sales agreement is made — night dress rehearsal will be passed up

LOUISVILLE, March 13.—Representatives of the Treasury Department in Washington have been here for the past four days conferring with Owner-Manager Zack Terrell, Cole Bros. Circus, with the result that circus is tied up 100 per cent with the department in promotion of bond sales thruout the 1943 season.

Opening date has been changed from April 21 to April 20, and opening night attendance will be made up of bond purchasers in Louisville. House is expected to be packed to capacity, as newspapers, radio stations and merchants are behind the movement to make it one of the biggest events in local history. On the road the circus will reserve one reserved-seat section daily for bond buyers, and bond promotion will start four weeks ahead of arrival in each city played.

Dress rehearsal, which in the past has been held the night before the opening of show, will be dispensed with. Rehearsal for circus officials will be held the morning of April 20, with premiere performance being held that night for bond buyers. Circus officials report that the Treasury Department is giving every co-operation.

Cole First in Dayton

DAYTON, O., March 13.—Dayton's first circus this year under a big top will be Cole Bros., May 13-15. Last year both Cole Bros. and Ringling-Barnum appeared here two days, but previous to that no circus had ever played more than a day. Antioch Shriners will present Polack Bros. Circus in the fairgrounds coliseum week of March 22.

Circus Historical Society

FARMINGTON, Mich., March 13.—New members of CHS are Mrs. Dorothy E. Rumbaugh, Everett, Wash.; Frank P. Healy, Carbondale, Pa.; Frank Kindler, St. Cloud, Minn.; Harry P. Bowman, (See Historical Society on page 41)

HM Signs Four-Year K. C. Police Contract

KANSAS CITY, Mo., March 13.—Contract has been signed for four years by the police department with the Hamid-Morton Circus to show here. The show broke last year's record for business.

From here the show will move to Wichita, Kan.; Memphis; Altoona, Pa.; Pittsburgh, Buffalo and St. Louis.

Polack '42 Biz Upped 4 Times At Taft in Cincy

CINCINNATI, March 13.—Fourth annual Polack Bros.-Shrine Circus at the Taft Auditorium this week, which got off to an auspicious start Monday afternoon when the house was nearly filled, played to large crowds thruout, a number of them turnaways. Louis Stern, co-manager of the show, declared attendance was four times greater than last year's. Performances were presented twice daily, with two evening shows Friday and two Saturday afternoon. Heretofore the Polack show has been held in the Arena at Music Hall.

Managers Irv J. Polack and Louis Stern offered plenty of show with an excellent array of talent. Ralph T. Crosthwaite was general chairman of the Shrine committee, and Clarence E. Karst, potentate of Syrian Temple, also was active in behalf of the circus. Sam T. Polack handled the promotion; Nate Lewis was equestrian director and announcer; Al Sweeney, publicity director; Jack McFarland in charge of banners, and B. T. Carsey directed a local 12-piece band. All did a bang-up job. Underprivileged children and orphans in the local area were guests of the Shriners.

Program, which followed in order, opened with Tiny Kiene, aerial rings; Teresa Morales, Spanish web; Miss Rolla, muscle grind; DeLane Duo, rings. Two elephants were put thru their stunts by Gwen Carsey and Connie Wilson. Carlos Carreon presented General Grant, wonder horse, and Etta Carreon the other high-school horse. Table rock by Dime Wilson, assisted by the other jokeys, was good for laughs. Harry Pickard put his three seals thru an interesting routine. (See Cincy Big for Polack on page 45)

Arthur's Alhambra Opening Good; Day Lost Thru Weather

SAN BERNARDINO, Calif., March 13.—Arthur Bros. Mighty American Circus opened the season at Alhambra, Calif., on February 26 and 27 to good business. Despite a labor shortage, the show opened on schedule. Floral horseshoes tendered by the Pacific Coast Showmen's Association and United Tent & Awning Company were displayed in the marquee.

Program included the Olvera Troupe; Vander Wall's Lions; Cliff Henry Troupe; Manuel Marcius, wire act; Valarde Troupe; Graham's Chimpanzee; Andy Calino; Gutteriz Troupe; Concha Escalante, aerialist; Gonzalez Troupe; Joe and Della Ryans' horses, dogs and ponies; Mel Henry's clowns; Tex Tooman, impalement act. Dolores Arthur and Lucy Donzell worked the elephants, Titania, Empress, Duchess and Sahara. Side show under the direction of Mr. and Mrs. Cal Lips did good business, as did their Wild Horse Show.

At Pomona, Calif. (28), show arrived late, matinee starting at 3 p.m. Night business was fair. First two days of a three-day stand here, March 1-3, business was excellent. Rain came during the last day's matinee, and the night show was canceled. Storm lasted thru Thursday (4), which caused the day to be lost at Redlands, Calif.

Concessionaires Art Anderson, Jack Christensen, Jack Dyke, Ralph Balcom, Vic Davis and Jerry Fox reported good business. Advance department under supervision of Harry Perry made an excellent showing. Publicity men Jimmy Woods and Walton de Peillon received good attention from press and radio. Everett W. Coe, general agent, spent several days back with the show before (See Gogd Bow for Arthur on page 44)

With the Circus Fans
By THE RINGMASTER
CFA

President: FRANK H. HARTLESS, 2930 W. Lako St., Chicago
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., March 13.—Dr. H. H. Conley, Park Ridge, Ill., caught the Hamid-Morton show at Milwaukee and states a swell program. Conley says that he recently picked up a fine item for his collection of Circusiana, a letter signed by Yankee Robinson in 1883 recommending the artistic ability of Al Ringling.

Sverre O. Braathen recently gave an illustrated circus talk for ladies' night Lions' Club party at Deerfield, Wis. Mrs. Braathen also gave a talk on circus personalities before the Guild of the Lutheran Memorial Church of Madison.

Pvt. Frank C. Upp, serving with the armed forces at Bowman Field, Ky., caught Polack Bros.' Circus at the Armory in Louisville. Said he saw a fine program.

Pvt. Walter B. Hohenadel, who was serving with the Military Police in Alaska, is back in the States and is now in the hospital at Vancouver, Wash. He was in hospital for more than two months in Alaska with pneumonia and was brought to the States by plane. In a telephone conversation with his parents he stated that he was better and expects to be out of the hospital shortly.

A story devoted to the Circus Fans' Association has been written by Sgt. Robert C. Zimmerman, CFA, Madison, Wis., at the invitation of the Household Finance Corporation for publication in the May issue of its house organ. The magazine will be ready for distribution the latter part of April and fans desiring to have a copy for their collections are invited to reserve one by writing to Mrs. Munroe Fearing, 1919 Sheridan Road, Highland Park, Ill. There is no charge, altho it is suggested that fans furnish 3 cents postage for mailing.

Father Ed, CFA chaplain, altho filling a heavy parish schedule, has given his illustrated circus lecture many times the last few months and has made his

section around Cambridge, Mass., very circus conscious. He has appeared before book clubs, Holy Name societies, men's clubs, schools and home groups. Recently he gave lectures in Waltham and Winthrop in the Boston area.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

We learned much about the Kemp Sisters from Dr. Ralph E. Smith in *The Billboard*, but further information about this trick is pouring in from other Cornerites. Harry (Doc) Richards, who was a windjammer with that show, writes that the show helped dedicate the Cowboy Monument at Fairmount Park, Philadelphia. Harry A. Hamilton, of Indiana: The Kemp Sisters' Wild West Show was a featured attraction with Ferrari Bros.' Carnival season of 1910. I saw it several times. Chief of cowboys was the veteran Jim Kidd, and I recall two of the riders, Parker City Glenn and a colored cowboy named Oklahoma Tee. I also recall one of the star bucking horses was called Funeral Wagon. H. D.

Clark, of Arizona; Kemp Sisters' show was a fairground grandstand show. The sisters were standing Roman riders and chariot drivers. Their father was the manager. He had a wagon show a part of one season about 1907. The Feagans Family Band was with it, consisting of 10 people, and about half of them were women. They were from Petersburg, Ill. Well, so much for the Kemps. Fix up your records, boys.

We have not yet heard from a Cornerite about those P. Lorillard Tobacco Company circus cards. We're always bragging about the Cornerites being able to answer anybody's question, so do not let us down. We emphasize this because Frank Henderson, of Maine, has a similar set of advertising cards issued about 1885 by one of the large thread companies which formerly operated in Connecticut. They begin with a picture showing the grief of the children of England at Jumbo's departure, followed up with his arrival in this country and his subsequent appearance with the Barnum & Bailey Circus. There is no date on the cards, but I have found many advertising cards with dates on them in the same collection, and they were all dated in 1884 or 1885.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

HIDING ideas.

WILLARD ISLEY, circus musician, is working in a war plant in Los Angeles.

CHARLES ROBINSON cards from Kansas City, Mo., that he signed with Cole Bros.' Circus.

HUNGER is a circus's worst disorganizer.

FRANK T. KELLY reports from Los Angeles that he has signed as headwaiter on Russell Bros.' Circus.

HENRY CLAY, elephant man, signed as menagerie superintendent on O. B. Bible's Circus.

KNOTTY PROBLEM: A half-hitch tied by a ballet girl.

ARTHUR W. (ART) MILLER, former general agent for Sells-Sterling and other circuses, last two seasons with Cole Bros.' advertising department, will return to the show as an agent this year.

FLYING BEHRS letter from Buenos Aires: "After playing a two-month engagement here in Parque Japonese our contract was extended for another month."

ANOTHER curb item we'll miss this year is rubber boots.

FRED K. LEONARD, trainer for Col. A. E. House's Forest Hill Stables and former circus trouper, is in St. Francis Hospital, Wichita, Kan., where he underwent an operation.

BILLY PAPE and Conchita recently had visits with Mr. and Mrs. Lawrence

Brown, Portland, Me.; Joe Minchin, Paterson, N. J., and Joe and Wally Beach, Springfield, Mass., all ardent Circus Fans.

EARLY-DAY wagon show managers learned that, altho a flash, heavy baggage stock couldn't stand fast road travel.

P. M. McCLINTOCK cards: "On my (See Under the Marquee on page 45)

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

PFC. NATE K. LEON letters that he is stationed on an A. T. S. ship.

MRS. DOROTHY WOODKE, former aerialist with Ringling-Barnum circus, recently joined the WAACS.

PVT. JACK SMITH, formerly with Cole Bros.' Circus, is with 1590th Service Unit, Headquarters Detachment, Camp Perry, Ohio.

JOHNNIE ROSELLI, veteran circus clown now in the service, is in the Naval Hospital at San Diego and would like to hear from friends. His address is S. C. 3/C, Naval Hospital, Bldg. 9, Deck 1, San Diego, Calif.

S. J. BURKE, formerly with Ringling-Barnum, Downie Bros., Jack Hoxie and other circuses, is in the navy and holds the rank petty officer first class. His address is P. S. N. Y., Receiving Station, Bremerton, Wash.

TED AND JOE HODGINI, former troupers and brothers of Corinne and Caroline, both of whom are in circus business, are in the navy. Letters can be directed to them in care of Postmaster, New York City.



PVT. FRANK WARNER, formerly with Sells-Floto and Hagenbeck-Wallace circuses and last three seasons superintendent of baggage stock on Cole Bros.' Circus, is soldiering at Fort Lawton, Wash., with Company A, 711 M. P. B. N.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

OFFICERS and directors of the National Rodeo Association for 1943, named at the annual meeting in Biltmore Hotel, Oklahoma City, are Scott D. Hamilton, Fort Smith, Ark.; Floyd B. Rigdon, Carlisbad, N. M., first vice-president; Ralph E. Wolf, Waco, Tex., second vice-president; C. A. Studer, Canadian, Tex., secretary-treasurer. Directors include James O. Selman, Allyn D. Finch, Roy F. Evans, George P. Gilbert, James M. McLemore, Emmett C. Roberts, Roy Parks, Glenn C. Coates, Clyde Byrd, Clyde Burk and Andy Curtis. Association members voted to give a gold and silver belt buckle to the winner of each event at the end of 1943.

HAPPENINGS in the rodeo field 10 years ago: Earl Sutton and Harry Taylor were framing the Sutton-Taylor Western Attractions for the 1943 outdoor season in the North. . . . Jim and Alice Foster were signed to manage the Wild West concert with Hagenbeck-Wallace Circus. . . . Jack Johnson and Jack Nelson were en route to Georgia to join the Texas Rangers Rodeo. . . . Bob Crosby was selected as arena director of the International Rodeo in Juarez, Mex. . . . Ray (Pete) Adams, well known in Wild West and rodeo circles, successfully underwent an operation in a Danville (Ill.) hospital. . . . Ted Burgess, rider and roper, signed with Al's Wild West and Beverly Circus, his third season there. . . . Eugene Salisbury was injured at Fitchburg, Mass., when thrown from a bucking horse during an exhibition ride. . . . Ned Sherlock was again elected president of the Lakeview (Ore.) Round-Up Association. . . . Billy Binder, former bronk rider and all-round hand, was located at Southboro, Mass., where he managed a stable of horses. . . . Red, Irene and Pee-Wee Lunsford were in Cincinnati preparing to take to the road early in June. . . . Vern and Edith Tantlinger and their nephews, Vern and Charles Smith, juvenile ropers, staged a roping act at a celebration and dinner of the Order of Eastern Star Chapters of Los Angeles to good results. . . . Joe (Buddy) Thomas was in General Hospital, Los Angeles, suffering with injuries sustained in an accident in Hollywood.

MILLS BROS.' CIRCUS WANTS

FOR BIG SHOW—One more Family that does two or more strong enough to feature. Also Single and Double Aerial Acts, CIRCUS COOK and other Useful People in all departments, write. Working Men, come on; Cookhouse now open. Want Chevrolet Mechanic with tools to join at once. STATE YOUR LOWEST SALARY AND ALL IN FIRST LETTER IF YOU EXPECT AN ANSWER.

Box 372, Ashland, Ohio.

WANTED BILLPOSTERS

Write JACK VIERING HOTEL TAYLOR AKRON, OHIO

AERIAL BAR ACTORS WANTED

Comedy and Straight. Also good Trampoline Worker. Write WALTER GUICE 2319 N. Oregon Ave. TAMPA, FLA.

WANTED For Polack Bros.' Circus Pacific Coast Dates

Beginning April 10 Outstanding Circus Acts of All Types. West Coast Acts preferred.

WRITE—WIRE—PHONE

CHARLES ZEMATER

54 W. Randolph St., Chicago DEArborn 8335

DAILEY BROS.' CIRCUS WANTS MECHANIC

Side Show Boss Canvasman. Cornet, Baritone, Clarinet for Big Show Band. Show opens La Grange, Texas, April 3rd.

JOE ROSSI, Band Leader

Address: La Grange, Texas

WANTED

Circus Acts of all kinds, Musicians and Pony Trainer to break 6 Pony Drill. Full particulars and lowest salary first letter.

CHAS. T. HUNT

R. F. D. #1 Bordentown, N. J.

WANTED FOR WORLD'S FINEST SIDE SHOW AND VARIETY THEATER Freaks, Oddities, Midgets, Fat People, Giant, Musical and Novelty Vaudeville Acts, Talkers, Lecturers. One location all summer at beautiful

Summit Beach Park—Akron, O.

AIR-CONDITIONED THEATER—PRIVATE DRESSING ROOMS

Write

"Duke" Drukenbrod

SUMMIT BEACH PARK

AKRON, OHIO

Garden Promotions Stressed

Western Group For Operation

Boards to push agriculture campaign — plan government exhibit features

LOS ANGELES, March 13.—Declarations from delegates of 23 district, 14 county and three State fairs that all will try to operate in 1943 and assurances from all representatives that they planned a concentrated effort to push the war gardens campaign, a major department of the nation's agriculture project, highlighted the recent annual meeting of Western Fairs Association in Hotel Senator, Sacramento, Calif. It was pointed out that while they may operate in a limited manner, featuring Victory Gardens, dehydration of food products and stress the assistance in the sale of War Bonds and Stamps and military exhibits, they will do their utmost to continue.

It was reported at the meeting that under a plan espoused by the International Association of Fairs and Expositions, exhibits by the government agencies ranging from captured enemy trophies to traveling war show units may become available to fairs. These are to be developed by the Treasury, War and Navy departments, with the fairs themselves pushing the war gardens campaign.

State Aid Forthcoming

It was revealed that all fairs will receive State financial aid this year from over \$600,000 now in the pari-mutuel fund and which is to be distributed to the annuals in proportion to their importance and records of previous attendance. This will be done sometime this month, it was stated, with no funds available for fairs in California in 1944. Since the funds cannot be frozen to be used in the future, all managements are making an effort to operate in some manner this year to share in the appropriation.

Meet also stressed the fact that the annuals must justify in the minds of the most skeptical their position as to their willingness to co-operate in the war effort. Another feature of the session was the demonstration of a family-sized food dehydrator that can be made in any home and which will serve a useful purpose. Four vegetables served at the annual dinner had been prepared by one of the members in advance of the meet. (See West for Operation on opp. page)

Ill. Execs To Meet; Plan Shorter Moves

SPRINGFIELD, Ill., March 13.—Illinois Association of Agricultural Fairs will hold a special session of fair officials at St. Nicholas Hotel here March 18 to discuss 1943 conditions and regulations, Clifford C. Hunter, secretary, announced from his Taylorville (Ill.) office today.

Hunter said the various managements will probably rearrange some dates to facilitate shorter moves. Several booking agencies, carnivals and attractionists will be represented, he said.

LITTLE ROCK, Ark.—With the Legislature moving into its final week of business, only one major financial measure came in for amendment. It was Senate Bill 410, appropriating \$50,000 annually for construction and upkeep of buildings for Arkansas Livestock Show during 1943-'45 biennium, which was reduced to \$40,000 and amended also to require the State to retain title to the property. A one-man House economy bloc by Representative Van Dalsem, Perry County, brought about the reduction. Proponents for the title acquisition by the State contended that "it would be a pure gift unless title to the property was retained. Association's large arena was destroyed by fire as the 1941 fair closed. Senator Clyde Byrd, show secretary, sponsored the bill.



PVT. JOHNNY GRANT, for the last three seasons a member of Irish Horan's unit of the Jimmie Lynch Death Dodgers, who was inducted February 9 and is assigned to the Radio Division at Seymour Johnson Field, N. C., a branch of the Army Air Forces Technical Training Command. Last season Grant, who is Horan's brother-in-law, battled for Houston Lawing as press agent, plus doing thrill-drive chores. Lawing was at Key Field Air Base, Miss., when last heard from. (AAFTTC Photo)

Fair Association Winner In Wis. Compensation Suit

MADISON, Wis., March 13.—A Circuit Court decision, requiring Marinette County Fair Association to pay workmen's compensation to Robert Jones, cowboy rider, who was injured September 10, 1933, while performing with a rodeo at the fair, was reversed by the State Supreme Court March 9.

The State Industrial Commission, upon application for workmen's compensation benefits, awarded Jones \$4,689.89 and ordered that it be paid by the fair association and Medo Calzavara, owner of the rodeo. On an appeal Dane County Circuit Court here held that the association was an employer under the compensation law and sustained the Industrial Commission in its ruling.

MACON, Ga.—Howard Berman, formerly of the Four Merrills, free attraction, is stationed at Wesley Raymond Aviation Field here as a flight instructor.

Trenton To Plug "Victory Farms"

Plan calls for youth orgs to raise food on grounds under contest basis

TRENTON, N. J., March 13.—George A. Hamid, directing head of New Jersey State Fair, conferred last Saturday with Harry E. LaBrequé, fair secretary, and Edward F. Connelly, publicity and special events director, regarding plans for this year's annual. Hamid also discussed the possible establishment of "Victory Farms" for the fairgrounds.

Most of the fair associations in the State whose grounds are not occupied by the government are planning to go ahead this year, and a circuit of New Jersey, Pennsylvania, Delaware and Maryland fairs has been organized in order that the Grand Circuit trotters and pacers may have a compact schedule this summer and fall without long journeys between tracks. The local fair is being considered as one of the likely places for the horses to appear this season.

The Victory Garden idea appeals to Hamid, who is planning to interest schools, Boy Scout troops or 4-H Clubs in taking over certain areas of the fairgrounds and raising vegetables. It is planned to place it on a contest basis with a leader being picked each month. At the end of the growing season those gardens producing the best vegetables will have exhibits at the fair.

LaBrequé has been designated to work out the plans for the Victory Gardens and to select plots that will be turned over to cultivation.

Manitowoc Has 4G Balance

MANITOWOC, Wis., March 13.—A \$4,069 cash balance, built up by Manitowoc County Fair Association last year, will make unnecessary any county appropriation for the 1943 fair, Secretary George Kiel reported. Record attendance of last year, resulting in gate and grandstand admissions of over \$17,000, was the big factor in putting the fair far out of the red, it was said.

ALEXANDRIA, Va.—Sergeant Charles E. Graffins, slack wire and juggling, and his troupe, including Emma Raymond, slack wire and traps, have been appearing in camp shows in numerous Virginia spots.

Successful Revivals Not Worth Postponement Cost

By J. ALLEN DARNABY

THE address of John D. Zook, publicity director of Ohio State Fair, before a gathering at Columbus of fair executives and showmen was, in my opinion, something of a classic. The speech covered the present situation as I have not heard it more impressively done up to this time.

In case readers did not attend the meeting or since have not heard the address let me suggest they turn to *The Billboard* of February 20. It's worth the time and trouble. The subject of revival costs and one seemingly at this time worthy of serious consideration was not alluded to by Mr. Zook, nor has it been covered by any other speaker or referred to in any other publication.

Being of interest only to executives, especially those considering the question to do or not to do in 1943, or managers of fairs already in the discard, the subject of revivals may not have appeared as important as it could ultimately prove. At present postponements are not so numerous. Let's hope they will not become so!

Failure on the part of executives to

include postponement costs among the many good reasons for holding a fair in 1943 has been due largely to limited knowledge and some lack of practical experience with revivals. My personal direction being limited to seven fair revivals, spotted as they were thru some 20 years of building and managing large outdoor expositions and trade shows, I do not wish to set myself up as an authority on postponements or revivals. Now having safely passed thru those trying ordeals, we volunteer assistance, providing food for thought in the hope of contributing something of value to those mentally perturbed over the question of what not to do when confronted with a postponement. It might be well to warn those so disturbed against making hasty conclusions based on success as we found it in connection with postponements and revivals. That success often backfires, as it did with us.

However successful a revival may be, it is not worth a postponement. Our experiences are probably much the same as those of many fair executives so un- (See *Successful Revivals* on opp. page)

"Fair for Britain" To Repeat in Toronto

CANADA'S "planned fair," which was so conspicuously successful in '42 for the benefit of the British War Victims' Fund during its 12 operating days in Toronto under direction of J. W. (Patty) Conklin, president of the Conklin Shows, will be held again this season. Story on first page of Carnival Department in this issue.

Ill. Race Assn. Pledges Aid to Annuals in 1943

PRINCETON, Ill., March 13.—Convinced that fairs have a definite place in the country's war effort, members of the Northern Illinois Racing Circuit Association at their recent annual convention in Clark Hotel here pledged themselves as being ready to give all necessary aid to keep fairs a going proposition. Circuit comprises 10 fairs, two of which have not as yet signified their intention of going ahead, having been canceled in 1942. They are La Fayette and Knoxville, both in Knox County. Dates were allotted them in the hope they would endeavor to fall in line.

Consensus of those present was that all fairs have a definite and valuable place in the war effort and altho few expect to make money this year they will be doing their bit by continuing. Representatives of Henry County Fair, Cambridge, could not state conclusively that they would operate, but said they felt (See *ILL. RACE AID* on page 43)

Bligh Dodds Named To N. Y. Ag Post

ALBANY, N. Y., March 13.—Bligh A. Dodds, Gouverneur, manager of St. Lawrence County Fair and president of New York State Association of Town Fairs, has been appointed director of the division of the State Fair, Department of Agriculture and Markets at an annual salary of \$8,500, it was announced last week by Paul Lockwood, secretary to Gov. Thomas Dewey. Dodds succeeds Paul Smith, Syracuse, and begins his duties March 15.

Active for many years in county and State fair activities, Dodds formerly was managing editor of *The Black River Democrat*, Lowville, N. Y.

Va. Assn. Seeks Possession Of State Grounds Grandstand

RICHMOND, Va., March 13.—Future of the grandstand and other buildings on the old fairgrounds here is expected to be decided soon, it was announced last week. City Purchasing Agent J. W. Huffman is offering the stands, exclusive of the land on which they are built, to the highest bidder by means of sealed proposals, which must be in the officials hands March 15.

After the grounds had been turned over to the army for the duration by Richmond's city council, Virginia State Fair Association, ousted from the site, asked for possession of the structure. When it was built by the association, the lease on the property specified that all buildings erected, no matter by whom, become city property. Question of making an outright gift of the grandstand to the fair is pending in the Council Committee on Finance, which has appointed a sub-committee to ascertain the value of the structure.

In seeking possession of the building the fair association plans to remove it to the newly acquired grounds north of Richmond.

HARTFORD, Conn.—Mrs. Marie Gaudette Dawling and children, James and Mary Louise, were rescued from their burning home at Harwinton, Conn., last week by two members of the original Casting Campbells, well-known free act. Rescue was made by Lou Cronin, who headed the old troupe and directs the present Casting Campbells, and by Steven Beskasi, former acrobat. They carried the mother and children down a flight of stairs and thru flames on the first floor in the rescue. Cronin's hands were burned severely. Beskasi was not injured.

Around the Grounds

HARRISBURG, Pa.—A bill asking legislation to permit county commissioners in Pennsylvania to acquire fairgrounds and operate county fairs has been introduced in the House of Representatives by Assemblymen Denman and Lovett.

OAKLAND, Calif.—Alameda County Fair, canceled last year because of the war, may be held again this year, county supervisors have indicated. Acting on a recommendation by Supervisor Bartell, the board voted to submit the matter to Alameda County Fair Association for investigation and report.

JEFFERSON, Wis.—Jefferson County Fair will be held as planned, it was announced last week. Six acts, together with the Soaring High Revue, have been booked for Saturday and Sunday, while Snapp's Greater Shows will provide the midway. There will be three horse races on Saturday and three on Sunday.

PORTLAND, Ore.—A. H. Lea, secretary Multnomah County Fair, announced at Western Fairs Association meeting in Sacramento, Calif., that the annual definitely will be held in 1943.

JACKSON, Miss.—Awards totaling \$2,317.50 will be given at Seventh Annual Hinds County Livestock Show set for Edwards, Miss., with prospects of the best annual in the history of the county.

LAKE CHARLES, La.—President Arthur Gayle, Southwest Louisiana Fat Stock Show and Rodeo Association, announces that the annual spring exposition will be held here with around \$1,200 in premiums. A colt show will be held for the first time. Eleven parishes of the area will take part. The Louisiana Club Calf Show will follow the livestock event.

DALLAS.—Contract between the government and State Fair of Texas providing for storage of heavy War Department equipment on the State fairgrounds for the duration was approved by the park board last week. Under the contracts, the association received \$16,000, with the money to be placed in a special fund for post-war maintenance and replacement work. Army guards will protect the property.

Fair Elections

SACRAMENTO, Calif.—Fred H. Bixby, Long Beach, has been returned to the board of directors of California State Fair as president. He succeeds Stewart Meigs, Carpinteria. Appointment, announced by Gov. Earl Warren, is for a term expiring February 1, 1944. Meigs remains a member of the board filling the vacancy occasioned by the death of Charles Sooy, San Francisco.

EL DORADO, Ark.—Union County Poultry Fair Association last week elected O. S. Bearden president; Wilson Harrell, vice-president, and Carl Click, secretary-manager-treasurer.

PORTAGE, Wis.—Columbia County Fair, at its annual meeting here, elected these officers for 1943: John Klaila, Poyntette, president; H. H. Niemeyer, Portage, vice-president, and F. T. Price, secretary.

WEST FOR OPERATION

(Continued from opposite page)

ing and served by the hotel with their specially prepared dinner.

While the dinner was in progress the following telegram from Gov. Dwight H. Green, Illinois, was read: "As stimulants to farm morale, as competitive events which will improve livestock and farming methods, as educational forums

which inspire farm youths, and as trade boosters for rural communities, county and district fairs are a highly important part of the national war effort and, in my opinion, should not be discontinued except in the face of the most urgent necessity. I wish you a successful meeting."

SUCCESSFUL REVIVALS

(Continued from opposite page)

fortunate as to be held responsible for "bringing 'em back alive." As there are exceptions to all rules, there are exceptions in all fair situations. Some fairs are independent and well fortified against a complete right-about-face on the part of the public and supporters, and that attitude can be disturbing to managerial morale. Others are not so fortunate. Some I have heard say "it can't happen in our community, to our fair." Well, unfortunately, it can happen to any community and to many fairs.

Several years ago I was invited to and did attend a meeting of farm bureau representatives and a gathering of business men presided over by the secretary of the Chamber of Commerce. The subject under discussion was a revival of a once extremely popular fair that some years back enjoyed almost State fair prestige.

We (my associates and staff) had under consideration the executive duties involved in the undertaking. The meeting concluding without very marked progress, the former president of the fair called me aside and had this to say: "Should you decide on attempting direction of a fair no one wants and in a city where not one thin dime can be raised to help finance it, then here and now I wish to express my deepest sympathy and in advance of the entire population." As he turned to leave he glanced back and delivered, for my ears only, this parting shot: "And to avoid embarrassment may I suggest without offending that you had better bring your own money."

"Fairgrounds Jitters"

Later I had occasion to know the gentleman very well indeed. There had occurred much that provoked him and he was not alone in making no bones about it. Repeated reproaches for permitting a postponement had probably gotten on his nerves and he occasionally suffered from the fairgrounds jitters. He is a man of keen judgment and managerial ability and in addition one swell chap. The final folding, referred to previously, had left the former executives and practically the entire city as cold as a Montreal winter. When decision had been reached to attempt the revival we carefully and thoughtfully reviewed all that had taken place in other such surroundings. We started out with a staff of highly trained executives, each a specialist in his or her particular line. A program was mapped and followed as closely as the changing situations permitted. Essentially it was to be an economical policy, avoiding the misfortunes that had served to bring about the indefinite postponement. A budget of \$20,000, covering operating costs, was each year paid in full on the last day of the fair. In time, it required three years to overcome the bitter opposition and, almost as disastrous, a total lack of interest. We managed by a slow process of recovery to develop a fair of county fair status, and a right good little fair it was.

We were not unmindful of the former extravagant program largely responsible for many of the causes for discontinuing the former fair; had no intention of attempting a revival except in a cautious year-to-year forward movement or until the progress made attracted local capital and support.

Years previous to my exposition experience I possessed a smattering of the fundamentals of fair operations and that knowledge, with our exposition experience, enabled us to anticipate not all but many of the difficulties we later faced in directing the destinies of the revivals to which I shall later refer.

Revitalizing of Plants

We were at no time completely under the influence of the few who would have us believe the entire community was waiting breathlessly for our coming. We were convinced, however, that eventually our efforts would bring about a realization among the town and country folks of the importance of keeping in touch and in step with other communities supporting good agricultural fairs. From the very first all seven towns promised much grief. Several of the revivals in

which we participated were a number of years apart. Our exposition experience in the first effort convinced us that only the unusual in innovations would suffice to bring about the desired results. After that, what? That is what we want you to know.

As before stated and again emphasized, our experiences in dealing with fair revivals, scattered over the years, numbered the revitalizing of the seven plants. Those plants were located in town and cities ranging in population from 5,000 to 100,000. In each instance the plant set-up was different. For example, a plant located in an Iowa town of 20,000 inhabitants and a Michigan town of 5,000 owned plants superior to the plant in the town of 100,000. I mention the differences in plant facilities that the reader may understand our table of balance in allocating costs of revivals, balancing one item of expense in "A" town against a different item of expense in "B" town. All fair men know that after a prolonged lapse of time deterioration sets in much as rigor mortis, and often as final. Time marches on and interest often marches out, and as often fails to march back.

We would again remind you that all we have related and all references to revivals cover only county fairs. I shall therefore refrain from suggesting what I suspect about State fair postponements. We should, however, bear in mind that State fairs are supported more generously and in a revival would have the money with which to accomplish the unusual while the county seldom has the means.

A headache in one town is a headache in another. The most aggravating, disturbing, frustrating happenings and heartaches are those a secretary or manager is subjected to because of lacking public appreciation of all a fair means to a community, to the nation and to the world. You can lose much of what it takes thru postponements. I know.

Previous to risking a revival announcement we carefully and thoughtfully outlined plans and programs we felt reasonably sure would re-establish faith and create sincere desire to be "with it and for it."

On Compulsory Changes

I shall mention only a few plant changes our records show we found ad-

visable and in some instances compulsory. All those expenditures resulted from postponements. Interiors of buildings were torn away and modern streamlined fixtures installed. Long sheds were built housing premium stock only. Exterior judging rings shaded by attractive striped awnings. Buildings beautifully decorated and painted inside and out. A midway of specially constructed inside and outside booths, designed for a special trade show in which not less than 60 manufacturers and merchants were represented.

In several of those towns more than 60 booths were paid for at the rate of \$65 for a 9 by 12 store. That was a feat those town should have been, and were, elated over. For a trade-show event such charges would have meant very little, but as a county fair show it represented, in numbers of exhibits (at price per booth), a pretty live bunch of business men. Such enthusiastic support enabled us to take on other features, as I before stated, that were not self-supporting. The revenue, after construction cost, permitted of our installing overhead decorative lighting, a canopy of color over all walks leading from building to building, to stables, sheds and pens. Great, eh? Wait.

In one Iowa town the association owned one of the most beautiful spots in which a county fair was ever held. In dilapidated buildings, stables and fencing the plant compared favorably with all but two plants out of seven. In self-defense we were compelled to rebuild the grandstand. In addition we installed a portable stand seating around 5,000 people. Until the fair was on that move gave the town the biggest laugh in its history. But we had the last laugh. We made a tour of the county and counties surrounding and lined up some of the most beautiful and talented girls in three counties. We asked and received their full co-operation. More than 200 farmers and wives came in three evenings and helped build up background for a line of 12 professional girls and, if I recall correctly, eight acts. Those revivals were backed from start to opening day with an intensive ticket campaign that was in all cases the best insurance we ever bought.

The entire plant, with the exception of the race track, was set into a back-

(See Successful Revivals on page 54)

Outdoor Talent Buyers Depend Upon This Annual Section for Selecting Talent—One Act or a Whole Program

6th ANNUAL OUTDOOR TALENT SECTION

Parks, Fairs and Sponsored Events will use acts and attractions this year just as they have in other years. Will the buyers have all the information you want them to have about your act when they go to make up their programs? Will they see your advertisement and the FREE PICTURE PUBLICITY on your act in this special section in the Spring Special, which they refer to every time they need an act or a whole program? Make sure that they do!

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The Billboard

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For Open Time and Terms Address
60 W. SUMMIT AVE., ST. PAUL, MINN.

N. E. Group Lists Program

Victory Clinic Chief Feature; Gov. May Speak

BOSTON, March 13.—A Victory Clinic, patterned after the successful formula used at the NAAPPB national convention in Chicago the past two years, will be the main feature of the 15th annual convention of the New England Section, NAAPPB, Wednesday, March 24, at the Parker House here. Excellent hotel facilities have been offered the program committee for the many affairs planned. While the convention does not officially open until 10 a.m. Wednesday, it is expected that many of the delegates will be on hand for round-table discussions the night before.

Edward J. Carroll, president of the New England group, has assurances from a number of national directors that they (See N. E. Program Set on opp. page)

Drukenbrod for Press Post at Summit, Akron

AKRON, March 13. — Frank Rafal, manager of Summit Beach Park here, this week announced the engagement of Sterling (Duke) Drukenbrod as director of public relations for Summit Beach for the coming season. He begins his duties Monday (15).

Drukenbrod, well known in outdoor show circles, was for years side-show manager on various major circuses, including John Robinson, Hagenbeck-Wallace, Al G. Barnes and Cole Bros. The past two seasons he was with the Clyde Beatty Circus on the Johnny J. Jones Exposition and this winter managed the Merrill Theater, Milwaukee.

Drukenbrod will install a circus side show and vaude layout in Summit Beach's air-conditioned theater. The side-show features will be placed in the lobby of the theater. The combination attraction is said to be a novelty for an amusement park.

Galveston Hotel Burns

GALVESTON, Tex., March 13.—Fire of undetermined origin struck the Bauknight Hotel on the beach front March 2, causing loss estimated at \$20,000. The hostelry was a landmark on the beach.



W. D. NEWCOMB JR., for years manager of Santa Monica (Calif.) Pleasure Pier and owner of the Funhouse and Merry-Go-Round on the Venice (Calif.) Pier, last week purchased the Santa Monica Pier for a reported \$400,000. Newcomb plans to develop the property into one of the outstanding pleasure piers in the nation after the war.

PROGRAM 15th ANNUAL CONVENTION NEW ENGLAND SECTION, NAAPPB

PARKER HOUSE, BOSTON

Wednesday, March 24, 1943

10 a.m. on—Registration and Reception Members and Guests

12 noon—Annual Luncheon—Old Boston Room (Gov. Leverett Saltonstall, guest speaker)

1:15 p.m.—CONVENTION OPENS

Report of President Edward J. Carroll

Report from Washington—Leonard B. Schloss, National President, NAAPPB

Report of Secretary Fred L. Markey

SPECIAL SPEAKERS

"Minors and Women in Park Operators 1943"

Raymond F. O'Connell, Esq., Counsel of Massachusetts Department of Labor and Industries

"Price Ceilings"—Richard Field, Regional Counsel, OPA

"Wage Problems"—Saul Wallen, War Labor Board

"Dim-Outs"—Representative First Service Command

"Transportation Outlook"—

"Penny Arcade Problems"—William Rabkin

"VICTORY CLINIC"

Subjects:

Admission and Other Taxes

Food Supplies in 1943

Price Ceilings

Transportation and Pleasure Driving

Army and Navy Relief

Promotions

Morale

MOTION PICTURES—Highlights of 1942

4:30—Executive Meeting

5:30—Director's Meeting

5:30—Members' Reception in Hawthorne Room

6:30—Annual Banquet and Show in Old Boston Room

Main Speaker—Bill Cunningham, sports columnist

Newcomb Buys Santa Monica Pier; Plans Big Development After War

SANTA MONICA, Calif., March 13.—Purchase of the Santa Monica Pleasure Pier by W. D. Newcomb Jr., who has operated the pier for several years, from the Security First National Bank for nearly \$400,000 was announced this week. Deal included over 400 feet of beach frontage and permanent buildings.

In addition to operating the pier, Newcomb is owner and operator of the Funhouse, managed by his brother, Ted Newcomb, and the Merry-Go-Round, both on the Venice Pier. Business at both piers, Newcomb says, has been better than in years.

Purchase of the local pier was made with the idea of developing it after the war into an outstanding resort and pleas-

ure spot for tourists and convention visitors.

"Wartime restrictions make it impossible to do anything about improving the pier now," Newcomb said. Newcomb has plans for many new buildings and attractions, including a de luxe trailer court for 100 cars and trailers, which will be part of the auto park which now has a capacity of 900 cars.

Present pier set-up includes 55 concessions, with Newcomb operating a pier gift shop and arcade. There are seven restaurants to serve pleasure seekers.

Newcomb took over management of the pier when Lt. Cmdr. Harry E. Walker entered the navy several years ago.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Swim Rates

Many outdoor pools are planning to jump their admission rates this summer and some indoor plunges have already done so. Of course, there's no ceiling on amusements, and an operator can tilt his tariff as much as he likes. But pool men should give serious consideration to this subject before making changes. Some tanks should charge more the coming season. On the other hand, there are many others that should not do so.

There's more money around—lots more. In some sections of the country—where the war industries exist—the stories about carpenters and electricians wearing \$150 suits on their day off is true. But that's no reason for soaking these defense workers 100 per cent more to swim this year than last.

Swim tanks which have additional expenses this year, due possibly to labor charges or to the fact that night business may be curtailed, have a legitimate reason to raise rates, but the raise should be in proportion to the increased overhead. It shouldn't be a crazy, get-rich-quick tilt which would bring a temporary monetary gain but would have repercussions in the long run.

Plunges in cities that don't have much

war work activity, like New York for instance, would be foolish to make drastic advances in prices. The resentment over such a move would be great and post-war operation for such swimatoriums would be difficult. Customers have long memories.

In addition to the bad effects indiscriminate price-raising might have on pools indulging in that practice, disastrous results might be directed at the entire swim industry. Therefore, it's not an individual problem but an industry-wide one, and everyone who is a part of the business should see to it that price-tilting doesn't get out of hand.

As a matter of fact, it's something that Leonard B. Schloss and his NAAPPB members should look into right away. Be thankful that there isn't a ceiling on amusements, but don't do anything that might bring the wrath of government regulations upon the whole industry.

Men and Mentions

One of the newsreels recently featured scenes from the aquadrome at the Great Lakes Naval Station, showing hundreds upon hundreds of navy lads learning to swim. The commentator tabbed the plunge as "the largest in the world." (See POOL WHIRL on opposite page)

AC Chair Biz Hits Toboggan

ATLANTIC CITY, March 13.—Board-walk rolling chairs, luxury transportation line on the wooden way which represented a \$5,000,000 industry for some 15 concerns, has dwindled to almost nothing since the army's occupation last summer. Most surprising factor is the rolling chair's lack of appeal to the men in uniform.

With the army's coming here, the Shinn Company, which had a world market on rolling chair manufacture, closed for the duration. Heyday of the rolling chairs was the decade starting in 1920, according to David C. Reed, president of the Shinn Company. During a season about 2,000 chairs were operated.

In 1940 there were 17 licensed chair stands on the 'Walk, each with 60 chairs and paying an annual license fee of \$500. In 1941 the same number of licenses were taken out, but in 1942 the number of licenses dropped to 10. The 1942 licenses continue until July 1, 1943, when it is estimated that about two, the present number of stands remaining in business, will continue to operate.

Also counting for the demise of the chairs is the shortage of men to push them.

Cote Framing Mini Fun Spot For Motor City

DETROIT, March 13.—Elmer F. Cote, who formerly operated the Wolverine Shows, plans to establish a miniature amusement zone this season on Detroit's West Side, at Outer Drive and Warren Avenue. This adjoins the location used last season by Leo Lipka's mini fun spot, which is not expected to operate this season.

Location is across the road from the city's largest public park and near the center of the rapidly growing housing development for industrial workers in the city's new armanent plants, including the Ford River Rouge and Willow Run plants.

Cote plans to have nine rides off his former midway. Some small concessions and a large skating rink are more or less permanently located at this point, and the combination should draw others.

Jantzen Beach Opens Ballroom

PORTLAND, Ore., March 13.—Jantzen Beach Park opened its ballroom Thursday (4), with Glenn Henry's orchestra in for a four-day stay.

The park ballroom will operate Thursday thru Sunday until the regular park season opens Memorial Day. Ballroom manager Paul H. Huedepohl plans to use name bands when available.

Henry came to Jantzen after playing night clubs in and around Seattle.

More Hope for Jersey Spots

WILDWOOD, N. J., March 13. — Not only are the local officials optimistic over the coming season, but officials of the U. S. Department of Commerce are equally enthusiastic. Leonard Drake, regional business consultant of the commerce department at Washington, speaking last week at the meeting of the Greater Wildwood Chamber of Commerce, said: "You folks will have a good season this year. Atlantic City and Asbury Park are clogged with soldiers and I can see where the civilian vacationists will come to this section of Southern New Jersey."

Junior Storin to Army

SPRINGFIELD, Mass., March 13.—Harry Storin Jr., son of Eddie Carroll's publicity chief, has gone into the army. He is currently at Fort Devens, Mass. Junior Storin is a graduate of Classical High School here and was a student at Northeastern U. before induction. During vacations he worked at Riverside Park, Agawam, Mass.

American Recreational Equipment Association

By R. S. UZZELL

The New England Association of Park Men, meeting March 24 at the Parker House, Boston, will follow the plan Fred Markey used at Chicago in 1941 and at the New England meeting in 1942. The faculty and advisers have been chosen to conduct a college of inquiry on the questions pertaining to the conduct of an amusement park in 1943. One live question will be gas and rubber rationing and a substitute, if any, for transportation. Winning the war is first on the program, and then making a living and helping to furnish wholesome recreation to keep up the morale of the people will be the second order of procedure.

Any meeting where a member can have his own immediate problems considered is sure to arouse keen interest. The individual member participation in our meetings has been slow in development but now that its value has been realized it is sure to continue.

Edward J. Carroll, president of the New England group; Fred Markey, secretary, and Henry G. Bowen, of Pittsburg, Mass., program chairman, have had several conferences on the program. It is work that makes things go, and they have worked.

Don't Forget Museum

Lest you forget, our museum still carries on and is backed by an able board of trustees fairly representative of our industry. They are N. S. Alexander, of Woodside, Philadelphia; Henry A. Gunther, Irvington, N. J.; Lee W. Eyerly, Salem, Ore.; George A. Hamid, New York; Harvey Humphrey, Cleveland; A. R. Hodge, Chicago; Wallace St. C. Jones,

Boston; A. W. Ketchum, St. Louis; W. F. Mangels, Coney Island, N. Y.; A. B. McSwigan, Pittsburgh; Fred W. Pearce, Detroit; Leonard B. Schloss, Washington; George P. Smith Jr., New York; Edward F. Tillyou, Coney Island, N. Y., and R. S. Uzzell, New York. Any of these men will gladly furnish you a pamphlet on the museum, your devoted servant and benefactor. It is free for the asking. We are making history at a rapid rate. Why not send us at least one exhibit this year? The museum will pay the transportation charges.

Cold Weather Delays Plans

The cold March weather has temporarily delayed spring plans. March always has to play its tantrums. In 1926 we had June weather in March and March weather in July, which greatly added to the handicaps of the Philadelphia Exposition. The temperature July 4, 1926, at Salisbury Beach was identical with that of the previous Christmas Day. If mild winters bring cold wet summers, perhaps a severe winter, such as we have had, will bring just the summer we want.

John T. Benson has some eagles hatching, the first in captivity. Let us hope they survive and add to his emblem of liberty.

Leon Cassidy has closed his factory for the duration. No new Pretzel cars will be built until it's all over. Cassidy has substantial interests in North Carolina which will absorb his time and interest for the duration.

POOL WHIRL

(Continued from opposite page)

That's quite a statement and I'm wondering how true it is. Who knows?

Outdoor pool men who have the proper facilities are urged to take an interest in the nationwide Victory Garden campaign. It might be a colorful project—one that would have a terrific interest and lend a picturesque setting for the plunges. You can get all the data you need from the local chairman in charge of the Victory Garden drive in your city.

Jimmy Jamison, known as Captain Jimmy in high-diving circles, is back in the navy. Writing from the Navy Yards in Philadelphia, where he is stationed, Jimmy says: "The navy taught me all my rigging and gave me a high and lofty ideal in life when I first joined 19 years ago, and show biz gave me 18 years of fun and financial security that I enjoyed a lot. Now I'm back in the navy, for there's a job to do."

N E. PROGRAM SET

(Continued from opposite page)

will be on hand for what promises to be a very important and interesting convention, due to the emergency situation. The meeting will offer operators their only opportunity for a conclave on current problems prior to the season's opening.

Elsewhere on this page is listed the impressive convention program. Program Chairman Henry G. Bowen is still at work lining up additional features. Secretary Fred L. Markey reports registration has already started and he expects a heavy enrollment. All who plan to attend, whether members or not, are asked to contact Secretary Markey, Ioka Theater Building, Exeter, N. H., immediately.

Prexy Carroll has received word that Gov. Leverett Saltonstall will attend the annual luncheon unless some emergency arises to prevent him. The spacious Old Boston Room at the hotel has been reserved for the luncheon, and the program committee is hoping for a large attendance at the noonday affair.

The committee cautions those who plan to attend the conclave to make their hotel reservations and transportation plans early.

Chairman Bowen reports he may have some interesting news at the meeting on the mass transportation problem. In addition to his park interests, Bowen is also head of a Massachusetts transportation system.

Members and guests are requested to remain over for the banquet in the evening, as President Carroll has arranged a special treat in the main speaker, Bill Cunningham, popular sports writer and syndicated columnist.

ILL. RACE AID

(Continued from page 40)

sure their board would vote for continuance at the coming annual meeting. Last year, they said, all plans for operation were completed when a tornado damaged the buildings and grandstand to such an extent that their fair had to be canceled.

All others in the circuit pledged their assistance in any way so that fairs might operate this year.

Halsey Monier, Sparland, secretary Marshall-Putnam County Fair, Henry, was re-elected president of the circuit; Red Raker, Bureau County Fair, Princeton, vice-president, and C. R. Brady, secretary Sandwich Fair, secretary and treasurer. Brady replaces F. S. Stevenson, who held the position for 15 years, but declined re-election this year.

C. G. Beckley, Galesburg, secretary Central Illinois Colt Trotting and Pacing Association, illustrated how the 1942 Colt Association program finished. He received many congratulatory comments from the annuals using the events last year. Most of those present gave assurance that their fairs would use a colt race again this year. Hon. Henry Knauf, Bureau County, defined a bill he has introduced in Springfield which, if passed, will prove a great help to the fairs. He said that if the fairs would spend up to \$1,000 a year for needed repairs the State would match that sum, thus a new grandstand or other buildings of a permanent nature could be constructed and the payment could run over a period of years at the rate of \$2,000 per annum.

Tentative dates were allotted to these fairs: Knoxville, La Fayette, Aledo, Cambridge, Princeton, Mendota, Morrison, Oregon, Sandwich and Henry. Boyle Woolfolk Agency, Chicago, and Bunting Shows were also represented. Those in attendance included Hon. Henry Knauf, C. J. Rumley, W. Ross Bealer, Charles Haight, Halsey Monier, L. Boyd Finch, Frank H. Wilson, Frank Sutton, Eric

Eagelston, M. E. (Pat) Bacon, L. D. Ioder, Clifford Thompson, V. M. Dearing, Paul A. Stenger, Ben McAllister, E. D. Landers, C. G. Beckley, R. A. Warren, B. G. Finnegan, Howard Rapp, J. Fred Raker, Fred Huntoon, George Weaver, Carl T. Writ, C. R. Brady, S. Don Crowell, F. S. Stevenson, H. J. Schmoeger, Earl Bunting, James H. Irvine, Wayne Shutz, Arthur Norberg, John Peat, George J. Schliedenhelm, S. A. Potter, C. B. Hulm, E. Goety, W. O. Edwards and George B. Flint.

PORTAGE, Wis. — Columbia County Fair here is planning a Defense Achievement Jubilee combined with a Junior Fair and 4-H Club Exposition for 1943. H. H. Niemeyer, former mayor and fire chief, announced last week. A free main gate will prevail.

A REAL ATTENDANCE BUILDER — AT PARKS, FAIRS AND CELEBRATIONS

HIGH SWAYING POLE — TRAPEZE — PERCH — BALANCING — ACROBATICS — SLIDE FOR LIFE.

WRITE TODAY FOR DETAILS

Address: Care of THE BILLBOARD CINCINNATI OHIO, or Representative: Barnes-Carruthers

Selden
THE STRATOSPHERE MAN
World's Highest Aerial Act!

WANTED FOR GREENSBORO, N. C., AMUSEMENT PARK

(Norman Y. Chambliss, Operator)

(GREENSBORO FAIR GROUNDS, RIGHT IN CITY LIMITS)

Army camp for 40,000 soldiers will be ready May 1, and park will open May 15 and continue until Labor Day.

Can book six or seven modern Rides. Interested midway owners, contact us. We want Penny Arcade, Ball Games, American Palmist, Candy Floss, Bingo, Duck Pond, Cigarette Wheel, Shooting Gallery, Skating Rink (portable if possible), Bowling Alleys, Skee Ball Alleys, Pitch-Till-You-Win, Photo, Popcorn and Peanuts and Candy Apples, Penny Pitch, Portable Scooter, Electric Train and any other legitimate Concession.

Want caterer for Nite Club Restaurant with equipment. No tent shows unless something special and thrilling.

IMPORTANT—Within a radius of twenty miles of Greensboro, including the City itself, there are more than 300,000 people, and remember the 40,000 soldier camp within the City limits. No special transportation problem. We are now booking—write or wire (paid) quick—to

MRS. CLYDE KENDALL, Manager, Guilford, North Carolina, or NORMAN Y. CHAMBLISS, Rocky Mount, N. C.

OCEAN VIEW PARK

NORFOLK, VA.

World's Largest Defense City

WANTED—Operators who are capable of managing Slum Grind Stores, such as Cigarette Shooting Gallery, Pitch Till-U-Win, Hoop-La, Duck Pond, Balloon Game, etc. Ball Game Agents, Lady and Men.

AGENTS for Flashers, Wheels, Mouse, Pan Games, Counter and Griddle Men and Woman, Scenic Artist Wanted.

Park Opens April 3 Thru to Armistice Week

Write LEWIS AND GREENSPOON

ART LEWIS — JACK L. GREENSPOON — CHARLES LEWIS

WANTED

CONCESSIONAIRES — ATTRACTIVE PROPOSITIONS

Games, Frozen Custard, Archery, Popcorn and Peanuts, Shooting Gallery, Photo Gallery, Rides, Eating and Drinking. Located in the heart of a War Plant Industrial Area. Excellent street car service direct to Park. Salt Water Bathing in Chesapeake Bay.

BAY SHORE PARK

24 KNICKERBOCKER BUILDING

BALTIMORE, MARYLAND

WANT RIDES PLAYLAND PARK

HOUSTON, TEXAS

Have Roller Coaster, Merry-Go-Round, Bug Skooter, Wheel, Roll-o-Plane, Whip. Will Book Non-Conflicting Rides and Fun House. OPEN ALL YEAR ROUND

KARBE'S NO. 16 BIG ELI

in Forest Park Highlands, St. Louis, Missouri, has gone through 17 successful seasons at this popular location.

Not a "Flash in the pan," here today, gone tomorrow ride, but a regular profit earner.

Consider a No. 16 BIG ELI for your Park location in 1943. Write for Price and Terms.



ELI BRIDGE COMPANY
Builders
800 Case Avenue Jacksonvillle, Illinois

FOR SALE

DUAL LOOP-O-PLANE

BAY SHORE PARK
24 Knickerbocker Bldg.
Baltimore, Md.

WANTED

To hear from individual Ride Owners and independent Concessions who are interested in exclusive rights in recreation park in sight of large government training camp in addition to civilian population. Will open April 15th and operate to Sept. 15th. Get permanently located for the season and avoid moving and labor expense.

W. C. DENMARK, Secy. and Mgr.,
Wayne County Fair,
Goldsboro, North Carolina

Miniature Steam Train

FOR SALE

Last word in attractiveness and in first-class condition. Engine, Cars and Track.

MRS. RALPH OTTO
Route 6, Box 440 Lockland, Ohio

150 pr. Chicago Roller Skates; 16 pr. White Shoe Skates, all good condition; 7 Laughing Mirrors. 40 by 70 in., good condition; 10 Penny Card Machines, 6 1/2 by 7 in.; 1 Acroplane (stationary flying machine); Miniature Steam Engine and Cars and about 1/2 mile of Track; Shooting Gallery.

MRS. ANN V. HULL
White City Park BOISE, IDAHO

DO YOU NEED GOOD USED RIDES

Or Have You Any To Sell?

BERTHA GREENBURG
Hotel Kimberly, 74th St. & Broadway, New York

Rinks and Skaters

By CHARLES M. JACKSON (Cincinnati Office)

RSROA Meet Has May 11-14 Dates in Detroit

DETROIT, March 13.—May 11-14 have been announced as dates for the 1943 annual convention and amateur championship meet of the Roller Skating Rink Operators' Association of the United States by Secretary Fred A. Martin. It having been decided to move the events from Cleveland, because the Auditorium there was unavailable, to Detroit, Secretary Martin, also general manager of Arena Gardens Rink here, will donate the rink for the four days, it is reported.

These new State championships have been set and sanctioned by the RSROA: Utah, C. C. Sanders' Berthena Rink, Ogden, March 29-31; New York (State), Anthony Fidducia's Manhattan Roller-drome, New York City, March 19 and 20; California, figures and pairs, G. L. Small's Rollerland, Oakland, March 28; Indiana, Joe Cantor's Rollerland, Indianapolis, March 15.

Three States have changed dates from those previously announced, setting them back in all instances: Michigan, all events, Arena Gardens, Detroit, April 7-9; Ohio, figures, dance and pairs, Kearney's Rollerland, Columbus, April 8 and 9; New Jersey, figures, dance, pairs and senior fours, Berliner & Wiener's Recreation Center Rink, Paterson, April 6 and 7.

AC Carnival To Be Annual

ATLANTIC CITY, March 13. — Roller Carnival, sponsored by Ventnor Athletic Center Figure Club here on March 3-5, was such a success that the club has agreed to make it an annual event. Altho the club has been primarily an ice-skating group, President Mrs. Ruth Reinholtz said, "You can do much more on roller skates than you can on ice and we believe that before long roller-skating carnivals will take the place of big ice shows now playing the country." Mr. and Mrs. Young, pro skaters, produced the club's first carnival, which featured 18 numbers and three ensembles. Nan De Mar, night club performer here, was emcee.

Rink Locale of New Novel

ASBURY PARK, N. Y., March 13.—Roller skating and incidents about rinks will be the theme of the newest novel of Kenneth C. Thomas, author of Interlaken, N. J., whose *Portrait of Laurel* will be published next fall. For months he has been visiting Casino Arena on the Boardwalk here, getting material and absorbing atmosphere. His daughter, Mary, has won prizes in regional skating competitions. Locale of the novel will include Asbury Park, Elizabeth and Princeton, N. J.

Ads Cite Morale Value of Rollers

PORTLAND, Ore., March 13.—Oaks Park and Imperial rinks (same ownership) are advertising skating as a help to war workers. Typical ad well displayed in local newspapers: "Want a build-up for doing a real war job? Skate! This favorite of indoor sports is one of the best body conditioners in the world. It toughens muscles, eliminates excess fat, stimulates a zest for work, produces relaxation and sleep. The OCD recommends skating as a sure way to keep trim."

Out-of-State Judges Will Officiate at Mass. Meet

BOSTON, March 13.—Judges from New Jersey and New York will officiate at the RSROA-sanctioned State of Massachusetts championship contests to be held at Bal-a-Roue Rollerway, Medford, March 17.

Custom of inviting impartial judges assures each contestant of merited grades, declared the management. Contestants finishing first, second and third in any event will be eligible to enter the national amateur championships in Detroit May 11-14.

PARTNERS in Conrose's Rink, Hartford, Conn., Syd Conn and Bill Rose, who have leased Foot Guard Hall, Hartford, to present name bands every Saturday night, will continue to operate the rink.

SEFFERINO ROLLERDROME, Cincinnati, plans a gala RSROA night and skating party March 22, with special publicity and prizes to insure success. Proceeds will help finance the amateur championship meet in Detroit May 11-14.

MAN-POWER shortage has hit Cross-town Rink, one of Omaha's leaders, forcing it to close Monday nights. Skating will continue as usual the remainder of the week, with Saturday and Sunday matinees. Business has been good, reported L. G. Fox, manager.

THE 20TH CENTURY Roller Skating Palace, Carroll, Ia., has been leased by Charles C. Ludwig, who formerly operated a rink in the Carroll Armory building. He plans several innovations, including use of acts and novelties. The Palace is one of the largest rinks in Iowa, having been built for the purpose.

BECAUSE some contestants were about to be called into armed service on March 17, it was necessary to change the date of the Massachusetts amateur roller-skating championship contests to March 16 in Bal-a-Roue Rollerway, Medford. These are the results of the Greater Boston amateur roller-skating contests, and all winners have qualified for the State championship contests: Junior girls' figures—Fay Johnson, first; Louise Wilmarth, second. Novice ladies' figures—Marion Windedal, first; Dorothy Foley, second; Virginia Luyckx, third. Senior ladies' figures—Not competing because title of State champion of 1942 qualified her, Phyllis McQuin. Novice men's figures—Donald Homans, first; William Gill, second; Ralph Viafora, third. Junior dance—Patricia Fifield, Edwin Hodder Jr. Novice dance—Dorothy Foley, Ralph Viafora, first; Betty MacGraham, James Palangi, second; Phyllis McQuin, William Gill, third. Senior dance—Eleanor Nevalls, Charles Kennedy, first; Mary Keating, Donald Homans, second. Novice pairs—Phyllis McQuin, Donald Homans. Senior pairs—Did not compete, as 1942

State title qualifies them, Dorothy Foley, Ralph A. Viafora. Contests in the Winter Garden Rollerway, Dorchester, on March 3 were closely contested and winners were in doubt until final scores were tabulated.

RESULTS of the Illinois State roller-figure and dance-skating championship contests held at Arcadia Gardens Rink, Chicago, March 3-5 follow: Junior figure-skating championship—First, Caroline Buchanan; second, Teddy Rosdahl; third, Doris Anderson, all of Arcadia Gardens. Junior dance: Yvonne Kowasck and Donald Gillan, Fernwood Rink, Peoria. Ladies' novice figures—First, Beverly Luff, Arcadia Gardens; second, LaVerne Baulman, Roller Bowl, Chicago; third, Juanita Williams, Arcadia Gardens. Men's novice figures—First, Conway Manahan, Arcadia Gardens; second, Edward Barkus, Roller Bowl; third, Robert Malle, Roller Bowl. Novice dance—First, Lois Fagan and George Spotaro, Planet Rink, Chicago; second, Beverly Stelgers and J. H. Hoerichter, unattached, Decatur, Ill.; third, Minnette Mister and James Young, Moonlight Gardens, Springfield, Ill. Novice pairs—Betty Riebock and Charles Kelly, Arcadia Gardens. Senior dance—First, Vera Hansard and Edward Karkus, Roller Bowl; second, Betty Riebock and Charles Dancy, Arcadia Gardens; third, Margie Hennemann and Anthony Miller, Arcadia Gardens.

GOOD BOW FOR ARTHUR

(Continued from page 38)

departing for his booking duties, accompanied by Mrs. Coe. Manager Bill Meyers, besides attending to his duties, greeted visitors in the marquee.

Visitors included Sylvester Cronin, Harry Chipman, Mr. and Mrs. Eddie Brown, Lou Burke, Arthur Hockwell, William Groff, Ed Smithson, Clarence and Marie Alton, Theo Forstall, Robert Downie, William Dodsworth, Lee Harvey, Mike Krekos, Hunter Farmer, Harry Meyers, Lou Johnston, Mr. and Mrs. Elmer Hanscomb, Orville Crafts, James Dunne, Moe Levina, Johnnie Cardwell, Charles Soderberg, Mr. and Mrs. Harry Sucker, Mr. and Mrs. Harry Matthews, Ben Beno, Harry Phillips, Mr. and Mrs. Lloyd Carlson, A. E. Weber, J. H. Howard, William Summers, Cheerful Gardner, Frank Babcock, Mr. and Mrs. Charles Miller, Mr. and Mrs. Glenn Henry, Tod Henry, Mrs. W. Chipman, Mr. and Mrs. Sam Dolman, Marge Corey, Charles Haley, Clyde Gooding, Mr. and Mrs. Ralph Balcom, Jack Joyce, Louis Goebel, Eva Perry, Vance Horton, Mr. and Mrs. H. R. Huebner, Joe and Anna Metcalf, George Vanderhoff, Mrs. Louis Byam, Connie Byam, Mr. and Mrs. Dale Hendrickson, James Schutes, Mr. and Mrs. Hugh Bowen, Mr. and Mrs. William Clifford, Paul Eagles, Lee Emerson, Mr. and Mrs. John Donzelli and Steve Henry.

WON, HORSE & UPP

(Continued from page 38)

formed the bosses that it was snow-bound on the Oklahoma-Kansas border. Thru a letter received by one of their actors the bosses learned that Manager Freddie Freeman had our competitive show, the Seldom Scoff Circus, still in quarters on the third stool of the Jockey Club at Peru, Ind., and it has several week jumps north on this show.

The 1943 concert innovation will be a real rodeo and not the usual Wild West Show put on by concert performers. While we are in Western territory, local cowboys will be permitted to put on such contests with their own horses, steers, judges and cash prizes. At their own expense the managers of this show will erect the corral and furnish patrons. The office will collect all contestant-entry fees and hold the concert admissions to take care of moving the equipment and the additional billing expense. The concert idea is one of Manager Upp's patriotic gestures to furnish amusements for the local boys and to conserve man power for the show.

HISTORICAL SOCIETY

(Continued from page 38)

Jeannette, Pa., and Roland Metzner, Sheboygan, Wis.

Members regret the sudden passing of George Kelly, CHS of Guelph, Ont. He was a member of F. and A. M. and a retired railroad engineer who had pulled most of the big circuses of the past fifty years during their visits to the northern provinces. Survived by widow in Guelph. He was 72.

Dick Anderson has been released from active duty in the U. S. Navy and will

again be with the Ringling show. He reports great activity at quarters, where Bess Costello and daughter, Babe Siegrist, and Ernestine Clark are working out daily.

George Hubler, CHS of Dayton, O., is now stationed with the Army Air Corps at Biloxi, Miss.

Does any reader recall which railroad circus played Preston, Minn., July 4, 1923?

We are informed that CHS Terrell Jacobs has purchased the following wagons for use on his wild animal show—one big flat-bodied wagon and one small stake wagon which were formerly on the Big One, and one Deering farm wagon, all of which are being rebuilt, along with a new 20-foot cage.

CHS Delmar Brewer and family and friends, of Flint, Mich., held a birthday party in honor of this writer on evening of February 21 and several gifts were received. Reported by Don Smith.



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The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

WILL carnival companies, especially some of the bigger ones, pull a boner if they make no efforts to operate this year? From where we sit the answer would seem to be a decided yes. There has been much rehash of the fact that outdoor amusements have been encouraged so far as possible in the British Isles and Canada, as well as in some other countries of the United Nations that felt the blight of war before we did. Such attractions have been held valuable to the uplift and maintenance of public spirit as well as substantial contributors to war securities. These facts and precedents doubtless weighed heavily in the recent ODT approval of traveling shows. Therefore later criticism may come to those units of the industry that do not meet at least halfway this federal tender of an opportunity for service. Our position jibes with that of a far-seeing and dynamic leader in the industry who declares: "I am firmly of the opinion that show companies should carry on wherever possible, even tho there is a possibility that they will not make any money. The situation for them may develop into a serious one if they do not operate, as there are certain interests (editor's note—one guess!) that are always doing their utmost to curtail the carnival industry. And after the war is over the timid operators may find that propaganda will be used against them on the ground that they did not have to operate during the war period—so why let them carry on now? We

know that we always have with us in cities in which we operate another faction of officials and selfish interests who are more or less prejudiced against our line of endeavor."

WHO expected to view the day when merchants would be glad to see special agents with big gas, milk, meat, bread and soft-drink orders head the other way? . . . Or when discarded rides, not considered worth enough to pay freight on, would bring offers of staggering prices as junk? . . . Lotta midwayites not bothered by that \$25,000 salary ceiling; at least, not this year. . . . When you step into some office wagons you are always intruding. . . . Are some former luxury-auto troupers again to ride day coaches, with the usual three-in-a-seat, raucous snoring, arguing and odoriferous litter of lunch boxes, butts and fruit peelings? . . . After the war some troupers bent on retiring may pass up the trailer-camp idea and transform vacated army camps into showmen's villages. . . . Soon some midway trailer wives who have never read newspapers before will be scanning the sheets for chow ads. . . . Doc Waddell, from his home in Columbus, O., is getting set with a route of fairs for his "church" and "sermon" openings; six now lined up, Marietta, O., a repeater.

BLIGH DODDS will do all right in his new New York ag post. Even tho the Syracuse State Fair is in suspended animation, Tom Dewey won't have to

prod that feller to keep him busy. . . . Anna Jane Pearson will be as efficient an ordnance plant cop (or is it copess?) as she was a head of the Pearson Shows all these years. All her ride boys and other attaches in the armed forces can be as proud of her as she is of them. . . . Mike Rosen is about to get his feet wet as a carnival owner as well as (we hope not) on those springtime lots. . . . Bill Hartzman, who will count hard and soft in the C. & W. office, joins a capable staff, of which the dean is veteran Harry Dunkel. . . . Reappointment of J. C. McCaffery as chairman of the outdoor division of the Red Cross war relief drive was exactly as it should be. . . . Bertha (Gyp) McDaniels went on a busman's holiday in a recent swing-around thru the South during which she strangely (?) encountered many show-folks. . . . That Bradley-Starbuck-Fox-Brown combo should go places with the new opry. . . . Al Sweeney sure let the sturdy burghers know that the Polack show was in Cincy last week. . . . 'Tis a safe bet that Patty Conklin will top his own '42 record with this season's Toronto's Fair for Britain.

OUR recent reference to "traditional resourcefulness" of outdoor showmen got this rise out of a major operator: "That is quite true in a few cases. But I think that in most instances, so far as the carnival business goes, a better phrase would be 'traditional carelessness'—the 'I-don't-care' and 'Let's-see-what-the-other-fellows-are-doing-and-then-we-will-fall-in-line' attitude." But we still think that most of the boys are faster than those in any comparable industry, and that if many of 'em had worked as hard and shot as many angles in almost any other line they would be millionaires or something!

The Crossroads

By NAT GREEN
CHICAGO

WITH the Ides of March upon us we shudder when we listen to one of those radio chillers whose diabolical announcer says "It's mur-r-r-der!" It's not enough that the income tax is due, all our point rations are used up and there's no petrol for the gas buggy. On top of it all Old Man Winter has extended his engagement with a repertoire that's nastier than *Maid in the Ozarks*. But are we downhearted? Nope! A robin, believe it or not, let loose his cheery trill in the elm outside our domicile; a squirrel scrambled up the wall to our window looking for nuts (no facetious remarks, please!); we got a peep at some gorgeous circus paper, and in the mail this morning was a poem on spring, beautiful spring, so we know it's just around the corner. Another sure sign is the welter of rumors, all of them right from the feed box but "don't quote me, please." Reports of carnival personnel changes are rampant. Some of 'em sound logical, if there is any such thing as logic in the carnival game; others screwy, which is more true to form, and in due time they will be confirmed or denied. Meanwhile it's amusing and enlightening to listen to the dope and not be dope enough to print it.

FROM Jamie Edgar, now a captain in the army, comes a V-mail letter from somewhere over there. Jamie reports seeing an American knife act, Jack Carson, working on a stage in London. Frank Foster, Mills Circus ringmaster, was handling the show, he said. . . . John Hamlin writes from Sausalito, Calif.,

that his book *Flying Horses* is meeting with a good reception. "I am pleased with its success," he says, "for I worked hard and put in much time digging up factual matter. Hamlin says he got much useful information for the book, which is about Merry-Go-Rounds, from the Allan Herschell Company, Philadelphia Toboggan Company and other firms and from the Newman sisters, whose father and uncle are credited with having built the first Carousel. He also thanks R. S. Uzzell for his fine review of the book. . . . Re our item about John Ruggio, theatrical transfer man, Happy Harrison writes from Hartford, Mich.: "I enjoyed the item about John Ruggio. The farm to which he retired happens to be here where I make my home. John is working the farm but that is not all; he is also employed doing defense work in a near-by town. Guess Mrs. Ruggio is taking over the work John is not able to do down at the farm." Happy also inclosed a copy of Don F. Cochrane's entertaining column in the local newspaper. Don is president of Van Buren County Fair, Hartford, and is a brother of Ed Cochrane, well-known sports writer.

MORRIS LIPSKY has just received his discharge from the army, as he is over the 38 age limit. . . . Arthur Hopper and F. A. Boudinot left for New York Saturday (13) to start the Ringling billing campaign. . . . J. C. (Tommy) Thomas has left the Johnny J. Jones Exposition and is in Chicago. Ralph Lockett

also has left the show and is expected in Chi this week. . . . The spirited auction held in connection with the Showmen's League Spring Party netted the Red Cross \$638. . . . Genevieve Carr, formerly on several carnivals and since last November on the Gus Sun time doing a singing and dancing act, is back in Chicago and will open late this month on one of George Hall's camp show units. . . . Willie Necker's Doberman Pinschers will be one of the high spots of the International Sports Show next month.

AN interesting column in *The World's Fair*, London show paper, is *News From and About Grafters*, but we can't make head nor tail of much of the slang used. Quoting a letter from Jack McGilison, the columnist reports this description of a "real grafter" by McGilison: "I once listened to the whole fanny from start to finish at the Bromsgrove Fair. He had one bogey, a farmer. Did he roust him? Not on your life, and, believe me, he was some bogey. Without addressing the man personally, he wrapped him up in a manner I shall never forget. He came to bat without the slightest shadow of hesitation working the mazzul for tushes. He never moved a yard after his fanny, and I saw with my own minces at least a hundred from the ring-hedge flock to him and put. He had no ricks—his only flash was his danny with a stuffed tiger on top."

Speaking of some unprincipled "grafters," the columnist says: "All they thought of was getting dough and didn't care a hang how they got it. They bent games and tobers and put their skates on after fouling every monreee they entered. There was nothing clever in their methods, as they used more ricks than was necessary unless the ricks were also part of the bodyguard." No doubt some of the boys can translate this into Americanese.

RB REPLACEMENTS

(Continued from page 38)

will be joined in the big city by Allen J. Lester, story man.

Speculation as to the effect of rationing apparently has not bothered the management to any extent. The cats will get horse meat instead of rough beef cuts. Performers and workmen will turn their ration books over to the steward, as they did last season.

Bond Sales Heavy

Execs are plenty pleased with New York's reaction to its tie-up with the U. S. Treasury Department in promoting War Bond sales thru an arrangement in which purchasers of Uncle Sam's securities trade 'em in for big-show ducats. At last reports received by Butler sales in Manhattan had topped the \$6,000,000 mark in aggregate bond value and the rush was still on. Officials said they were confident the premiere, to which admission will be by War Bond purchase only, and the special block of seats reserved for the plan thruout the Garden engagement would be virtual sellouts.

Announcement also was made here that Garden officials would join with Ringling-Barnum in donating its entire take from the sale of ducats under the Treasury Department promotion. Circus officials previously had announced the entire RB intake from the opening night and the honor roll block of seats at subsequent performances would go to the Treasury Department.

Another modernistic touch went by the boards with announcement that the

show would return to a grandstand seating arrangement this season, discarding boxes down front.

CINCY BIG FOR POLACK

(Continued from page 38)

Poodles Hanneford with whips; Hubert Castle, balancing, and Victoria Rivas on rolling globe. A good dog and pony number was presented by Sonny Moore. Gracie Hanneford did excellent work in a ladies' principal act. Tiny Kline thrilled with "Slide for Life" (iron-jaw) from balcony to stage. Gregoresko, billed as "The Man Who Hangs Himself," also thrilled with his plunge with a noose around his neck. His cloud-swing feats were standouts. Emil Pallenberg offered an outstanding bear act, one of the animals being featured in motorcycle riding.

Following a short intermission, second half got under way with Dick Clemens's wild animal act, four lions, nicely presented. Black Brothers, in comedy boxing bout, and comedy bullfight by Manolo and Manolete drew plenty of laughs. Carlos Carreon handled Polack Bros.' Black Horse Troupe (six equines) in fine style. The taximeter mule act, offered by Sonny Moore and assistants, was a knockout. Teresa Morales presented heel catches and one-leg hook drop and scored solidly. A clever artist, as is Hubert Castle, the dare-devil on the wire, who also registered. Hanneford Family, with Poodles doing riding and comedy, and Gracie doing plenty of riding, went over for a big hand. Rollini, "Roly-Boly" performer, was one of the hits with his balancing. Bringing the show to a rousing finish were the Behees,

two men, one woman, in an outstanding flying return number.

Topnotch clown numbers were presented thruout by Whitey Harris, Jack Klippel, Ed Raymond, Jack Kennedy, Frank Prevost, Dennis Stevens and Dime Wilson. Wednesday morning clowns and several acts entertained at the Condon School for Crippled Children.

Mrs. Elizabeth Hanneford observed her 73d birthday anniversary March 10 and to celebrate the occasion the showfolk and Shriners staged a party at the Gibson Hotel after the night performance. That night on the Taft stage she was presented with two cakes, flowers from the showfolk and Shriners and several gifts from the performers.

UNDER THE MARQUEE

(Continued from page 39)

way home via San Francisco, Los Angeles and El Paso, Tex., to Franklin, Pa. Being over 38, the army gave me a permanent pass. Saw many circus people, fans and collectors."

CORINNE DEARO, of Bert and Corinne Dearo, who filled an engagement with Polack Bros.' Circus in Cincinnati last week, appearing in the Poodles Hanneford riding act, was a caller at offices of *The Billboard*.

FIRST back-seat drivers were early-day trainmasters who rode in engine cabs and urged engineers to pick up speed to make matinees.

ARTHUR BORELLA letters from Gal-

veston, Tex.: "Checked out of Sealy Hospital here, where I have been confined for six weeks suffering with a heart ailment. Plan to play a few soldier camps in the State and to be with Cole Bros.' Circus with my trio of clowns."

CHARLES AND VIRGINIA TIFFANY letter from Wichita Falls, Tex.: "We are completing a tour of army camps and will soon return to Louisville to join Cole Bros.' Circus. Last season Virginia did pedestal acrobatics and worked spec. Charles was a big show ticket seller."

WITH the ban on pleasure driving now in effect, perhaps an uptown wagon, if located on a parking lot, could stage a comeback and gross a little money.

DWIGHT PEPPLE, general agent; Al Sweeney, press agent; Frank Prevost, clown; Bee Carsey, band leader, and Emmett Ronstrom, drummer, were among members of Polack Bros.' Circus who visited *The Billboard* Cincinnati offices during the show's stand there.

HOWARD MARCHMAN letters from Los Angeles: "Members of Peaches Sky Revue held a reunion here March 1. Act opens at the Chicago Stadium in April. Harold Ward, formerly of the Flying Wards, who has been in a war plant here with me, left for the army air corps March 15."

GROUP of hillbillies gathered around a cook-house watching the showfolk eat. "Look, Pappy! Look!" yelled an excited youngster. "They're eatin' off of tin pans. That proves that ye cain't pizen 'em."

REVUE PROPERTIES FOR SALE — WILL MAIL list of equipment upon inquiry. Seven passenger Packard Car, 5 ton G.M.C. Truck, Tent, 30x40, carried on truck top; good Wardrobe in sets of ten; also Trunks to carry same; Outdoor Scenery, Lighting Equipment and Foot Lights. PEARL MARGARET HAINES, 108 S. 6th St., Reading Pa. x

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ELEPHANT FOR SALE — 24 YEARS, FEMALE; gentle, healthy. Does routine. Also three Llamas. Quality stuff. H. K. PARKER, Danvers, Mass.

MAGGIE MURPHY — TRAINED GENTLE Chimp, eight years of age, does a general routine of tricks and can be worked by anyone. This animal guaranteed as represented, \$600.00. Also fifteen Rhesus Monkeys, all in good health, \$15.00 each. JOHN R. WARD, Box 148, Baton Rouge, La. ap3x

MALE CHIMPANZEE — SOUND, HARDY, trooper, \$250.00; pair Lion Cubs, \$100.00; trained Black Bear, \$75.00; Organ Grinder Capuchin, \$35.00. We buy. DETROIT PET SHOP, 3330 W. Lafayette, Detroit, Mich.

PLENTY SNAKES, ALLIGATORS, BOAS, ARMADILLOS, Mexican Beaded Lizards, Iguanas, Guinea Pigs, Pacas, Doves, Rats, Ringtail Cats, Owls, Peafowl, Swans, Pheasants, Foxes, Raccoons, Buffaloes, Prairie Dogs, Baboons, Wire OTTO MARTIN LOCKE, New Braunfels, Tex. Ap10x

SEAL ACT FOR SALE — COMPLETE, READY to work. One young animal. Good money-maker. P. O. BOX 1066, Sarasota, Fla.

HELP WANTED

GIRLS WANTED FOR POSING SHOW AND GIRL Revue. Also Typist to assist manager. Send photo, details. BOX C-112, Billboard, Cincinnati, O.

MEN AND GIRL HIGH RIGGING AERIALISTS for 1943 Outdoor Season. Need good experienced people to fill out my six high rigging acts. Salary all you are worth. Everybody send photo or snapshot when sending full details of yourself. No postcards answered. No drunks tolerated. Write CRASH DUNIGAN, 237 Osgood Ave., New Britain, Conn. mh20

PIANIST — EXPERIENCED IN SMALL SOCIETY Bands. Must read, transpose, play full commercial style. Also need Trumpet. Salary \$50.00. BOX C-114, Billboard, Cincinnati.

SINGER WANTED — ACCOMPANY ORGANIST. Steady work. RAY HUNDLEY, Aragon Tavern, 610 Sycamore St., Waterloo, Iowa. mh27

TENOR SAX, STRING BASS, VIOLINIST — Fake, read well. Either sex. Good salary. Hotel work. State all, age, etc. Photo. BOX C-115, Billboard, Cincinnati.

THE SPRING SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED APRIL 10. CLASSIFIED FORMS CLOSE IN CINCINNATI MARCH 31. INCREASED CIRCULATION—NO ADVANCE IN RATES. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

WANTED — TALENTED GIRLS FOR WESTERN Unif. Accordion, Guitar, etc. State lowest salary. Contact TIM MIX, General Delivery, Rochester, N. Y.

WANTED TO BUY

ALL KINDS, POPCORN MACHINES, ALL ELECTRICS, Gasoline, Roasters, Popping Kettles; also Vending Machines. Highest prices paid. NORTHSIDE CO., Indianola, Iowa. my1

AMMUNITION WANTED—WILL PAY \$125.00 per case for .22 Shorts and Longs. No Long Rifle. State amount you have. RICHARD MARTINA, care The Billboard, 1564 Broadway, New York City.

COLLECTOR WANTS TO BUY FOR CASH — Photos of famous female impersonators. SORENSON, 78 W. 47th St., New York, N. Y.

USED RINK ROLLER SKATES FOR CASH — Write or wire today, stating quantity, make, condition and price. MAGES SPORT STORES, 4019 W. North Ave., Chicago, Ill. mh20

WANTED TO BUY — ARCADE MACHINES. Guns, Fortune, etc. State what you have to offer, condition, price wanted; full details in first letter. JACK STEFFEN, 627 Main St., Evansville, Ind.

WANTED TO BUY — WAR RELICS AND Curios suitable for lobby display. FIELDING GRAHAM, 3049 E. 32d, Kansas City, Mo.

WILL BUY FACTORY BUILT HOUSE CAR. Must be in good condition and twenty foot or more and priced right. LEO BORTZ, Ancell, Mo.

WILL BUY HIGH STRIKER, TOP AND FRAME for Cigarette Shooting Gallery, small Show Top and Banners for Prehistorical Animal Show. P. O. BOX 6609, Pittsburgh, Pa.

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AT LIBERTY AGENTS AND MANAGERS

Advanced Agent wanted to contact at once. Magician with midnight Spook Show. Big money routes playing theatres, defense boom territories. Rush full details; state draft status. Address Box C-112, care Billboard, Cincinnati, O. ap3

AT LIBERTY BANDS AND ORCHESTRAS

PRESENTING "THE FOUR MOODS," VERSATILE dance orchestra, desires steady week-end or full week spot in New York City area only. Draft deferred, non-union unit with excellent references. Piano, Drums, Sax and Trumpet or Guitar. All musicians formerly with "The Broadway Playboys Orchestra." Write, giving complete details in first letter. Available after April 5 upon completing one niters. CHARLIE WALTERS, 119 Audubon Ave., New York City.

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Feature Orchestra—7 to 10 pieces, with or without complete Unit Show of Singing, Dancing, Comedy. Steady location only. Esther L. Holt, General Delivery, Miami, Fla. mh20

Girl Band and All Girl Show — Any size; available for steady location, theatre or high class night club. Esther L. Holt, General Delivery, Miami, Fla. ap3

AT LIBERTY CIRCUS AND CARNIVAL

"CHARLOTTE" — HALF and Half for Side Show Annex. A-1 flash, intelligent lecture, clever expose and character. Write CHARLES HUNTER, JR., 1910 Luzerne Ave., Silver Spring, Md.

RODEO, CIRCUS AND Carnival — Tex Smith and His Trained Horse, Eight Ball. Have own transportation. Can change with each performance. Like to work Louisiana or vicinity till May 1; then will go anywhere. Address D.P.C. Trailer Park, Westlake, La. mh27

RAY RAMONA — HALF AND HALF, FIRST class attraction for side show annex. H. C. WOLFE, General Delivery, Mobile, Ala.

Geo. Burkhart — Manager Side Shows. Many years' experience with railroad circuses, motorized and carnivals. Have the reputation with my Laughing Riot Rally and opening to get the people to go inside. Furnish with attractive young Lady Levitation Illusion, Electric Act, Mind Reading, A-1 Comedy Magician, King of Coins and Punch and Judy. With elaborate equipment and wardrobe. I do not misrepresent. For circus, parks, museums or office side show with carnivals. 146-20 181st St., Springfield, L. I., N. Y. mh27

AT LIBERTY MISCELLANEOUS

Gagwriter — Wants to write for reliable, honest, established radio, show or night club comedy act. John Donnelly, 147 Meserole Ave., Brooklyn, N. Y.

AT LIBERTY MUSICIANS

CLARINETIST — EXPERIENCED all lines. Draft exempt. Present salary \$70.00 weekly. Would like to hear from circus leaders. GLEN DANDO, care Billboard, Cincinnati, O.

ALTO SAX MAN — AGE 21. FIRST OR THIRD. Alto, Clarinet; good tone, read good. Medical discharge, U. S. Army, draft exempt. Prefer swing band; minimum salary \$50.00. Wire or write JAMES L. WISE, 2811 F St., Lincoln, Neb., or Local 463 Union, Lincoln, Neb.

BASSIST AND DRUMMER — WILL NOT separate. Small combo or large band. Consider all offers. No panics, please! Details: Drummer, 17, draft exempt, experienced, dependable, new equipment, neat, good appearance; radio and show experience. Bassist, 21, draft exempt, double Guitar; experienced, good appearance; radio and show experience. BOX C-113, care The Billboard, Cincinnati, O.

DANCE VIOLINIST DOUBLING VIOLA — 35, good appearance, deferred. Fake, transpose, read anything. Union. Symphony engagement finishes April 1. LON LEVIS, 7103 Freret St., New Orleans, La. mh27

FLUTIST — EXPERIENCED. ALL OFFERS welcome. Particulars. Write C. KINAMAN, General Delivery, Boston, Mass. mh20

VIOLINIST — BARITONE VOICE. 4-F, AGE 27. Available in April or May. Top cocktail units only. Present salary \$100.00 weekly. BOX C-103, Billboard, Cincinnati. mh20

TRUMPET GIRL — READ, FAKE, GOOD TONE. Desire placement clean band, girls or mixed. All offers considered. USO preferred. Notice required. Know of two available Tenors. BOX 418, Billboard, 1564 Broadway, New York.

VIOLINIST, DOUBLING CELLO, SAX — EXPERIENCED all lines. Draft exempt, union. Wife experienced Pianist, Organist. Have Solovox, Vibraharp. Address WM. KESHNER, 504 Perry St., Vincennes, Ind. mh20

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Guitarist — Modern electric, takeoff. Fifteen years with top combinations. Age 29, draft 4-F. At Liberty now. Write, wire Freddie Silvers, Hotel Senator, Philadelphia, Pa. mh27

Jump Band Leaders, Booking Offices — At Liberty. Drummer for job work and emergency calls only. Now available for hotel, cocktail units, theatre pit, stage show, band acts, dance orchestras on one nighters tour. Modern pearl drum outfit. White, draft exempt. Read and know tempo. Name band experienced. Single, sober and reliable. Write, wire or phone. Permanent address, "Hob" Rankin, care Emergency Drummer Service, Asheville, N. C. ap10

AT LIBERTY PARKS AND FAIRS

Charles La Croix — Outstanding Trapeze Act. Available for outdoor and indoor events. Attractive equipment. Platform required for outdoor. Reasonable price. Address Charles La Croix, 1804 S. Anthony, Fort Wayne, Ind.

Guthries, Fred and Marie — Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. 220 W. 9th St., Cincinnati, O. ap10

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PIANIST — READ, FAKE, CAPABLE, EXPERIENCED, dependable. BOX C-97, The Billboard, Cincinnati, O.

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ATTRACTIVE SINGER — Experienced Mistress of Ceremonies and radio work. Prefer location job. JULIA BROOKS, 538 7th, Port Arthur, Tex.

AT LIBERTY VAUDEVILLE ARTISTS

NEWLY ORGANIZED LINE OF 8 GIRLS, 5 FT. 2 to 5 ft. 6, for theatres. Three routines; new wardrobe. Available in week or so. Transportation from Columbus. No burlesque. CARMEN, 252 E. Lakeview, Columbus, O.

At Liberty — Talented Team. Woman, Novelty Musical Act, large set Chimes, Bells, Marimbanophone, Trick violin; Man, "Punch and Judy" and Ventriloquist. Permanent location preferred. Address Box 85, Homer City, Pa. mh27

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Lawrence, Walter
LAWSON, Leonard
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LEROY, JONES
LEATHERMAN, John Riley
LEAVITT, Lawrence Alden
Ledyon, Anthony
Lee, Alma
Lee, Bob
Lee, Coy
Lee, Dorothy
LEE, Shirley
LEE, Willie
Leeman, Walter
LEMBEKE, Franklin D.
Lemish, Mindell
Lenon, Jack
Leo, Ivan
Leonard, Ada
Lepore, Andy
LEPORE, Angelo
Lesley, R. H.
Lester, E. N.
Lester, Noel
LEVINE, Jos.
Leritch, Prof. L.
Lewis, Capt.
(Rubber Man)
LEWIS, Chas.
Lewis, Earl Carley
Lewis, J. E.
Lewis, J. P.
LEWIS, Richard
LEWIS, Wm.
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Lincoila, Mrs.
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LITTLE, John L.
Little, Phil
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LITZINGER, Peter
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LONG, Jos. Edw.
Loosman, Wm.
LOPEZ, Jas. Bud
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Losh, Al
Louise, Madam
Love, Miss Billie
Lovell, Ethel
Lovell, Jack
Lovett, Sid
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LOWRY, Jr.
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Lydarger, DeWayne
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LYNCH, John Jos.
MacDONALD, Wm. D.
McABEE, Arlie
McALEER, John
McBride, Bill
McCALL, Frank
McCall, Albert
McCALL, Herbert
McCLAIN, Obed
McCLELLAND, Jesse Wm.
McCullum, Trusty
McCullum, Virgil
McComb, Ernest
McCormick, Trixie
McCOY, Herbert
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McCreary, E. D.
McCulley, W. T.
McDonald, Chas. F.
McDonald, Mack
McDonald, R.
McFarland, Mack
McGeer, Robert
McGEE, Jas.
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McGLIN, Jos.
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McKean, Frank
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Majnes, Johnny
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MANGANELLE, Jas. Francis
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Marino, Tony &
MARION, Sidney
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Marlow, Jean
Marlowe, Frankie
Marucelo, Maurice
Marquardt, Hugo
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Marshall, Eddie
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Martin, Clarence
MARTIN, Edw.
Martin, Jack C.
Martin, Joe W.
Martin, M. B.
Martin, Selma
MARTIN, Robt.
Mason, Chuck C.
MASON, Sherman
Mason, Steve
Massey, Edw. L.
Massey, John
Massinger, Margaret
Matthews, Clarence
MATTHEWS, Jimmie C.
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May, Wm.
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MEADOWS, Dewey
MEADOWS, Jas.
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Meeker, Geo.
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Merrill, Speedy
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Milam, Alfred J.
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MITCHELL, Thos.
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MONROE, Benj.
MONROE, Franklin
MONROE, Geo.
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Moore, Bill
Moore, Harry E.
MOORE, Jan.
Moore, Eugene
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Morgan, Charlie
Morgan, S. B.
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MULLIN, Johnnie
Mullins, Perry
Moon
MUNCY, Marshall
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Murphy, Frances
MURPHY, Jack
Murphy, John
Murphy, W. G.
Murphy, Warren
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MURRAY, James
Myers, Buster
MYERS, Emory
Myk, Jos.
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Nicholls, Mildred
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NICHOLSON, Clyde A.
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NORTON, Ralph
Noty, Whitey
Nowlin, Hayden F.
Noxon, Frank S.
NOYES, Robt.
O'Brien, Jimmie
O'BRIEN, Michael
O'Brien, R. M.
O'BRIEN, Wm.
O'Connor, George
O'Connor, Margaret
O'Connor, Martin J.
O'CONNOR, Thos.
O'DANN, WALTER
O'Day, Jack Peg
O'Day, Jerry
O'Day, Tim
O'Hara, Frederick
O'HARA, Mike
O'Malley, Doc
O'Neil, Cookie
O'Riley, Jimmie
O'Satyrdas, Major
O'Shea, Mrs. Pat
Obadoul, Boobie
OCEAN, Michael
Oczvirk, Louis
ODEN, Milton Leo
Ogle, Douglas
OKERSTROM, Fred
OKVEB, Louis
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Oliva, George
Oliver, Polly
Olson, Swede
ORICK, John
Ormes, Herbert
Ortons, Aerial
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OSBORNE, Jack
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Pape, Billy
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Pearce, Gene
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PEASE, John
Pelcher, Tony
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Pennell, Troy
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HENRY
Perkinson, C. B.
Perroita, James
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PERRY, Leonard
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Pialot, Alexander
Piedilato, Jos. A.
Pierca, Mrs. Bobbie
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PIZZI, Dominic P.
Polly (Merry-Go-
Round)
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POOLE, Theodore
Poquette, G.
PORACKI, Jos. S.
PORCH, Harry
Porter, Glen
PORTER, Howard
Porter, Lou
Postak, W. M.
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Powell, Larry
Powell, Major Tex
Power, Jimmie
PRISSON, Drufus
PRESTON, Jas.
Price, Art
PRICE, George
Pritchard, B.
Pritchard, Goldie
Pruitt, Antbia
Purvis, Cecil
PURVIS, Earl W.
Purvis, Mrs.
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RADEMACHER, Arwin J.
RAGLAND, Phillips Thos.
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Ralston, Jos.
RAMEY, Harry
RAMSEY, Wm.
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Randolph, John
Ravel the Magician
Raymond, Mrs.
Jackie Jean
RAYMOND, Paul
Rea, Russell E.
Read, Gabe
Read, Russell Roy
Reade, Frank
Redman, E. Ray
Reed, Arlene
Reed, Billie Carroll
Reed, O. S.
Reed, Little Bit
Reed, Minor
REED, Wilbert
Rees, Jas. Alfred
REESE, ELMER
REESE, RICHARD
Reese, W. K.
Reeve, Leon
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REICHMAN, Harry
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Reid, Mrs. Ruth J.
Reid, Stella
REIGEL, Geo. Wm.
REILLY, Mark
Reis, John
Reisinger, Al
Remo, T. A.
Reppart, Samuel O.
Reynolds, Fritzie
Rhinehardt, Ollie
Rhoades, D. D.
Rhodes, Mrs. Pearl
Rible, Ralph
Rice, A. G.
Rice, Betty Morris
RICHARD, Aston
Pape, Billy
PARK, GEORGE
Parker, Benny
Parker, Miss Bobbie
PARKER, Doy
PARKER, Wm.
PARKS, Westley
PARRINS, DAVID JOHN
PARKS, Fern
Parks, Harold
PARKS, Frank
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PARSONS, FRED
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Parsons, Joe
Patine & Rosa
Patnode, Howard
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PAYNE, Wm.
Paysee, Howard
Pearce, Danny
Pearce, Gene
Pearson, George
Pease, J. L.
PEASE, John
Pelcher, Tony
PENDELTON, Floyd W.
Pennell, Troy
PENNINGTON, Jas. Herbert
PEREZ, HARRY
HENRY
Perkinson, C. B.
Perroita, James
PERRY, Harvey C.
PERRY, Leonard
PETKA, Albert
PETRIE, Roy
PETTUS, Wm.
Phillips, E. B.
PHILLIPS, Walter
Pialot, Alexander
Piedilato, Jos. A.
Pierca, Mrs. Bobbie
PIKUL, Frank A.
PIZZI, Dominic P.
Polly (Merry-Go-
Round)
POMPONENTI, ANTHONY
POOLE, Theodore
Poquette, G.
PORACKI, Jos. S.
PORCH, Harry
Porter, Glen
PORTER, Howard
Porter, Lou
Postak, W. M.
Potts, N. J.
POWELL, Frederick Wm.
Powell, Larry
Powell, Major Tex
Power, Jimmie
PRISSON, Drufus
PRESTON, Jas.
Price, Art
PRICE, George
Pritchard, B.
Pritchard, Goldie
Pruitt, Antbia
Purvis, Cecil
PURVIS, Earl W.
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RANDALL, Frank
Randolph, John
Ravel the Magician
Raymond, Mrs.
Jackie Jean
RAYMOND, Paul
Rea, Russell E.
Read, Gabe
Read, Russell Roy
Reade, Frank
Redman, E. Ray
Reed, Arlene
Reed, Billie Carroll
Reed, O. S.
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Reed, Minor
REED, Wilbert
Rees, Jas. Alfred
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Reid, H. D.
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REIGEL, Geo. Wm.
REILLY, Mark
Reis, John
Reisinger, Al
Remo, T. A.
Reppart, Samuel O.
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Rhinehardt, Ollie
Rhoades, D. D.
Rhodes, Mrs. Pearl
Rible, Ralph
Rice, A. G.
Rice, Betty Morris
RICHARD, Aston
Richardson, Carl Eugene
Richter, Louise
Riddle, Annette
RIDDLEY, LeRoy
RIGGS, JOHN
LESIE
Riggs, Mrs. Lillian
Rigsby, Douglas H.
Riley, Capt. Dan
RILEY, Edw. Jos.
Rinehart, Ollie
RINEHEART, Tessie
SHERMAN, Ezio
RING, John Isidor
Rising, Fred
Risko, Johnny
Ritter, Marie
Ritters, Rudolph
RIVERS, Wm.
Roach, J. S.
Roark, Chas. & Sue
Robb, Mrs. Blanche
ROBBINS, John
Roberts, Manuel
ROBBINS, Roy
ROBBINS, Walter
Roberts, Dr. Bert
Roberts, I. M.
Roberts, J. H.
ROBERTS, LEONARD
Roberts, Pat &
Jean
ROBERTS, Steve
Robertson, Albert
ROBERTSON, Robt. Chas.
ROBINSON, Fred
ROBINSON, Neah
Robinson's Silver
Minstrels
Rocco, Hazel
Rochman, Al
ROCK, Randall
Rock White, Eight
RODGERS, James
Roehrs, Herm
Rogers, Miss
Bobbie J.
ROGERS, Clifton
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BINGO BUSINESS

By JOHN CARY

Words are flying at the State Capitol in Albany, N. Y., where bingo backers are attacking the La Guardia ban.

Strong sentiment favoring legalizing bingo was indicated when many speakers, including priests and fraternal organization leaders, praised bingo as "a harmless pastime and morale builder which produced large sums for charity." The principal arguments advanced for legalizing the game were that it supplied large amounts for charities and provided innocent pleasure for thousands of middle-aged and elderly men and women.

The Rev. John D. Bell, of Brooklyn, State chaplain of the American Legion, stated that a boys' summer camp at Montauk Point, L. I., was supported entirely from bingo profits.

The Right Rev. Arthur W. Brooks, bishop of Apostolic Episcopal Church, Queens County, New York, said: "The issue is larger than bingo. Once we admit the power of the authorities to say what a church shall have at a social function, then what we call separation of church and state and constitutional religious freedom go out the window."

Word was also forthcoming from the Rev. Augustine J. Kammerer, of Queens, who declared that bingo was not immoral but a perfectly legitimate pastime. He stated that 20,000 people attended his bingo games last year, with the result that he had been enabled to conduct a parish school for 435 pupils. He also said that bingo promotes sociability and fraternity and has done much good for charitable institutions.

The church rather than the state has always been recognized as the power in guiding spiritual needs of the people and to impress upon worshippers the moral and immoral things. The churches, for the most part, have decided that bingo is not immoral, but is rather a blessing as a morale builder and money-getter for charitable purposes. We then cannot understand why the state, and particularly the mayor of New York, takes the opposite point of view.

In line with the Albany clashes, two bills were considered for the legalizing of bingo. One, the bi-partisan Farrel-Archinal Bill, would legalize bingo when played for the benefit of religious groups or incorporated veteran, fraternal or other non-profit-sharing organizations. The other bill was sponsored by Assemblyman Malcolm Wilson, Westchester Republican. It provides that on a petition of 5 per cent or more of the electors, the governing body of a town or city could permit bingo when sponsored exclusively by a charitable, civic, educational, fraternal, veteran or religious organization, or a volunteer fire department or grange, with cash prizes prohibited.

Should this latter bill go thru we feel merchandise bingo will return to its own; a stand which we have been advocating for months.

While the battle rages in Albany, a battle to end bingo in Cincinnati is also being waged. The case appeared before the Court of Appeals as a result of a petition which was filed by a Cincy housewife who is seeking a mandamus to prevent city officials from issuing permits for bingo games.

In discussing the case at a court hearing, Former Municipal Judge Arthur G. Fricke said: "The moment these permits are stopped there will be no more bingo games in Cincinnati."

On the other hand, City Solicitor John D. Ellis charged that the Court of Appeals had no power to issue a writ of mandamus to compel city officials to en-

Atlantic City Novelty Biz Booming Due To Presence Of Servicemen and Civilians

ATLANTIC CITY, March 13.—Thousands of men who never dreamed they would ever spend a day at this popular playground are now overcrowding the resort with all expenses paid as trainees in the army air force or the coast guard. Many who never have seen a Miss America or heard the beat of surf are bringing resort merchants the type of business they haven't enjoyed for a decade or more. Recent months have seen a revival of the souvenir business here. With the approach of warmer weather, it looms as one of the major businesses.

Because of army air force occupancy here, resort is drawing additional large quotas of civilians, also including many who are seeing Atlantic City for the first time. Those visiting soldiers and sailors are not just girl friends and mothers. They come in groups. Often whole families arrive for a week-end. It is the type of patronage that the resort lost many years ago when the play was taken over almost entirely by the palatial and sumptuous Boardwalk hotels attracting those who could well afford such room rates as \$15 a day. With such expensive tastes, auction houses and merchandise stores specializing in rare jewelry and most expensive Oriental rugs flourished.

War Creates Change

Now that businesses must have a direct appeal to an army-scaled bank roll, the better type Boardwalk stores have closed. For each darkened store, however, there have sprung up 50 stores and stands flourishing on souvenir trade and novelty merchandise items. In fact, Atlantic City is now back where it was in the heyday of its career. A little less luxury, perhaps, but fun, accommodations and attractions for all.

From the start, when the army first started moving in late last summer, gift and novelty shops started mushrooming. In recent months there has been more real estate activity than in recent years. Stores and stands, tenantless for several years both on the Boardwalk and the avenues, were soon grabbed up. Biggest impetus to the souvenir and novelty trade was furnished by the Atlantic City Press Bureau. Interested primarily in exploiting and promoting the resort, the bureau made available to the incoming soldiers some 200,000 souvenir post cards containing views of the ocean, Boardwalk, amusements and beachfront hotels where the military men are now housed.

Post Cards Selling

Almost overnight the souvenir post-card trade was revived. The 200,000 cards offered with the compliments of the resort were grabbed up in short order. To this day the bulk of the outgoing mail from the servicemen here is on the souvenir postal cards. All stores and stands enjoy a brisk business in post cards, not only from the soldiers

force the law against playing of bingo and that the petition in the suit as filed "was wrongfully drawn." In asking that the petition be dismissed he said, "I also contend that the Court of Appeals has no original jurisdiction to issue an injunction to restrain city officials from continuing to issue permits for bingo. Such an action for injunction must originate in Common Pleas Court."

While these cases in point are local examples, we feel they may determine the national viewpoint to a demand for the legalizing of bingo. Now that the issue has been brought into the open the war cries may be taken up throughout the country.

and sailors but from their many visitors. The comic cards, even those with a military theme, are spurned in favor of the more aesthetic views. With the coming of warmer weather and the bathing beach once again holding the spotlight, comedy cards of bathing beauties are expected to enjoy a grand sales rush, and dealers are stocking up heavily on such items. It is a common Boardwalk sight to see a group of uniformed men shopping from one stand to another in search of a particular post card showing a Boardwalk hotel. The lads are always anxious to show the folks back home the luxurious hotel that is now their home.

Shell Novelties Click

Among the souvenirs of Atlantic City the most popular are the shell novelties, particularly those made up as lamps, slum jewelry and table decorative pieces. The boys buy them mostly to send back home. There is an unusually brisk sale in popular-priced religious items for servicemen. In fact, the demand for religious items has been so great that a large number of stores and stands specialize only in goods of this nature. High in favor, also, are patriotic items, but those of a more serious nature rather than the comedy ash trays, pincushions and such.

Boom Aids All

While it is a far cry from the type of merchandise that used to be peddled on the Boardwalk—merchandise that ranged into the hundreds and thousands of dollars—there is more and bigger business for a larger number of merchandise men. The lower the price of the article, the greater a sale it enjoys. While the total number of servicemen stationed here is a military secret, it is no secret that the souvenir, gift and novelty shops are enjoying a real bonanza with quantity rather than the pre-war quality sales. Moreover, army population has placed the merchandise business here on a year-round basis instead of strictly a summer business as in former years.

Toy Fair Shows Wartime Trend

NEW YORK, March 13.—Toys on display at the 41st annual toy fair now being held at the Hotel McAlpin are made of non-essential materials.

From the display, it is evident that familiar stand-bys will be missing this Christmas. Off the market for the duration will be wheel goods, such as electric trains, mechanical toys, bicycles and rubber novelties. Toys made of wood, cardboard and fabric materials are being shown in place of metal items.

Nearly 1,000 retail buyers jammed the show, anxious to place orders for fast-dwindling stocks. Manufacturers admit they are allocating their goods on the basis of past dealings so that various types of distributors would get their share.

Toy dealers who expected to substitute wood for metal met with unexpected difficulties. Wooden bicycles will not be made because there isn't enough metal to make the propelling mechanism, and a favorable substitute can't be found. In addition, certain types of lumber have been restricted by the War Production Board. Transportation and labor shortages have added to the difficulties and have cut the toy output. Another reason for the slash is the fact that many factories making toys before the war are now working on wartime government contracts.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Stuffed toys and fur garments are still holding up as bread-and-butter giveaways for the boys. Particularly the former. Two examples among many as to why there was no real cause for panic when priorities and rationing began to take their toll in the premium field. The smart boys have been able to keep going despite everything and some of them are pocketing more of the long green than ever before. Especially in war-production areas, where people are more than willing to spend the extra dough they're earning if given half a reason for doing so.

Talking of stuffed toys, Jerry Gottlieb comes up with an interesting story on one of his stuffed items, a toy elephant. His box man came in to see him the other day and noticed the elephant on display. "Why," he said, "that's exactly like the one I received this morning from San Diego, Calif." He was right. Not only was it exactly like the elephant on display, it was the elephant. Jerry had sold a lot of these to a California operator, and the box man's son had won one of them on a salesboard deal placed at the plant where he was employed. The son had then sent it along to his own youngster, who is staying with grandpa for the duration.

Jerry is now working on a new stuffed toy line which he will probably spring in a few weeks.

Arthur Basson, Bassons Dummy Products Company, has added three new ash trays to his Hex the Axis Line. JapsO, a Hirohito caricature with two eye sockets for snuffing out of cigarettes; Fatso, a Mussolini take-off, and Ratso, a replica of Hitler, of course. Manufactured in alabaster, all features are in half round relief and are appealing enough to readily move.

S. Richter reports a fine response to his recent offer of army and navy pen and pencil sets. He still has a quantity of these on hand and is making immediate deliveries. However, Richter is keeping his fingers crossed on his ability to replenish and hold the stock to its present level. Set is available either in khaki or black, has 14-carat gold-plated pen points and comes in a case with service insignia imprint.

Operators may do well to give the Nite-Glo Products line of luminous flowers and religious figures a once over. Items are going to a good take wherever offered and should produce a nice turnover on a small card.

HAPPY LANDING.

Ora H. (Pop) Baker, head of Baker's Game Shop, Detroit, has just issued a new 50-page catalog. Baker lists all types of midway games and reports a good stock on hand ready for shipment. Catalogs will be mailed to concessionaires and others upon request.

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Ace Exhibits Company is featuring a military apron toilet kit, an ideal gift for men and women in the armed forces. Kit is 11 inches high when open and folds 18 inches by 7 inches when rolled and filled. Made of olive drab poplin and water repellent, it has heavy tape and tie-strings.

Cuddly Bunny

Cuddly Bunny stands 36 inches tall, is well stuffed, made of lustrous plush and comes in pink, blue, maize and orchid. This is the latest Easter item being featured by Jerry Gottlieb, Inc.

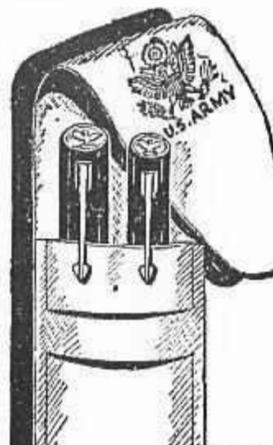
Block Busters

Block Busters made of clear grain Colorado aspen, hollowed out for cigarettes or trinkets, are popular with servicemen. Black masonite fins form the base. Name of any town or field can be put on by manufacturer.

Shell Jewelry

Costume jewelry of unique design, made from sea shells, should find ready acceptance by the fair sex, particularly at this time when metal items are difficult to obtain. J. A. Whyte & Son offer a complete line of matched sets, consisting of brooch, necklace and bracelet.

NATIONALLY KNOWN PEN-PENCIL SETS
Army & Navy Sets. Barrel is made of Du Pont in either Khaki or Black, 14K stainless steel points, self filters and fitted with service regulation clips. A bona fide lifetime guarantee accompanies each set. Each in case as illustrated and individually boxed. Retail at \$2.95.
 Three other Deluxe sets with the above specifications, retailing at \$3.95, \$5.00 and \$7.50. Samples of 3 sets \$8.75. Remit 25% deposit with orders, balance C. O. D. Full cash for samples which are shipped to you on a money-back guarantee. Do not compare these pens with "Flash Merchandise." These are genuine quality pens and compare with any standard makes on the market retailing at the price.
S. RICHTER • 146 Park Row • New York City



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SELL OUR BINGO SUPPLIES

WRITE FOR CATALOG TO MORRIS MANDELL
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An Entirely New Salt and Pepper Shaker
No. 3814 TWO "LUCKY" PIGS
 Made of moulding composition, 1 3/8 inch high, colored beautifully.
\$5.40 per doz. pairs
 In Doz. Lots
\$4.80 per doz. pairs
 In order to obtain the benefit of the 6 doz. price, they may be assorted with 48 other numbers, shown on our price lists #212K, 213K and 214K.
 These price lists show nearly 70 different Salt and Peppers, ranging in price from \$1.80 to \$5.40 per doz.
LEO KAUL IMPORTING AGENCY, INC. 115-119 K SOUTH MARKET ST., CHICAGO.



Have you seen NUDIE?
HAVE YOU EVER BEEN IN PARIS?
 Something New for Novelty Stores, Gift Shops, SALESBOARD OPERATORS, Night Club and Hotel Concessionaires. Retail for \$2. NUDIE! A 7-inch doll made of a flexible, pliable lifelike plastic composition. Actually seems to be alive. Ind. packed, hand painted and finished. Place a trial order and be convinced. For retailers: \$10.80 per doz. Send full payment, save C.O.D. fee—or send \$3 for 3 NUDIES, 1 red, 1 blonde, 1 brunette. Sample \$1—send for yours today.
ABRAHAM 258 W. 97TH ST. NEW YORK CITY
 Novelty Creator
 EXCELLENT OFFER FOR JOBBERS!



Illustrated Soap
IN COLORS THAT STAY
 Hand size, with Army or Air Corps Insignia, or Mother Goose characters in colors that do not wash away.
Three cakes of a design in box
 New—Hot, quick-selling in Novelty Stores, Army Canteens, Variety Stores and Souvenir Shops.
 3 sample boxes, Cash with order postpaid! **80c** Doz. boxes, solid or assorted, **\$2.40**

MILITARY INSIGNIA JEWELRY, ETC.
 Heavy Sterling Insignia Identification Bracelets, Doz. \$26.00; lt. weight, Doz. \$15.00. Leather Garrison Belts with Flap, Doz. \$13.50; Garrison Belt, gold buckle, each, \$1.75; Web Belts, Doz. \$3.75; Web Belt, Air Corps insignia, Doz. \$6.00; Compacts with large rhinestone insignia, 12-18-27 dollars dozen; Pillow Tops, small, Doz. \$3.00; Pillow Tops, large, Doz. \$6.00; Camp Name stamped on free in 6 Doz. or more lots. Purlo Compact Traveling Bags, 16-inch length, Doz. \$24.00; Money Belts with Zipper, Doz. \$7.50 and \$9.00; Plastic Tag Chains, Doz. \$1.20; Gross \$13.20. Army Sewing Kits with Scissors, Doz. \$3.50; Linen Finish Playing Cards, Doz. \$3.25; Combination Pen and Cigarette Lighters, carded, Doz. \$3.50; Ken Howling Pin Lighters with insignias, Doz. \$4.00; Plastic Service Bar Pins, 1-2-3 stars, 3 doz. on card, Doz. \$0.80; Sterling Insignia Rings, Doz. \$10.50; Sterling Wings, 2 inch, Doz. \$7.20; Mother, Sweetheart, Wife, Darling, Baby and Sister Pearl with Gold Wire Brooch Pins, Doz. \$4.50; Plastic Cigarette Package Holders with insignias, Doz. \$2.40; Billfolds, Cigarette Cases, Service Pins, Pen Lights, Flashlights, Batteries, Lavaliers, Bracelets, Brooches, Metal and Lucite Key Chains, Flocked Military Insignia Table Covers and Scarfs, Pocket and Hunting Knives, Carded Dice, Shoe Shine Kits, Special Trick Cards and Dice, Trick Matches, Cigarette Plugs, etc. Order from this ad, sending 25% deposit. Sample lines 10, 15 or 25 dollars. Guaranteed to please or money refunded. Get started today. This is the fastest selling type of merchandise available today.
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ORDER NOW YOUR STUFFED TOY NEEDS
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OUR LEADER Style 770
 Sable Dyed Pahmi
CHOKERS
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 assembled in sets of any number of identical matched skins. 25% Dep., Bal. C. O. D. Write for FREE CATALOG OF SCARFS • CAPES • JACKETS • COATS beautiful, latest styles at the lowest prices.
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 APRIL 10, 1943
The Billboard
 It's a Spring Buying Catalog for the merchandise buyers—concessionaires, pitchmen, streetmen, demonstrators, premium and prize users. Their early season orders will consist largely of items advertised in the Spring Special. Make sure they know about your products.
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FORMS GO TO PRESS MARCH 31

BEAUTIFUL LUMINOUS FLOWERS!
 Send \$2.00 for sample order of large and small Gardenias, Orchids, Corsage and Butterfly. Write for circular.
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 Complete line luminous religious figures. Send \$2.00 for samples of four best sellers.
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PLASTIC MARKERS
BINGO CARDS
SUPPLIES
 Write for Bulletin
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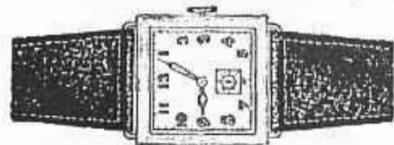
REX HONES
300% - 350% Profit
 Each Hone in flashy silver box, priced 50¢. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-3, Chicago, Ill.
NOVELTY STORES—HUSTLERS
 New, printed, packaged Novelty Numbers. Clever, comical, laugh-makers. Profitable, fast sellers. Tickets, Business Cards, Quiz Paks, Puzzles, War Jokes, Ration Joke Cards, Diplomas, Licenses and others. Two pound Sample Pack of 50 Items with wholesale price lists, \$1.00 by express. No samples without deposit.
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 Exclusive 1943 Styles. Smart details, radiant furs and quality workmanship. Furs of all types in all price ranges. Buy now and save. Free Illustrated Catalog and Price List.
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 298 W. 27th St., (Dept. B-3), New York City.
LOWEST FACTORY PRICES



GOOD NEWS—WATCHES FOR SALE



MEN'S SQUARE JEWELED WATCH WITH LUMINOUS DIAL—ONLY \$11.95

No. V882. White metal case, square shape with beveled edges. Choice of white or pink face. Has smooth leather strap. Swiss made. 4 jewels pin lever movement.
Sample \$12.90; 10 Watches \$119.50.

No. V880. White metal rectangular case, curved to fit the wrist. 4 jewel pin lever movement. Radium dial with white, pink or black face that you can see in the dark. Second hand. Smooth black leather strap. Swiss made.
Sample \$14.95; 10 Watches \$139.50.

MEN'S ROSE GOLD COLOR WATCH
No. V890. Modern watch. Rose gold plate rectangular case with steel back. Strap to match. 4 jewel pin lever Swiss movement. Choice of plain dial, or dial with two-tone dark face.
Sample \$15.45; 10 Watches \$144.50.

SMALL SIZE LADIES' WATCH
No. V894. A plain, dainty watch with 10 yr. rolled gold oblong case. Silk ribbon band with matching clasp. 4 jewel pin lever movement. Swiss made. Choice of white or dark face.
Sample \$16.95; 10 Watches \$159.50.

JEWELED SPORT WATCHES
No. V886. Medium size sport watches. Can be worn by men, women or children. White metal backs. Rose gold color tops. White or pink faces with second hand. Brown leather bands. Swiss pin lever movement.
Sample \$8.45; 10 Watches \$79.50.

DISCOUNT: 15% discount from above prices may be deducted when 20 or more watches are ordered at one time.

Prices are F. O. B. Le Center, Minn.

SPORS CO., 343 Lamont, Le Center, Minn.

PIPES

FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

DICK FRAZIER . . . is working his vitamin demonstration to fair tips and okay results at Nelsner's, Cincinnati.

MAY YOU LIVE all the days of your life.

HERBERT C. GROMBACH . . . headed for Chicago, pens from Mobile, Ala., that he met Honest Frank Wilde, the old-time jam man who turned to the spiritual game some time ago. Frank is giving readings to a swell business and says it beats jamming 100 to 1. He asks for pipes from Bill Meadon, Paul Houck, Chief Mex, Fred Clark, Tommy Cabias, Tommy Hoy and Grady Tedwell.

LIFE'S GREATEST adventure is doing one's level best.

HARRY KAYE . . . pens from Camp Polk, La., where he is in training, that he is receiving his copy of *The Billboard* regularly thru the National Showmen's Association. Being "a thousand miles from anywhere," Kaye says he'd appreciate a few pipes from some of the fellows he worked with, including Abe Miller, Al Pollack, Joe Bolner, Sam Rosenthal, Abe Zimmerman, Bill Beyer and Danny Krasner, if the last-named doesn't need any money.

IF YOU are looking for something soft you will usually find it under your hat.

JEANETTE G. ARBITTER . . . has chucked pitching for the duration to join up with the WAACS. She was sworn in March 6 and leaves her Brooklyn home in two weeks for a training center.

IT MUST HAVE BEEN a pitchman who said "He alone has lost the art to live who cannot win new friends."

"KID" CARRIGAN . . . navy strong man, is doing a bit of traveling, making the jump from Killeen, Tex., to New Orleans the long way, via Indianapolis and Cincinnati. He is playing USO shows and plans to move on to Alexandria, La., soon.

THE LADDER OF LIFE is full of splinters, but they always seem to hurt most when you're sliding down.

ART NELSON . . . pitch artist of note, breezed into Cincinnati on business last week from Evansville, Ind., where he has been presenting his vitamin demonstration in the local five and dime to outstanding results. During a brief visit to *The Billboard* Art said he has lined up a number of spots in the Middle West, which he plans to work soon.

TO THE LADIES: This column isn't a stag affair. Your pipes, like all others, are always welcome.

WRANGLER RAMBO . . . finding conditions good, is still working in and around St. Louis. Says he would like to read lines here from some of the oldsters working open territory. Wrangler and the missus celebrated their sixth wedding anniversary last week by hosting friends and relations for the day.

LAST YEAR and its predecessors are dead. We are not certain what the future holds, but how each can work for the betterment of his profession should be the chief concern of Pitchdom in general.

Acrobatic Pitchman

By E. F. HANNAN

PITCHMEN have offered many forms of entertainment to corral an audience but I have known only one who did acrobatics as a free show.

In his earlier days Leon (Twister) Davis was a contortionist with med and other shows, and people have told me that he was better than an average bender. In fact, he was once featured with a small minstrel show as an olio card. Time, as usual, caught up with Leon and he turned to pitching oil and doing his peculiar style of chest expansion and other tricks to help his sales efforts. He would spread a smearing oil upon his chest, rub it in, and then do a good job of expanding his upper abdomen. It took. While working on the platform he would precede his med talk with such feats as bending the crab, picking up handkerchief with his teeth while doing a backward bend, and other such routine feats. Then he would quickly turn to his talk on oil.

Lew Walker, who operated museums thru the East, booked Leon into his Boston house and before the week was over Lew had to warn him about trying to push his oil remedy from the museum platform. Davis was trying to get some additional money and, being at heart

STERLING SILVER
Forget-Me-Not
BRACELET
\$12⁰⁰ GR.
with RIBBON



No. 1310 with Ribbon

2 ASSORTED PATTERNS
Engravers! Here's this season's biggest seller — Sterling Silver "Forget-Me-Not" Bracelets. Every customer a resale. As they link their friends together — your profits grow. Buy Plates on ribbon bracelets and in bulk for additional links. "2" attractive patterns. Get going today! Still have plenty of Engraving Merchandise. Write for our up-to-date stock list.

No. 1311—Bulk
\$9⁰⁰ GR.
BULK
Harry Pakula & Co.
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KNIT THE MODERN WAY
Revolutionary invention simplifies art of home knitting—the inexpensive Pikkloom Speed Knitter. Endorsed by nation's leading magazines. For experienced or inexperienced knitters. Faster—Better—Perfect Results. Free particulars about this amazing device.
GARY & ROBIDOU
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••• ACE •••
Millions sold! Get these fast-selling honest-in-oil sharp blades today at factory prices—save the difference! Flashy Display Cards. Dept. 69.
ACE BLADE CO.
68 E. Eagle St. Buffalo, N. Y.

SPRING ITEM FOR EVERY SOLDIER, SAILOR, MAN, WOMAN OR CHILD
IMPROVED TRIM-RITE HAIR TRIMMER
Combs and Trims Hair at Same Time
Sample 25c. Doz. \$1.50. Gr. \$14.00. Trim-Rite Co. New Kensington, Pa.
Doz. Mounted on Counter Display Card, \$1.75. Gross \$15.00. 25% Dep. with Order.

ZIRCONS 3 FOR \$2.75
Genuine White Diamond Cut
Blue or Brown Zircons—\$1.25 per Carat
ZIRCON RINGS SOLID GOLD Ladies or Gents \$4 to \$8 EACH
B. LOWE, BOX 311, ST. LOUIS, MO.

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Service Men's Magazine, going fast, 26th year. Patriotic Calendars, timely Service Joke Books, Flag Respects, "Our Buddies in the Army Now." Speaking comics, gripping facts. Get a crew. Free copies Supreme Court decision on Freedom of Press. Grab a territory. Get your share now. Samples 10¢. Trial order \$1. **SERVICE MEN'S MAGAZINE, 169 Duane St., New York City.**

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Selling repeat Medicines. Tonic, Herbs, Liniment. Catalog on request.
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SUNDRIES, NOTIONS, Novelties, Gifts, Military and Patriotic Items. Postcard brings free 1943 catalogs. Write today.
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Our Only Mailing Address OF NEW YORK INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

MILITARY APRON TOILET KIT
Made of Water Repellent Poplin, Khaki, Navy Blue, 11" high, 18" long—12 pockets, heavy tape and tie string.
CONTENT SAME AS PICTURE. Individually packed (1 Doz. to a carton). Terms: 1/3 deposit, balance C.O.D., F.O.B. N. Y. Sample Apron, \$1.75.
ACE EXHIBITS CO. 71 Clymer St. BROOKLYN, N. Y.
\$18.00 Per Doz.

COMIC CARDS
Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 15¢ for sample cards and folder.
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Last Will and Testament of Adolph Hitler
(Copyright 1942)
Printed in 2 colors with seal, 8 1/2" x 11". Funniest thing you ever read. A terrific seller — big profits. 100, \$2.00. 500, \$7.50. Sample copy 10¢. Full cash with order. Satisfaction guaranteed. We pay postage.
TRIAL ORDERS, 35 COPIES, \$1.00.
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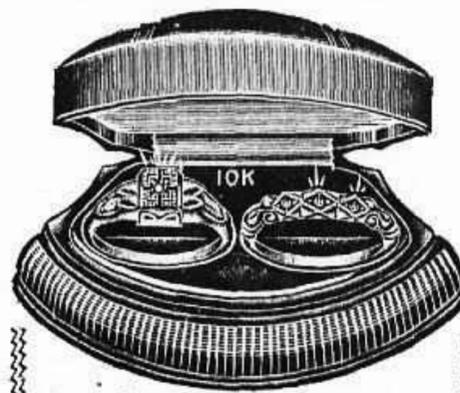
BEACON BLANKETS AND SHAWLS
We carry a complete line of Beacons. One or a carload. Beacon Plaid Shawls with wool fringe—still in stock. Other items we can deliver are Lamps as low as \$6.25 per doz. and up; End Tables, Hassocks, Smoking Stand, Dinnerware (42 Pc., 68 Pc. and 100 Pc. sets), Card Tables, Eloc. Wood Novelty Clocks, Casseroles, Tinware, Glassware, Chrome Cocktail Sets, Billfolds, Pen and Pencil Sets, Table Litters, Pictures, Mirrors, Stuffed Toys, Filthead Overnite Bags, Motor Jugs, Bar Glassware, Salesboards, American Flags, Ballcoons, Toilet Sets, American made Slum and Plaster Novelties. Write for Catalog. State business.
WIS. DELUXE CORP. 1802 No. 3rd St. MILWAUKEE, WIS.

MILITARY MERCHANDISE
All Styles of Novelty Pins and Gadgets
WING PIN

#M303—Heavy sterling silver wing and propeller pin. Actual size as pictured.
\$6.75 Per Dozen
WRITE TO
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JOBBER'S SWIVEL MIRROR VANITIES
Our De Luxe Model with fancy indented flexo drawer, 1/2" mirror base, fancy swivel mirror, 2 compartments, metal knobs. Calif. redwood; is the flashiest, fastest selling vanity out today. Also packed with ribbon-tied high-grade stationery. Write for new price set-up.
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5000 ITEMS AT FACTORY PRICES
Specialty Merchandise, Salesboards, Sanitary Goods, Drugs, First Aid, Toilet Articles, Automobile Supplies, Dry Goods and many other items. Write for catalogue.
"Roy" Blake Supply Co.
HOT SPRINGS, ARK.



FOUR-DIAMOND RING SETS MOUNTED IN 10-KI. GOLD
\$4.90 complete set attractively boxed
WRITE FOR OUR CATALOG.
Containing additional Diamond sets, also complete line of Military Jewelry.
BIELER-LEVINE
37 SOUTH WABASH CHICAGO, ILL.

a born pitchman, he couldn't resist the temptation to promote sales when he saw people around him. Like many another pitchman he thought: "What good are all the people to me unless I can sell them something?"

Like the rabid race-horse player who will play them on paper when money is no more, the honest-to-goodness pitchman sees nothing in crowds but potential customers.

Events for Two Weeks

March 15-20

GA.—Moultrie. Fat Cattle Show, 17-18.
LA.—New Orleans. Livestock Show, 17-18.
MASS.—Boston. N. E. Flower Show, 13-20.
MINN.—St. Paul. Shrine Circus, 15-21.
OKLA.—Enid. N. W. Okla. Jr. Livestock Show, 18-20.
WIS.—Milwaukee. Home Show, 13-20.

March 22-27

ARIZ.—Tucson. Dog Show, 27-28.
ILL.—Chicago. Dog Show, 27-28.
MICH.—Saginaw. South School Circus, 26-27.
Lansing. Commandery Hospitaler Circus, 23-27.
MISS.—Philadelphia. Livestock Show, 26-27.
N. Y.—Binghamton. Rotary Circus, 22-27.
OKLA.—Oklahoma City. S. W. Amer. Livestock Show, 22-26.
TENN.—Chattanooga. Circus in Memorial Auditorium, 22-27.
Knoxville. Dog Show, 26-27.
TEX.—Monahans. Exposition-Fat Stock Show, 26-27.

SLA

(Continued from page 34)

Sloan, Les Davis, Lou Leonard, Harry Martin, Louis Rosen, Rudy Singer, Charles Owens, George Terry, Jack Benjamin, Zebbie Fisher, Edward A. Hock, Ray Oakes, Max Brantman, Sam Bloom, Irving J. Polack, Ralph Preston, Mickey Humphries, Sam J. Levy, Fred H. Kressmann, S. T. Jessop, J. C. McCaffery, Harry W. Hennies, Carl Marx and Joe Wallace.

Ladies' Auxiliary

Club held a social March 4, with Lucille Hirsch and Marianna Pope as hostesses. Attractive prizes were awarded and a large crowd was on hand. Past President Ida Chase won a lamp, and Past President Mrs. Henry Belden won the shampoo and manicure set donated by Cornelia Curtin. New member Mrs. Alta Terry attended her first social.

Correspondence was received during week from the Service Men's Center and Mrs. Edward J. Kelly. Grace Goss is in Texas. Mrs. Al Wagner reported she is feeling much better. Mrs. Noble Fairly, third vice-president, is anticipating going on the road soon.

Members were grieved to learn of the death of Louis Schlossberg, husband of Lillian Schlossberg. A large bunco and card party was held March 13 in the West Room of the Sherman Hotel, with Edna O'Shea as chairman.

NSA

(Continued from page 34)

Pvt. Arthur Goldberg, Camp Gordon, Augusta, Ga.

Among recent soldier visitors to the rooms: Pvt. Solly Nuger, Drew Field, Tampa, Fla.; Pvt. Lester Nelson, Fort Miles, Del.; and Pvt. Arnold Scher, Seymour Johnson Field, N. C.; Brother Max Miller, of the Ringling Millers, recently mustered out of service owing to overage. He will probably go into defense work. One of our most interesting visitors recently was ex-Pvt. Nat Scher, who was honorably discharged from service owing to illness. He went thru the thick of it and could tell some thrilling tales. President Lewis was emcee in presentation of a gold life membership card to Dr. Jacob Cohen and Counselor Max Hofmann for distinguished service. Mrs. Francis Kelly presented her husband, Brother Francis Kelly, with a baby daughter. Brother Jack Feldberg is convalescing from an operation at Bayonne Hospital. Brother John Francis King, of the U. S. S. Renshaw, has entered U. S. Naval Hospital, St. Albans, L. I., for a leg operation. Drop John a line, Ward B-12.

Rumored Brother George Hamid off to California to visit with son, Ensign George A. Jr. Pvt. William Katz, Camp Davis, N. C., among recent visitors to the rooms, as was Brother Dave Lodge, of Philadelphia, who is associated with Larry Sunbrock in New York. Jack Andrews, another Sunbrockite, a recent visitor. Brother Bligh A. Dodds, of Gouverneur, N. Y., has been appointed director of the Division of the State Fair in the Department of Agriculture and Markets by Governor Dewey, with salary \$8,500.

Palisade Park Night on March 6 was enjoyed by a large crowd. Radio Station WNEW Orchestra furnished the music, and the club furnished the eats. The special design cards sent to members in the armed forces have made a great hit with the boys, judging by the letters of approbation and thanks that are coming in from them. Artist is working on a unique design for the gold life membership card to be presented to the club hero, Sgt. Charles Morris Jr., cited for bravery at Guadalcanal. Brother Otis L. Smith is ill in St. Luke's Hospital, Utica, N. Y.

The following additional contributions have been received for the NSA Ambulance Fund: Jerry Gottlieb, \$100; Ben Weiss, \$25; Tom A. Wolfe, \$25; Abe Seskin, \$5; Dorothy Packman, \$10; Fred Fornier, \$25; Philip Kaplan, \$5; Charles (Doc) Morris, \$5; Morris Batsky, \$10; Jacob P. Reiben, \$5; Coleman Bros.' Shows, \$25; Joseph Landy, \$10; Porter Van Ault, \$10; William Rabkin, \$10; Fred Canfield, \$10; Bob K. Parker, \$25; H. W. Jones, \$10; Ralph W. Smith, \$25; Oscar C. Buck, \$50; Cetlin & Wilson Shows, \$50; S. T. Garson, \$5; Jules Lasures, \$5; Ellie Guralsky, \$5.

PCSA

(Continued from page 34)

and was home from her work in the Richmond shipyards.

Bank night award went to Martha Levine and the door prize, donated by Mabelle Bennett, to Topsy Gooding. A print dress donated by Esther Corley was won by Betty Hensley. Making brief talks were Mary Thomas, Ethel Houghtaling, Ruby Kirkendall, Ruth Korte, Betty Coe, Lillabelle Lear, Eva Rockwell, Captain LaVani, Captain Hovey, Pauline Loretta and Emma Blasch. Emily Mettler donated money for refreshments. Rosemary Loomis passed her first test for the WAVES and expects to leave soon.

HASC

(Continued from page 34)

Frank Delmaine and Mario Brancato. Mr. and Mrs. Mel Vaught were in the city on business. Rosemary Loomis, niece of First Vice-President C. F. Zeiger, has joined the WAVES. Brother Hymie Schrieber is at St. Luke's Hospital for a minor operation. Secretary G. C. McGinnis and W. Frank Delmaine mailed out copies of the new by-laws and constitution last week. Chester I. Levin returned last Saturday from an Eastern business trip. Banquet and ball committee is awaiting opening of the shows to launch its campaign for the annual event which will be held as usual on New Year's Eve.

Ladies' Auxiliary

Despite cold weather 15 members were on hand when Lettie White, first vice-president, called the meeting to order. Letters were read from Norma Lang, Viola Fairly and Mother Parker. Night's award went to Marie Cook. Irene Warfield is on the sick list. Meeting closed with a prayer by Chaplain May Wilson.

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, March 13.—President Sam Solomon wielded the gavel at the weekly meeting, with Secretary Francis L. Deane and Treasurer Leo Lang also on hand. Brother Rex Howe reported that the Infantile Paralysis drive put on by the club in conjunction with Missouri Amusement Machine Association netted \$750, which was turned over to the Polio Association. Brother Howe was in charge of the drive, which lasted a week. Brother Carl P. Trippe, owner Ideal Novelty Company, aided Howe.

Because Brother George Davis, chairman of the special committee appointed to look into the matter of securing a name band and either the Municipal Auditorium or Arena to hold a large dance, was out of the city, the chair instructed the committee to report without fail on the matter at the next meeting. James Flanagan was elected to membership and introduced to the assembly. As is the custom, lunch and refreshments were served after the business session, to which the members of the Missouri Show Women's Club were also invited.



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, March 13.—Regular meeting Monday night saw all officers and several out-of-town members present. Brothers Louis Wish and Manny Brown returned from a visit in New Orleans. Brother Ben Moss returned from New York and reports that the St. Patrick's Day Dance is showing good results. Brother Jack Gallagher is back after a week in Chicago on business. Manny Stillman, of Pacific Coast Showmen's Association and a member of the Canadian Army, visited over the week-end. Servicemen's Fund Committee is anticipating a capacity crowd at the dance on March 17.

Brother Buddy Paddock reports he is getting things ready for opening. A contribution to the Service Fund was received from Brother Sam Glickman, who is with the armed forces. The Service Fund added the difference and bought a War Bond and returned it to him. Brother Harry Ross was in the city for a few days. Four new members were added and two reinstatements approved at the meeting.

St. Louis

ST. LOUIS, March 13.—Mr. and Mrs. Sam Solomon spent several days here this week, Sam coming thru following Wisconsin Association of Fairs meeting last week, en route to Caruthersville, Mo., shows' quarters. Mrs. Solomon visited relatives for about 10 days. Mr. and Mrs. H. Frank Fellows, Springfield, Mo., also spent several days here visiting Mrs. Fellows's sister and a legion of other friends. Mr. and Mrs. Al Baysinger, Al Baysinger Shows, visited for two days, calling on friends in the city. Mrs. Baysinger has recovered from a recent sick spell. Mr. and Mrs. Dee Lang, Dee Lang's Famous Shows, came down from their Carbondale (Ill.) winter quarters to spend several days here this week.

T. R. DeWitt, concessionaire, arrived Tuesday, coming up from Houston, where he wintered. He plans to join one of the shows here soon with his concessions. Ray Herbers and Madaline Ragan, carnival and pitch folk, are spending their honeymoon here. Mr. and Mrs. Francis L. Deane and their three children returned Monday after spending four days in Elmhurst, Ill., where they were called on account of the illness of Deane's mother. Deane was formerly with Fulton Bag & Cotton Mills but is now engaged at a war plant here.

Ernie Campbell, president Campbell Tent & Awning Company, visited The Billboard Wednesday while in the city on business. Norman Vaughn, brother of Eddie Vaughn, former circus and carnival general agent, visited The Billboard Wednesday while in the city on business. He reported that Eddie is in politics in Dallas and that Mrs. Eddie Vaughn is seriously ill there.

Sam Fidler's United Shows finally were able to open Thursday night, snow and inclement weather having canceled the scheduled opening last week. Morris

Lipsky, who was inducted in the army last December, was discharged this week and is visiting relatives here. He plans to go into a war plant here. Michael Rosen spent Thursday here on business for Buckeye State Shows, which outfit he acquired earlier in the week. Mrs. Rosen went to Chicago to visit relatives, after which she will return to Shelby, Miss., shows' winter quarters.

Elmer Brown, well-known promoter and general agent, arrived today after spending five months in Texas. Billy Senior, Boyle Woolfolk Agency, Chicago, visited The Billboard today. He reported he has a number of fairs in Illinois and Indiana booked. Pvt. Irvin Brown, for several years with Dee Lang's Famous Shows, until his induction in the armed forces last spring, is spending a 14-day furlough here visiting his mother and friends. He is stationed at West Palm Beach, Fla. Richard (Dick) Nolan, secretary-manager Franklin County Fair, Benton, Ill., cards he is again in good health and "has both feet on the ground." Mrs. Estelle Rudick, concessionaire, returned last week after an absence of many years. She is visiting friends here and plans to open with one of the shows on local lots. Tom W. Allen, Waynesville, Mo., spent several days visiting friends here. Sunny Bernet, Bernet Poster Corporation, spent the week-end here. J. C. McCaffery, serving in the capacity of general agent with Hennies Bros.' Shows, passed thru the city Wednesday while en route from Chicago to Birmingham quarters of the shows.

Hartzman Is CW Treasurer; William Cowan Re-Engaged

PETERSBURG, Va., March 13.—William Hartzman, formerly with Ideal Exposition Shows, has been signed by Cetlin & Wilson Shows as treasurer for 1943 and is expected in local quarters soon to assume his duties. It was announced this week. He will be assisted by Mary McLean Pollack as secretary to the owners. She has held that position for five years. Other members of the staff include R. C. McCarter, Harry Dunkel, E. K. Johnson, Neil Hunter and Fred Utter.

William Cowan has been re-engaged as business manager and is expected to report for duty soon. He advised from West Palm Beach, Fla., that he has recovered from injuries sustained in a recent accident.

SPECIAL PRINTED TICKETS

Roll, Folded—100,000—\$18.50.
DALY TICKET CO.
Collinsville, Ill.

FOR IMMEDIATE SALE

Two Diesel Light Plants, 50 K.W. and one 40 K.W. International.

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HELP WANTED

Deep Sea Red John Snyder, any other Joint Men, wire.

JOHNNIE STEVENS

Care Daily Bros.' Circus La Grange, Texas

ACCOUNT DISAPPOINTMENT DUE TO ILL HEALTH

Want responsible Monkey Showman with plenty of good performing Monkeys and Ponies. Have beautiful panel front, one hundred feet long, with giant cutout monkeys. Has six by hundred foot platform for audience to stand on to see open show. Want first-class Talkers for both Posing and Paradise Revue Shows. Want White Piano Player to lead and Side Men for Paradise Show. Want top-notch Trap Drummer. Want Workingmen in all departments, also Foremen for Merry-Go-Round and Chairplane. Top salaries for good men. No gillying. We furnish wagons or trucks for all attractions. Winter quarters now open at Petersburg, Va. Can place Octopus, Spitfire, Eight-Car Whip and Fly-o-Plane. All address:

CETLIN & WILSON SHOWS, Inc.

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.22 SHORTS WANTED
 ANY QUANTITY
 WILL PAY HIGHEST PRICES.
MIKE MUNVES
 593 10th Ave. N. Y. C., N. Y.

WANTED
RIDE HELP—Foreman for Ferris Wheel, Merry-Go-Round, Chairplane. Few Stock Concessions open. American Palmistry, no children. **CIRCUS ACTS** that do two or more acts. **HIGH DIVER**—Girls for springboard, also Comedy. Have my own diving rigging. **WILL BUY** some Concession Tops.
JOHN KEELER
 Winter Quarters
 780 Wright Avenue CAMDEN, N. J.

BAKER UNITED SHOWS
 Due to disappointment have openings for three or four more Shows with own outfits, or will furnish Top for any Show of merit. This Show plays proven territory, repeating year after year in Indiana's best money spots. All short jumps. Can use few more legitimate Concessions. Want Cook House, privilege in tickets. All those contracted answer this call.
Baker United Shows
 Sheridan, Indiana

WANTED RIDE HELP
 Especially Wheel Man for permanent location. Must be sober and draft free. State lowest. Will buy fifty by one hundred Tent if priced right; no junk. All answers to
JOHN B. DAVIS
 711 Grand Central Ave. TAMPA, FLA.

George Atkins Wants
 Three Ladies to work Penny Pitch, Help for Wheel; also reliable Agents for Roll Down and Pan Game. Show opens at Crystal River, Fla., March 20th, all defense territory. All chasers and boozers need not apply. Write care Crystal Exposition Shows, Crystal River, Fla.

WANTED WANTED
O. J. BACH SHOWS
 Cook House, Corn Game, Bottles, Cats, Darts, Palmistry, Arcade, Photos, Ride Help. Man and Wife for Life Show, Sound Car. Address:
 BOX 292, ORMOND, FLA.

CONCESSIONS WANTED
 For
FIREMEN'S CARNIVAL
 July 10 to 17 inclusive, Everett, Pa.
 Call or write
CLOYD McFARLAND

SUNSET AMUSE. CO.
WANT BANNER MAN
 Bill McVey, write.
 P. O. BOX 468, DANVILLE, ILL.

WANTED SIDE SHOW ACTS
 Fire Eater, Sword Swallower, Impalement Act, Midgots, Dancing Girls, six-piece uniformed Colored Band, Boss Canvas Man to handle Side Show Top. Useful People in all lines. State lowest salary and all in first letter. Write or wire
TED WILSON, Emporia, Kansas

DIGGERS FOR SALE
 Seven Counter Model Buckleys, \$50 each. Octagonal Frame, nice blue and gold Canvas Top with Awning, Sidewall and Bally Cloth, \$75.00. One-third deposit, balance C. O. D.
MORRIS HANNUM
 232 E. Union St. BETHLEHEM, PA.

TURNER SCOTT WANTS
 AGENTS OF ALL KINDS
 Phil Rocco, Earl Johnson, Earl Welner, write or wire. Show opens March 26th, Atlanta, Ga. Long season. Address: **TURNER SCOTT**, care Scott Expo. Shows, 128 Auburn Ave., Atlanta, Ga.

Utah Group Sets Meet for March 18

SALT LAKE CITY, March 13.—Annual meeting of the Association of Utah Fairs has been set for Newhouse Hotel here March 18, Sheldon R. Brewster, manager Utah State Fair Association, announced this week. A. E. Smith, Neph, is association president.

Meetings will be held in the morning separately by the men and women, with the latter division in charge of Mrs. Pearl Hunsaker, Honeyville, vice-president of the State association and State Fair board. Following a noon luncheon, a joint meeting will be held. Brewster said that indications point to at least five county fairs being held this year. Only three were held in 1942.

Watkins Set for Olympic

CHICAGO, March 13.—Ira J. Watkins and his animals—ponies, dogs and chimps—have been engaged for the Olympia Circus, Chicago Stadium.

ROUTES

(Continued from page 20)
 Nash & Evans (Oriental) Chi, t.
 Nations, Evelyn (Emerson) Baltimore, h.
 Nevada, Vicki (USO Camp Shows) Madison, Ind., 17; Nashville, Tenn., 18; Indianapolis, Ind., 19-20; Fort Wayne 22.
 Niva, Vera (Queen Mary) NYC, e.
 Noble, Diane (Hickory House) NYC, re.
 Nord, Gloria (Roxy) NYC, t.
 Norden, Nita (Old Roumanian) NYC, re.
 Norwood, Helen (Sawdust Trail) NYC, nc.

Odetta (Corktown Tavern) Detroit, nc.
 O'Keefe, Walter (Riobamba) NYC, re.
 Osta, Teresita (El Chico) NYC, nc.
 Osborne, Merl (Edgewater Beach) Chi, h.

Paulens, The (Greenwich Village Inn) NYC, nc.
 Payne, Frank (Keith) Indianapolis, t.
 Pinkus, Bobby (Glenn Rendezvous) Newport, Ky., nc.
 Porter, Dorothy (51 Club) NYC, nc.
 Princess & Willie Hawaiians (Ford) Rochester, N. Y., h.

Rabal, Anita (Don Julio's) NYC, nc.
 Radio Aces (Hurricane) NYC, nc.
 Rafael, Vilma (Swing Club) NYC, nc.
 Rasha & Mirko (St. Regis) NYC, h.
 Raoul, Dolly, Girls (Caravan Club) NYC, nc.
 Raye, Gil (Corktown Tavern) Detroit, nc.
 Raye & Naldi (Plaza) NYC, h.
 Reed, Dianne (Swing Club) NYC, nc.
 Remos, Paul (Earle) Washington, t.
 Reyes, Paul & Eva (Paramount) NYC, t.
 Reyes, Reva (Cashah) NYC, nc.
 Reynolds, Lynne (Brown Derby) Chi, nc.
 Rice, Sunny (Copacabana) NYC, nc.
 Rich, Herman (Pelman Health Inn) NYC, nc.
 Richards, Don (Village Barn) NYC, nc.
 Rios, Juanita (Mon Parée) NYC, nc.
 Robert & Alicia (Don Julio's) NYC, nc.
 Robertos, Dancing (Royale) Detroit, nc.
 Robinson, Ann (Le Ruban Bleu) NYC, nc.
 Rogers, Danny (Hurricane) NYC, nc.
 Rogers, Roy (Kitty Davis Airliner) Miami Beach, Fla., nc.
 Rollerettes, The (Tower) Kansas City, Mo., t.
 Romine, Sally (Bock Bar) Detroit, nc.
 Rose's, Berl, Boots & Saddles, Connersville, Ind., 19-20, a.
 Roth, Buddy (Stevadora) Detroit, nc.
 Ruby, Doris (51 Club) NYC, nc.
 Rushing, James (Riverside) Milwaukee, t.

St. Claire Sisters & O'Day (Shrine Circus) St. Paul; (Shrine Circus) Lansing, Mich., 23-27.
 Salomack, Tony, Trio (Glenn Rendezvous) Newport, Ky., nc.
 Samuels, Three (Strand) NYC, t.
 Satch & Satchel (Troc) NYC, nc.
 Saxon, Lou (Tie Toc) Milwaukee, nc.
 Sharkey (Capitol) Washington, t.
 Sharon, Nita (Esquire) Norfolk, Va., nc.
 Sheeran, Jube (Village Barn) NYC, nc.
 Sherman, Alice (Caravan Club) NYC, nc.
 Sinatra, Frank (Riobamba) NYC, nc.
 Skyliners, The (Commercial) Elko, Nev., h.
 Soo, Tung Pin (Bismarck) Chi, h.
 South, Eddie (Lookout House) Covington, Ky., nc.
 Stanley, Neal (Capitol) Washington, t.
 Stevens, Al (Bowery) Detroit, nc.
 Stone, Harvey (Bowery) Detroit, nc.
 Stuart, Richard (Roxy) NYC, t.
 Stylists (Rogers' Corner) NYC, re.
 Sullivan, Maxine (Le Ruban Bleu) NYC, nc.
 Sumner, Helen (Ivanhoe) Chi, re.
 Summers, Larry (Gamecock Cafe) NYC, re.
 Suns, Three (Piccadilly) NYC, h.
 Sweet, Anell (Hickory House) NYC, re.

Tannen, Don (Oriental) Chi, t.
 Taubman, Paul, & Swing Trio (Cashah) NYC, nc.
 Terrace Trio (Chateau Moderne) NYC, nc.
 Torne, Mel (Earle) Phila, t.
 Toy & Wing (Earle) Phila, t.

Velle, Camilla (Bertolotti's) NYC, nc.
 Vestoff, Florida (18 Club) NYC, nc.
 Victor, Frank, Quartet (Rogers' Corner) NYC, re.
 Villen, Rene (Mon Parée) NYC, nc.
 Vincent, Romo (Greenwich Village Inn) NYC, nc.
 Vogue, Charlotte (Leon & Eddie's) NYC, nc.

Wade, Margo (Tie Toc) Milwaukee, nc.
 Wallace, Joe (Sherman) Chi, h.
 Wallace Puppets (Nicollet) Minneapolis 8-20, h.

Waters, Ethel (Oriental) Chi, t.
 Wayne, Frances (Onyx Club) NYC, nc.
 Whaling, Bobby (State) NYC, t.
 White, Belva (Corktown Tavern) Detroit, nc.
 White Bros. (Henry Grady) Atlanta 15-27, h.
 White, Danny (Iceland) NYC, re.
 White, Jerry (Bill's Gay '90s) NYC, nc.
 White, Madelyn (Bertolotti's) NYC, nc.
 Williams, Midget (Onyx Club) NYC, nc.
 Withee, Jerri (Troc) NYC, nc.
 Wood, Tony (Onyx Club) NYC, nc.
 Woods, Jean (Onyx Club) NYC, nc.
 Woods & Bray (Gingham) Springfield, Ill., 15-18, nc; (Jefferson) St. Louis 19-April 4, h.
 Wright, Will (USO Camp Shows) Camden, S. C., 20-22.
 Wyman, Jane (Strand) NYC, t.
 Wyse, Ross (Bowery) Detroit, nc.

Y
 Yost, Ben, Singers (Roxy) NYC, t.
 Young, Helen (Chicago) Chi, t.
 Youngman, Henry (Paramount) NYC, t.
Z
 Zephyrs, Two (Lookout House) Covington, Ky., nc.
 Zinner, Vicki (Kelly's Stable) NYC, nc.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
 Arsenic and Old Lace (Babeck) Billings, Mont., 17; (Rainbow) Great Falls 19; (Marlow) Helena 20.
 Away We Go (Colonial) Boston.
 Ballet Theater (Royal Alexandra) Toronto.
 Barrymore, Ethel, in Corn Is Green (Carolina) Charlotte, N. C., 17; (Carolina) Greensboro 18; (State) Winston-Salem 19; (Academy of Music) Roanoke, Va., 20.
 Big Time, with Ed Wynn (Curran) San Francisco.
 Blossom Time (Cass) Detroit.
 Claudia (Bushnell Aud.) Hartford, Conn., 15-17; (Shubert) New Haven 18-20.
 Cry Havoc (Studebaker) Chi.
 Dough Girls (Selwyn) Chi.
 Eve of St. Mark (Harris) Chi.
 Family, The (Wilbur) Boston.
 Gilbert & Sullivan Operas (Biltmore) Los Angeles.
 Good Night Ladies (Blackstone) Chi.
 Junior Miss (Geary) San Francisco.
 Junior Miss (English) Indianapolis.
 Life With Father (American) St. Louis.
 Porgy and Bess (Nixon) Pittsburgh.
 Priorities of 1943 (National) Washington.
 Private Lives, with Ruth Chatterton (Er-langer) Chi.
 Springtime, for Henry, with Edward E. Horton (Walnut) Phila.
 Stage Door (Shubert Lafayette) Detroit.
 Tobacco Road (Hartman) Columbus, O.
 Ziegfeld Polles (Forrest) Phila.

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
 Ice-Capades of 1943 (Arena) Chicago, March 14-April 4.
 Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
 McGowan & Mack (Palace Hotel) San Francisco.
 Stars on Ice (Sonja Henle & Arthur Wirtz) (Center Theater) NYC.
 Victor's, Art, Ice Parade of 1943 (Hotel Adolphus) Dallas.

CIRCUS

Cole, James M.: East Syracuse, N. Y., 16; Clyde 17; Newark 18; Solvay 19; Honeoye Falls 23; Livonia 24; Avon 25; Leroy 26.
 Daveport, Orrin: St. Paul, Minn., 15-20; Lansing, Mich., 22-27.
 Havid-Morton: Wichita, Kan., 22-27.
 Polack Bros. (Auditorium) Columbus, O., 15-20; Dayton 22-27.
 Porter Bros.: (VFW Hall) Oswego, N. Y., 15-20.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
 B. & H. (Senate & Heldt Sts.) Columbia, S. C.
 Blue Ribbon: Columbus, Ga.
 Bullock Am. Co.: Sumter, S. C., 19-27.
 Fay's Silver Derby: Nashville, Ga.
 Fidler United: St. Louis, Mo.
 Franks: Macon, Ga., 20-27.
 Gentsch & Sparks: Laurel, Miss.; Columbia 22-27.
 Great Lakes Expo.: Mobile, Ala.
 Greater United: Victoria, Tex.

Hall's United: Texarkana, Ark.
 Heih, L. J.: Birmingham, Ala.
 Hubbard: Centerville, Miss.
 Liberty United: Charleston, S. C.
 M. & H.: Eatawville, S. C.
 Mid-Way of Mirth: (7412 S. Broadway) St. Louis, Mo., 18-28.
 Ozark: Barling, Ark.
 Park Am. Co.: Alexandria, La.
 Rogers & Powell: Flora, Miss., 22-27.
 Sheesley Midway: Mobile, Ala.
 Stebrand: Phoenix, Ariz.
 Sparks, J. F., Ride & Concession unit: Wylam, Ala.
 Texas: La Feria, Tex.
 Ward, John R.: Baton Rouge, La.
 World of Today: Waco, Tex.; Fort Worth 23-30.

MISCELLANEOUS

Barrett, Roy (J. M. Cole unit): Clyde, N. Y., 17; Newark 18; Solvay 19; Honeoye Falls 23; Livonia 24; Avon 25; LeRoy 26.
 Birch, Magician: Forest City, Ark., 17; Helena 18; Stuttgart 19; Augusta 22; Searcy 23; Newport 24; Conway 25.
 Burke & Gordon: Indianapolis 15-20.
 Campbell, Loring, Magician: Washington, Pa., 17; Berkley Springs, W. Va., 18; New Bloomfield, Pa., 19; Madison, N. J., 22; Somerville 23; Moorestown 24; Barnegat 25.
 Couden, Doug & Lola: School Assemblies, Rome, Ga., 15-20.
 DeCico, Harry, Magician: Marysville, O., 15-20.
 Long, Leon, Magician: Woodbine, Ga., 18; St. Marys 19; Brunswick 20-21.
 Montague, Duke, Magician (Show Box Club) Seattle 15-20; (Beacon Theater) Vancouver, B. C., Can., 22-27.
 Ricket's Dogs, school show: Fort Payne, Ala., 15-20.
 Sisco, Henry, Tent Theater: Waynesville, Ga., 15-20.
 Slout, L. Verne, Theater Workshop: Columbus, Ga., 18; Bessemer, Ala., 19.

ADDITIONAL ROUTES

(Too Late for Classification)
 Burton's Birds (835 Club) Chicago.
 Contrera, Manuel, Ork (El Pasco Restaurant) Santa Barbara, Calif.
 Green, Magician: Barrington, Alta., Can., 17-18; Mernham 19-20; Derment 22-23; Two Hills 24-25; Willingdon 26-27.
 Latinos, Three (Carmen Theater) Phila 19-25.
 Romas, Flying (Shrine Circus) St. Paul 15-20; (Shrine Circus) Lansing, Mich., 22-27.

AMMUNITION WANTED
 .22 SHORTS—.22 LONGS
 .22 C.B. CAPS
 ANY QUANTITY
Radio Amusement Corp.
 1674 BROADWAY NEW YORK CITY

Anderson-Strader Shows, Inc.
 NOW BOOKING SHOWS AND CONCESSIONS
 Will open early in April. Can place Ride Foremen and Second Men, top salary. Address all mail to
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BINGO HELP WANTED
 CALLER and COUNTER MEN. Must be sober and drive Chevrolet Truck.
LYNN SMALL
 P. O. Box 647 JACKSON, TENN.

WANTED
 FOR DELHI, LOUISIANA, STOCK SHOW, opening April 5. Heavily advertised. Capable Concession Agents for Grand Stores, Siam Stores, Ball Games, Bingo Clerk, Useful People. Real spots booked. CAN PLACE Juice, Grab, Snow, Palmistry, Scales, small Cook House, etc. Reply **ROY GOLDSTONE**, Concession Dept., Nall's Shows, 2500 Central Ave., Hot Springs, Ark., till April 1; then Delhi, La.

RIDE HELP WANTED
 Rides available for Parks and Celebrations.
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WANTS
 A-1 Secretary, will pay top salary. Have for Sale—Two—Abreast Merry-Go-Round. Want Ride-O Foreman, top salary; also Wheel, Whip and Merry-Go-Round Foremen. Want Minstrel People and Musicians. Slim Davies, train master, would like to hear from his old Train Hands. Want Man with troupe to take over Posing Show. Will book Octopus and Tilt-a-Whirl, Spiffire or any good Ride. Panny Arcade open. We furnish train space for Concession. Concessions all open (Pop Corn open). Can place Bingo and Special Agent. Want Help in all departments. Carl (Red) Barlow, Legal Adjuster.
 Address all mail and wires to **FRANK WEST, P. O. 645, Shoffield, Ala.**



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WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago, Ill.

Taxing Arcades

Arcades are becoming increasingly popular due to the special demands for amusement and diversion that arise in times like these. Arcades offer the public a variety of amusement features at a comparatively low cost and that is another important reason why such places are increasing.

States and cities are also looking for new sources of revenue. When any type of business in on the increase it is likely to attract the attention of those whose business it is to find something new to tax. This applies to other lines of business as well as the coin machine trade. There are also those who oppose arcades and they seek to kill by proposing exorbitant taxes.

The federal government has created a great hardship for arcades in that it taxes a wide variety of penny devices known as arcade machines at the same rate it does machines with much greater earning power. The chance to correct this mistake in the federal law, if any, will be very slow in developing. So a strong appeal must be made to State and city taxing bodies that they give special consideration to arcades, if a tax should be proposed. States and cities must keep taxes on arcades and arcade machines very low in order to allow for the high fees paid to the federal government. It is taken for granted that the federal tax must have precedence during the war. Any State or city which places a high fee on arcades will force some of them out of business and thus deprive the federal government of needed revenue.

As a working definition, a room or establishment that has a group of 10 or more coin-operated amusement machines may be considered an arcade. This would imply that the chief business of the place is to furnish amusement by means of coin-operated machines. Since the business is definitely that of supplying amusement or entertainment to the public,

such establishments may preferably be taxed as a business, similar to the tax on other places of amusement, rather than applying a fee to each of the many small machines in the place of business.

As an alternative, it is suggested that tax laws fix a standard rate for arcades, regardless of the number of machines, if the State or city collects a fee on each unit. Then the proprietor may elect to pay the fee on each unit if the total does not exceed the maximum business license for arcades. Such a provision will tend to put arcades on a tax equality with other places of amusement.

Modern arcades now use the most modern amusement machines for the entertainment of the public, but there will also be a great number of small machines operated by a penny. These penny machines have big weight in reducing the average earnings per machine and this fact must be kept in mind if taxes are to be reasonable. The great variety of penny machines give an arcade its atmosphere and have always been very popular with the public. Hence there is no reason to drive them out of business by high taxes.

Members of legislatures and city councils that wish to be fair to arcades should remember that the business needs encouragement at the present time. Arcades were hard hit during the depression and for many years after, and their number tended to decrease. The new demands by the public for amusement have given new life to these establishments in all parts of the country. Since it is apparent that public demand has brought about this revival, taxes on arcades should be kept within reason. There is no more reason to stifle the arcade business by high taxes than there would be to stifle any other amusement business that helps to maintain the national morale.

Mo. Legislature Likely To Keep Mill Grinding

Bill to tax machines among the more than 350 still in hopper

JEFFERSON CITY, Mo., March 13.—Contrary to previous expectations of an early adjournment, the present session of the General Assembly promises to extend well into the late spring and summer and, under a constitutional amendment to be voted on April 6, may remain technically in continuous session, interrupted only by periods of recess.

A step toward the adoption of such a legislative policy, which would be revolutionary in this State, was taken today when Governor Donnell called a special election for April 6 for the submission of a constitutional amendment providing that laws should become effective 90 days after they had been approved by the governor. This election will be held in conjunction with the election of delegates to the constitutional convention, fixed on the April date to coincide with municipal elections throughout Missouri.

Under the present constitutional provisions, all bills passed by the General Assembly, except the relatively few carrying an emergency clause, do not become effective until 90 days after the sine die adjournment. A resolution submitting a constitutional amendment to change the effective date to 90 days after final approval was adopted by the present Legislature and the setting it for an early vote means it would apply to enactments of the present session if the amendment is approved at the polls.

Could Recess

The anticipated change in the effective date of laws would remove the necessity

for a sine die adjournment, and the Assembly could recess from time to time subject to call when there was need for additional legislative action. The constitutional amendment adopted last November increasing the pay of the members also repealed the provision that an adjournment for more than three days dissolved the session.

Adoption of the amendment submitted by the governor would clear the way for keeping the Legislature technically in session throughout the full period of the biennium and would also eliminate the necessity for special sessions. It would also avoid the recurrence of a situation such as prevailed last year when legislative leaders favored an early special session to take care of deficiencies in various State departments. Governor Donnell, however, delayed the calling of the session until November, and reaped much criticism over the alleged treatment of patients in the State eleemosynary institutions.

No Hurry Indicated

Other action taken today indicates there is no particular hurry, especially in the House, to wind up the regular business of the present session. The House refused to entertain a resolution offered by Representative George Munger, Democrat, of Stoddard County, to stop the introduction of bills April 6. The resolution was referred to the Committee on Rules, which has other resolutions of a like character pending.

So far 385 bills have been introduced in the House, a total far short of the number which had been introduced at this time in 1941. However, Speaker Howard Elliott pointed out that in his opinion, special activities, such as the small loan investigation and the investigation of State buildings now under way would prolong the session, and that instead of

an early adjournment, it appears that the present session may be one of the longest in history.

Among the 385 bills is a proposal to place a high tax on all coin machines, including juke boxes, in locations selling liquor. The bill is supported by prohibition forces who apparently feel that a high tax on coin machines would indirectly hurt taverns and similar locations. The bill is considered one of the most adverse toward coin machines of any yet proposed in any State this year.

Survey on Ration Views

NEW YORK, March 13.—A recent Gallup poll indicated that about 64 per cent of the American people felt that national rationing war fair, altho the survey indicated there was a lot of grumbling.

The survey supposedly questioned people in all parts of the country about the rationing of sugar, coffee and gasoline and a number of other items. The result indicates that nearly two-thirds of the people regard the present regulations and the operation of rationing boards as being conducted in a fair manner.

When asked if they thought scarce items should be rationed, the opinion was overwhelmingly in favor of government ration. The percentage given was 89 per cent in favor of rationing when items are known to be scarce. Most people seemed to expect that clothing, shoes and dairy products would be rationed soon.

London Meeting Talks Plans for Uniform Currency

LONDON, March 13.—First steps toward the solution of one post-war problem were taken here last week when representatives of most of the United Nations met to discuss currencies and other financial questions.

Altho results of the conference were not made public, it seems clear that since the United States holds most of the world's gold there is little interest on the part of other nations in a return to the gold standard.

Representatives at the meeting agree that there must be some form of international currency or substitute, in order that all nations may participate in the increased international trade which is anticipated after the war. Great Britain, particularly, is relying on such trade for her future prosperity.

In addition to representatives of the United States, Great Britain, Russia and China, the meeting was attended by the finance ministers of the exile governments of Norway, Greece, Poland, Czechoslovakia, Belgium, the Netherlands, Jugo-Slavia, the minister of justice of the grand duchy of Luxemburg and the commissioner for economy and finance of the French national committee.

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Toy Trade Will Be Source Of New Ideas After Peace

Annual exhibit shows stress of looking for materials needed in manufacture

NEW YORK, March 13.—The annual toy shows have ceased to be a source of ideas for new coin machines since the manufacture of machines has been stopped. The toy industry is, however, still carrying on and will be a greater source of ideas than ever to the coin machine trade once the war is over. The American Toy Fair opened at the Hotel McAlpin, March 8, under the auspices of the Toy Manufacturers of the United States.

Reports said that about 900 buyers viewed the line of some 400 exhibitors in which wood, paper and textiles were used to replace metals, rubber and certain plastics needed for war production. Featured among the new offerings were

miniatures of the equipment ranging from tanks to paratroopers' and commandos' equipment, and the uniforms of the armed forces. Strong emphasis was placed on new games for the home front.

Prices were generally on the same level as last year, except where adjustments have been authorized by the OPA. It was stated by James L. Fri, managing director of the association. Reports, he said, have indicated retailers' inventories are the lowest in years and that the WPB inventory limitation will work hardship on few distributors.

The cut in total volume of toy output was variously estimated to range from 30 to 40 per cent under last year, with ingenious use of substitutes holding up production in many of the "soft" toys. Consumers will be lucky, it was said, if they obtain two-thirds of the volume next Christmas that was available last December. The WPB estimate of toy production in 1943, it is understood, is about 66 per cent of last year.

Lack of Materials

T. W. Smith, president of the association, pointed out that curtailment has not been on toy production per se, but on the critical materials, including rubber, metal and certain types of plastics. He said that about \$50,000,000 of the \$110,000,000 of toys produced in 1941 were made from these basic materials.

The lines shown yesterday revealed increased emphasis on wooden playthings, dolls, stuffed animals and the basic types of playthings which educators consider essential for the physical and mental development of children. Among the missing were such items as wheel goods, particularly velocipedes, electric trains and rubber toys.

Allocations on orders, Mr. Fri said, will be made by individual manufacturers, each according to what he believes he can produce. Thus one producer may allocate his orders on a 60 per cent basis, another 75 per cent, another 85, etc., depending upon his individual production program. In general, equitable distribution of the limited production available will be sought.

Wood Most Plentiful

Wood is used for many of the new items, altho it is harder to supply than a year ago. It is used, for example, for the new commando weapons and for tanks and airplanes. Fibreboard and cardboard are also used extensively. Much attention is given textiles for "soft" toys, especially dolls and stuffed animals.

More than 200 producers in the industry are making more than 500 different items on war contracts, totaling over \$50,000,000. Most of them are equipped to handle only sub-contracts on "bits and pieces" which are not sufficient to keep plants in operation. By keeping up partial production volume on toys, they are enabled to handle efficiently these sub-contracts.

H. D. Clark, director of the fair, said the number of buyers yesterday was equal to that of the opening day of the fair last year. The show will continue this week and next.

French Sailors in Know

PHILADELPHIA, March 13.—Fifteen French-speaking students from the Philadelphia High School for Girls waited in vain the other night at the Navy League Service to teach French sailors in port how to speak English. An added attraction was a dinner prepared for the 50 French crewmen recently arrived here. The guests failed to arrive. Investigation disclosed they preferred a near-by coin machine arcade.

Stir Up City Against Pins

Women's clubs call meeting to stir agitation against Cincinnati license

CINCINNATI, March 13.—The Woman's Club here is conducting a well-organized program of agitation against the city pinball license ordinance. A meeting was held February 26 to which had been invited representatives from many other organizations in the city, including religious groups and P. T. A. organizations. A city attorney and a representative of the police department spoke on the subject of pinball games. The police officer demonstrated how pinball games could be fixed so that no player could win on the machines. The city ordinance forbids payouts on the games, so it was not clear why the police officer should make such a demonstration.

The attorney said that a complete survey on the pinball situation should be made by the city before a final decision is made. He said the subject is gaining wide interest and much publicity in the city and that other cities have made complete surveys of the games before making a final decision. He referred to the survey which has been made in New York.

There are said to be about 1,500 games in operation in Cincinnati. A report made to the meeting said that the average gross take on these machines is about \$20 per week. Coinmen in the city felt sure that if that could be proved, operators in all parts of the country would be flocking to Cincinnati to get a part of the big earnings.

The Cincinnati ordinance went into effect last August and has generally been considered a reasonable law.

La Guardia Wants Sales Tax Raise

ALBANY, N. Y., March 13.—Indications here early in the week were that the Republican section of the Legislature would support Mayor La Guardia's plan to double the sales and general business taxes in New York. Doubt was expressed that the Legislature would support other parts of his financial program.

When sales and use taxes were first adopted in New York some difficulty was created for vending machine operators. The proposals of Mayor La Guardia were presented in a letter read before the Legislature early last week.

The sales and business levies were first imposed in 1934 as emergency measures for securing unemployment relief funds. The steps were supposed to be temporary. If the Legislature approves the present request the tax will become permanent. The sales tax was originally 2 per cent, but it was cut in half in 1941. If the Legislature grants the new request it will be restored to 2 per cent.

State Income Tax Laws Show Decline In Recent Survey

CHICAGO, March 13.—The Associated Press has recently made a survey of the trends in State income taxes and reports there is a strong tendency for States to reduce or else abandon State income taxes for the time being.

Only one State has reported the income tax is creating difficulties for operators. In Indiana the application of the gross income tax to operators raised the legal question of whether the operator himself must pay on the gross intake of machines or whether he could deduct the amount paid to locations in commissions.

The AP survey says that the idea of cutting out State income taxes has not met with unanimous approval, but there are bills in various legislatures which may yet be adopted.

The survey showed that four States already had put into effect plans to cut more than \$30,000,000 annually from their income tax bills. New York is continuing for a second year its 25 per cent reduction, with an estimated saving of \$22,800,000 to taxpayers this year.

Gov. Thomas E. Dewey promised an additional saving of \$5,000,000 under a new law extending exemptions and permitting deductions for life insurance and medical expenses.

Iowa has cut its tax bill in half for 1943 and 1944. The West Virginia Legislature has passed over Gov. M. M. Neely's veto an act repealing the State's 10-year-old personal income tax law. Substantial reductions have been made in Mississippi's tax rate.

Bingo Not Lottery, So New York Jury Decides

NEW YORK, March 13.—The bingo drive still continues in New York, but a jury February 17 acquitted four persons, members of an organization that had been charged with conducting bingo games in violation of the lottery laws.

The jury took only six minutes to decide the issue. The presiding judge said he approved of the decision and that it was in keeping with the evidence.

The persons on trial were officers and members of the association. One of the main points of evidence was that no admission fee was charged in order to play bingo at the club.

Report Revenue Declines . . .

LITTLE ROCK, Ark., March 13.—Tax collections for February showed another heavy decline in coin machine revenue as compared with the same month a year ago. Other business and license taxes in the State showed general decreases, with the exception of gasoline and liquor.

The State collected \$198.25 from coin machines in February, while the revenue in February, 1942, was \$492. The State cigarette tax showed a nice increase in revenue as compared with the same month one year ago.

JACKSON, Miss., March 13.—The State tax office reported another decline in revenue derived from coin machines in its February release. The revenue from coin machines in February was \$4,095. This figure compares with \$4,338 for the same month one year ago.

SPOKANE, March 13.—A city that has co-operated for many years with the coin machine trade finds that operators are trying to reciprocate, even tho the combined federal, State and city tax on pinball games is exorbitant. Operators are definitely trying to place more games this year than last. The revenue reported for the last fiscal year was \$74,250, derived from the city license on machines and operators.

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Bally Santa Anita	\$149.50	Mills B.F., 10c Play	\$119.50
Mills Jumbo Parade (Free Play)	89.50	Mills B.F., 5c Play	92.50
Bally Sport Page	42.50	Melon Bell	119.50
Bally Grand Stand	48.50	Jennings Free Play Bob Tail, Like New	79.50
Bally Grand Nationals	59.50	Keeney Submarine	169.50
Paces Races, Like New	179.50	Batting Practice	70.00
Wurlitzer Counter Model 41	59.50		

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EASTERN FLASHES

By BEN SMITH

Something for the Boys

Folks up around Tarrytown way doing a fine job of pitching for the boys in service, top off the last Sunday of each month with general open house thruout the community. Eighty Coast Guard men are brought in by bus from New York and invited into the various homes or a big Sunday dinner. Then away to the local YMCA auditorium for an afternoon of dancing. Music for the rug cutters is supplied by a juke box and records made available for each session by a local music op, Seymour Pollak. He is glad to pitch in with his neighbors.

Of This and That

Sam Sacks, Acme Sales Company, back from Lakewood fit as the proverbial fiddle. . . C. A. Camp, Southern Amusement Company, Memphis, in town on a quickie buying trip and out again. He did manage, however, to hit some of the high spots before he left. . . Mike funves down to Norfolk and Richmond, Va., and Washington and back again. He picked up a cold on the way which had him home for a day or so, but he is now up and around and his old chipper self once more. . . Earl Winters, former International Mutoscope Corporation sales manager, passed thru on the way to Florida, where he is to get additional officer training. . . Eddie Caresten, Palisade Novelty Company, to Brooklyn to visit with Charlie Aronson, Brooklyn Amusement Company. . . Phil Rosen, Bell Coin Machine, at home after a flying out-of-town business trip.

In Sorrow

Bill Alberg, Brooklyn Amusement Company, left last week for Chicago to attend the funeral of his sister Mary, who passed away Wednesday morning, March 3. He will be in Chicago for about a week.

Earl Backe-Thirst Quencher

Earl Backe, National Novelty Company, Merrick, Long Island, has gone into the drink vending business and now operates a number of thirst-quencher machines in local defense plants. Earl, by the way, is still a crackerjack tennis player, and tho he says that age is catching up with him can still make many of the topnotchers hustle for their joints.

Convalescing

Sidney Rubenstein, Pioneer Vending Service, now convalescing at home after a terrific four-week siege at the hospital with pneumonia and other ailments. He is still weak and going thru the process of learning how to walk again. However, he is making steady progress and hopes to be back at the old stand in the very near future.

New Connection

Robert Norman, well-known New York arcade man and former Mutoscope technician, is now associated with E. C. De Long and R. V. Barden in their Tampa,

Lottery Support Now on Decline

PRINCETON, N. J., March 13.—A recent Gallup poll says that 49 per cent of voters in the United States favor a national lottery. The poll also shows that 42 per cent of the voters are opposed to the idea, while 9 per cent have not made up their minds.

The poll is said to show a decrease in sentiment favoring a national lottery since a previous poll was taken in January, 1942. At that time 54 per cent of the voters were in favor of a lottery scheme, while only 37 per cent were opposed. The lottery idea is still most popular in the New England and Middle Atlantic States. Most of the objections to a national lottery are said to be on moral grounds.

The coin machine industry has watched the agitation for a national lottery with mixed interest. The tendency in most countries adopting a national lottery has been to ban all competing forms of gambling. Others feel that if the nation adopted some form of lottery it would greatly liberalize public sentiment toward all gaming devices

Clearwater and St. Petersburg (Fla.) arcade operations.

Sterling Goes to Town

Ben Sterling, distributor, arcade owner and large music-box operator, Moosic, Pa., ran a beautiful promotional spread in *The Scrantonian* February 21. A full page in *The Alco-Graphic* section to promote the installation of music machines to pep up workers in plants of war industries of Northeastern Pennsylvania. Page center carries the slogan "Ben Sterling's Boys Have Gone to War" framed with photos of Sterling men who have joined the armed services of the nation plus pictures of his two sons who are attending the Valley Forge Military Academy. Advertisement, in part, reads: "Music will pep up your workers and increase production 11 to 16 per cent—actual army tests in Detroit and other defense industries have shown extensive increases in production. The same system that furnishes this music could be used for air-raid warning signals, war news, ration news and other morale-building announcements."

Arcades Flourish In Havana Region

HAVANA, March 13.—Popularity of arcades in the vicinity of Havana is increasing. Construction of another arcade has been started by Xavier Peralta, representative of the Chicago Novelty Company and other coin machine distributors. The new arcade is being built at Varadero and, according to the builders, will be the most modern building of its type anywhere.

While some successful operators of inland arcades may not agree with Peralta's preference for beach locations, the success of his operations here demonstrate what experience and hard work can do.

Peralta has grouped his equipment so that all adult machines are at one end of the building. Well lighted and ventilated, the arcade is known by everyone in the neighborhood. The location was well chosen—directly across the street from the beach entrance and next door to a cafe.

NAM Agrees Agreements Should Be Made Public

NEW YORK, March 13.—In the midst of widespread discussions about new patent regulations the National Association of Manufacturers has recommended a public recording of several types of patent agreements between firms or individuals. At the same time the association expressed strong opposition to

Govt. Encourages New Restaurants

WASHINGTON, March 13.—The government is said to be taking the lead in experiments with serve-yourself restaurants. Whether the new type of restaurant would increase the use of coin machines in such locations is not known at present, but the possibilities are that it would.

If the experiment with restaurants succeeds, it may be tried in other types of locations also, including theaters.

Officials of the War Man-Power Commission and the Office of Civilian Supply, a branch of the War Production Board, said they had agreed in principle on the drive to modify restaurants and laundries, but had yet to work out the details.

Generally, their ideas are to limit laundries almost exclusively to doing wet wash and to put restaurants on as nearly a serve-yourself basis as possible. Exceptions may be made for ironing of shirts at laundries, and restaurants may be permitted to keep a few waiters.

Apparently the plan would provide co-operating laundries and restaurants with help from government employment agencies and consideration from draft boards in maintaining minimum staffs.

Eliminates Frills

The scheme also fits in with efforts of James F. Byrnes, Director of Economic Stabilization, to "eliminate frills" in order to hold down the cost of living. The bread-slicing ban was his first venture in that field.

Laundries and restaurants which cut down their overhead costs by simplifying services might be expected to avoid price increases which otherwise might seem necessitated by increased costs.

The official picture of a streamlined restaurant seemed to be an establishment where patrons would look at posted menus, give their own orders at a counter, wait for the food and take it to a table—similar to a cafeteria, except that it wouldn't involve the latter's special equipment and serving facilities.

WMC and OCS are tackling the problem because it involves selective service policy, because it affects absenteeism in war plants and because it affects the health and welfare of the public. Some months ago, for instance, the Philadelphia Navy Yard reported that a temporary shutdown of laundries resulted in an alarming number of war workers, particularly women, staying home to do the washing.

many of the new patent laws now being discussed.

The association agreed that public records of license agreements between American firms and foreign firms should be made. So much criticism has been made during the first year of the war of various patent agreements between American and German firms that even the strongly reactionary manufacturers' association is compelled to accept reform in this sphere.

The association suggested that patent agreements be recorded just as deeds are recorded in most States.

Virginia Revenue Report . . .

RICHMOND, Va., March 13.—The State tax office reports that it has not yet made a breakdown of tax receipts for January of this year and therefore cannot show how much revenue has been received from coin machines thruout the State. Collections during January usually run about 80 per cent of the total revenue for the year. Hence, the January report would give a good idea of what the State will get this year from its coin machine licenses.

During the fiscal year, ended June 30, 1942, Virginia collected a total of \$237,308 from the coin machine trade. Of this amount \$221,119 was in payment of actual fees on machines and the remainder was in various clerk's fees. Seventy-one operators were licensed in the State; they report a total of 21,701 machines of various types. During the fiscal year, ended June 30, 1941, the State collected \$205,073. A total of 21,948 machines were reported in operation. Thus there was a small decline in the number of machines reported in 1942, but there was an increase in the total amount of revenue derived.

State officials said this was due to the fact that a larger number of operators had paid the State occupational tax.

An interesting fact shown by the revenue report is that Virginia derives revenue from the coin machine trade almost equal to that derived from the State tax on retail and wholesale merchants. The coin machine trade pays more revenue into the Treasury than tobacco stores, restaurants or movie theaters.

The State collects a tax on amusement devices, juke boxes and most types of vending machines. Operators of amusement machines, not including music machines, pay a high occupational tax. Operators of cigarette machines pay a tax of 13 cents on every \$100 in gross sales.

First Pennies

WASHINGTON, March 13.—Reports here say that a supply of the new zinc-coated steel pennies has been delivered to the Treasury. Some of the coins were put on sale to collectors and others, but purchases were limited to 50 to one person.

Later the Treasury announced that the new penny would go into circulation only after the present supply of copper pennies has been exhausted. Some people criticized the new penny, saying it was too much like a dime. Officials said that it would turn black after being in circulation a short time, eliminating this objection.

'42 Honey Production in Iowa Dropped Last Year

RICHMOND, Va., March 13.—Honey production dropped to 11,000,000 pounds in Iowa, one of the largest producing States, in 1942, according to an announcement here by the Department of Agriculture.

The decline, which was from 114 to 55 pounds per colony, was attributed to rainy weather which prevented the bees from working during the spring honey-gathering season and an early frost which killed all late blooms.

Beeswax production, it was stated, declined from 238,000 pounds in 1941 to 211,000 pounds in 1942.

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Ops Solving Disk Shortage By Using More Standards

Trend expected to gain momentum as flock of filmusicals plugging old favorites are released—phonos will play major role of keeping public interest alive for duration

CHICAGO, March 13.—“Old tunes are the best tunes,” is a chant being taken up by many a leading juke box operator these days as he delves into his stockpile of old disks to unearth replacement material for the “bill of fare” on his machines. Not that the new hits are being brushed aside—but no operator is getting all the new disks he needs, so he’s supplementing his dwindling supply of new tunes with oldies that were juke box favorites during the past eight years. Some of these tunes are still available in quantity from distributors—and in addition most every operator has a library of oldies that always have been kept on hand to satisfy location requests.

Growing popularity of such numbers as Tommy Dorsey’s *Marie*, Shaw’s *Beguine*, Ink Spots’ *If I Didn’t Care*, Andrews Sisters’ *Bei Mir, Glen Gray’s Sunrise Serenade*, Miller’s *In the Mood*, etc., is to a great extent a reflection of the changing patronage of juke boxes. Most of the dyed-in-the-wool jitterbug patronage that demanded and got the latest hits out of the waxworks has now gone to war. The result is music boxes are now catering to an older crowd, many of whom are more interested in tunes they knew back when they were keeping abreast of the tunes of the day than they are in present-day output of Tin Pan Alley still being pressed.

In fact, in many areas ditties of still older vintage are being requested like McCoy’s *Sugar Blues*, Wayne King’s *Josephine*, as well as tunes like *Stormy Weather*, *Jealous and Star Dust*. Even records with a Gay ‘90 tinge, like *Sidewalks of New York*, *Has Anybody Here Seen Kelly?* and *Kiss Me Again* are reported getting a good play by many operators who point out that many location owners are stating their patrons welcome the return of their old favorites to the juke box as a change from the swing diet of the past few years.

History Repeats

What’s of still deeper significance, however, is the fact that the public’s allegiance to juke box entertainment remains unimpaired despite the lack of new tunes. Market Reports for this month, as for the past several, indicate that play on machines remains consistently high. War workers, men in the service alike are more loyal than ever to the juke box as their source of musical entertainment.

This fact is basic evidence that once again the automatic phonograph is rendering invaluable service to the recording industry. Back in 1938 the phono was responsible for the rebirth of the public’s interest in disks. That year production of all companies totaled 33,000,000 disks, of which 15,000,000 were bought by operators. In 1942 this sales figure had climbed to more than 100,000,000.

The early part of 1942 witnessed the greatest demand for records in the history of the business; but then came the war—and in August, 1942, the Petrillo ban.

The shellac curtailment order naturally would have cut into production this year heavily—but according to all rules of the game, the Petrillo ban should just have about killed off the public’s enthusiasm for records. Perhaps it would have if there were no automatic phonos to keep the public’s interest in recorded music alive. Just as the juke box was responsible five years ago for the regeneration of the record business, it’s quite probable that before the war is over the juke box industry can take another bow for being responsible for the preservation of the record business.

Trend Just Beginning

Meanwhile, the trend toward oldies is just beginning. But that it will grow (See *Former Disks Click* on page 65)

Find Solution To Record Situation By Grouping Spots

ERIE, Pa., March 13.—While many operators spend their time moaning over shortage of hit-parade recordings and inferior quality of records, progressive operators in the Erie area have found a solution to the problem thru location study.

Restaurants catering to medium and upper-class trade have been found good territory for the popular Viennese waltzes of Al Goodman. This same location group is also fertile territory for good music that has faded out of the hit-parade class. For example, *The White Cliffs of Dover* has come back in these locations to very strong play.

In the popular barrooms and small clubs, operators have found a ready field for hillbilly novelties and ballads. Among the leaders in this field are Zeke Manners, Gene Autry and Elton Britt. Such numbers as *Wabash Cannonball*, *I Want To Go Back to West Virginia* are doing more than filling in. When a good recording is selected these numbers are drawing heavy business. One of the best clean-ups in town so far has been Carson Robison’s *The Old Gray Mare Is Coming Back*.

It all goes to prove that the smart operator with a sharp eye on *The Billboard* possibilities is still drawing the coins with a little study and effort.

Baltimore Company Report Record Sales Increasing

BALTIMORE, March 13.—The three “generals” of the General Vending Service Company, Irvin Blumenfeld, Harry Hoffman and George Goldman, report a substantial volume of sales in Muscraft records, distribution of which they recently assumed. This concern has exclusive distribution for this line in the Maryland and Washington areas, and several shipments of these records have been received by the firm during the past few weeks.

The most popular Muscraft records have been *Vos Zokt Eer*, faced with *Stardust*, recorded by Baron Elliott and His Stardust Melodies Ork.

Soundies Names Ulcigan Firm’s General Manager

CHICAGO, March 13.—George P. Ulcigan, legal counsel and sales manager of Soundies Distributing Corporation of America, Inc., here, has been appointed general manager of the firm. Gordon Mills, president of Soundies, will retain that title, but has moved over to the Mills Novelty Company plant to function as assistant to Fred Mills, president. William F. Crouch, promotion director of Soundies, has also been given the duties of production manager.

The Record Ban

CHICAGO, March 13.—News of developments relating to the Petrillo record ban was comparatively scarce during the week. A meeting of the executive board of Petrillo’s union is scheduled to be held in Chicago, March 16. No information has been made available as to what will be discussed at the meeting, except that the board will consider the recent answer given by major record and transcription companies to the original demands made by the AFM.

Reports last week said that Senator Clark planned to call his committee, investigating the record ban, together some time this week in order to plan a future course of action. But no reports were received that the committee did meet.

Record companies are reported to be making plans to increase the output of favorite tunes of former years, also specialties and all vocals.

Hit Private Relief Fund

Newspaper says Petrillo idea would start wave of collecting such private funds

SPRINGFIELD, Mass., March 13.—The *Springfield Union* expressed its opinion of the reply of record and transcription companies to James C. Petrillo in strong terms. The editorial is typical of others that have appeared in various newspapers, commenting especially on points raised in the reply of the recording firms.

The fact that Petrillo’s plan would set up a private relief fund in duplication of the federal Social Security system seems to have attracted the attention of editors. That there would be no end to the plans which other union leaders would start to collect unemployment funds is also seen as a cause for alarm.

The newspaper editorial in full is as follows:

Petrillo’s Proposal

“The reply of the recording and transcription companies to James Caesar Petrillo’s proposal offered as a basis for a settlement of their dispute was rather devastating, to say the least. Mr. Petrillo responded to a Senate committee’s insistence that he make some proposal by demanding that the recording companies pay an additional sum directly to his union over and above payments to the musicians employed.

“In addition to rates which are among the highest for skilled service in any industry, substantial royalties for each phonograph record manufactured and sold have been paid to the musicians or orchestras who made them. Mr. Petrillo demands not only that these payments and royalties be continued, but that in addition the companies provide a private relief fund for unemployed musicians and that this sum be accumulated or disbursed in the union’s (meaning Petrillo) (See *HIT PRIVATE FUND* on page 65)

Filming More Movie Shorts

More prints being made and new material is promised

HOLLYWOOD, March 13.—More and more three-minute movies for coin machines will soon be forthcoming out of here, the film capital of the world, *The Billboard* learned today. In addition to increasing the number of prints available, much new material is being gathered together for an early release.

Firms dealing in prints have been in conferences with the film supply houses with the result that soon more prints will be available for sale. While orders here have been delayed in the past because of the inability of the firm to secure them from the laboratories, shipments are expected to move much faster because of an agreement with the labs to turn out the prints.

Truth of the matter is that labs have been working under pressure from the government and the major studios to get out films that have priority ratings. These include training films and educational and entertainment films that have to be reduced from 35mm. to 16mm. for showing abroad where American troops are stationed.

According to John Rough, of Phonograph (See *MORE MOVIE SHORTS* on page 65)

Philly Phono Men Postpone Meeting; Busy on Blackout

PHILADELPHIA, March 13.—A show of hands will prove that virtually every member of the Philadelphia Phonograph Operators’ Association is engaged in some form of civilian defense activity. So much so, that when a blackout test was announced in advance for Thursday, March 4, it was necessary to cancel the regular meeting of the association that night.

In spite of the important business on the agenda, Jack Cade, business manager of the association, tabled everything for the following week.

All members are enlisted as volunteer policemen and air-raid wardens.

Price Boost Would Fall On Public

CHICAGO, March 13.—The *Chicago Journal of Commerce* joined in condemning the recent Petrillo proposals by saying that the brunt of price increases on records and recorded music would fall upon the homes and not upon any particular trades.

Said *The Journal*: “You can dismiss without qualms the charge that so-called canned music has created serious unemployment among union musicians. The real fact is that recordings for all purposes have been the source of much profitable work for musicians. Moreover, inasmuch as records used in American homes constitute more than 80 per cent of total production, the public eventually would pay most, if not all, of the Petrillo tax.”

The Journal also says that the Petrillo plan, in effect, would be usurping the taxing function of the government and that, if Petrillo succeeds, other union leaders will concoct various schemes to collect funds upon the pretext of unemployment pensions.

The Journal finally concludes that the plans and ideas advanced by Petrillo are already creating adverse public sentiment against all unions.

Packard Manufacturing Corp. Receives Army-Navy E Award

Ceremony attended by dignitaries, employees and outstanding coin men

of weeks after war was declared—therefore I can speak with a little experience on the subject, *Who Is the More Important in Wartime?*—the soldier in uniform or the industrial soldier in overalls?

"The soldier makes more personal sacrifices, but any experienced soldier who has gone thru a war will tell you that his job would have been much easier, his personal sacrifice much less, if there had been more and better workers at home, turning out more and better materials of war."

The Army-Navy E pins were presented to the employees of Packard by Com. Edward A. Hayes, U. S. Navy, and an old friend of Capehart thru their activities in the American Legion. Commander Hayes served as special assistant to the Secretary of the Navy until recently. He commended the Packard organization on its attainment, and in a stirring speech brought home to everyone the vital importance of their contributions to the men on the fighting fronts.

Representing the employees to receive the E pins was a committee composed of the 10 Packard employees with the greatest number of near relatives in the armed forces. The members of the committee were Charles M. Knight, chairman; Beatrice Fitzgerald, Helen Bolton, Arthur Edwards, Florence Staley, Marjorie Thomas, Dorothy Willis, Ethel Harmon, Helen Henry and E. C. Haupt. Charles M. Knight made a speech of acceptance on behalf of the employees.

Eben Lesh, counsel for the corporation, presided at the ceremony. The invocation was pronounced by Rt. Rev. R. A. Kirchhoffer, bishop of the Episcopal Diocese of Indianapolis, and the address of welcome was made by Maj. Gen. Robert H. Tyndall, retired, mayor of Indianapolis. Participating in the ceremony were color guards from Fort Benjamin Harrison and the United States Naval Armory and the Fort Benjamin Harrison band.

Telegrams of congratulations were received at the ceremony from Wendell L. Wilkie, Senator James J. Davis, Congressman Louis Ludlow, Charles E. Halleck, Noble J. Johnson, Charles La Follette, Raymond S. Spring, Forrest A. Harness and Robert A. Grant, and from William Batt, of the War Production Board.

At the dinner and speaking in behalf of the 650 members of the Sons of Indiana of New York, William H. Rankin, president of the group, extended congratulations to Capehart and the plant employees. Capehart is a member of the New York organization, and last year was one of the 18 nominees for the distinguished service scroll given annually to the group's outstanding member in public life.

Among the guests at the ceremony were Lieut. Gov. Charles E. Dawson of Indiana; Reginald H. Sullivan, former mayor of Indianapolis; Brig. Gen. F. S. Borum, Col. Reed Landis, Col. Walter S. Drysdale, Col. and Mrs. Martin Ray, Lieut. Col. J. C. Shouvin, Lieut. Col. W. B. Weston, Lieut. Col. Forest Smith, Major George H. Tompkins, Major J. H. Peacock, Lieut. Com. L. F. Brozo; Major Ralph Boulton, U. S. M. C.; Capt. E. W. Sherwood, Lieut. R. A. Lines; Lieut. R. W. McGregor, U. S. N.; Lieut. H. C. Sigtenhorst, U. S. N.

The coin machine industry was well represented at the event, those present including Walter Tratsch, K. V. Rothchild, George Durphy, Edward Goldstein, Mr. and Mrs. L. W. Gillette and Harvey Carr, all of Chicago; Harry DeShryer, Detroit; Leo Dixon, Herb Wedewer and Meyer Marcus, Cleveland; Frank Smith, Memphis; Mr. and Mrs. Buddy Taylor, La Fayette, Ind.; Mr. and Mrs. Ray Bigner, Mr. and Mrs. Louis Foltzer, Jack Simon and C. J. Latscha, of Cincinnati; R. N. Ellis, Don Springate, Rollin Stewart, Mr. and Mrs. Sam Weinberger, Mr. and Mrs. H. J. Windt, Max Zimet, all of Indianapolis; Mr. and Mrs. J. E. Cobb, Louisville; Mr. and Mrs. H. M. Kirby, Mr. and Mrs. Frank Kirby and Mr. and Mrs. D. Smith, Bowling Green, Ky.; Alfred Ristau and Arnold Ristau, Kaukauna, Wis.; Ralph Fuller, Greeley, Colo.; J. A. Darwin, New York; R. J. Greenbaum, Kansas City, Mo.; R. E. Rigdon, Morristown, Ind., and Mr. and Mrs. Schry, Anderson, Ind.



GIFT TO USO CENTERS. Benjamin Sterling, Moosic, Pa., donated the Wurlitzer phonograph shown in this picture to a USO center in Scranton, Pa. Sterling also donated several pinball games and two pool tables. Left to right: Sterling; Paul Fuller, of Rudolph Wurlitzer Company; a representative of the Navy; a USO worker, and John Van Wie, chairman of the Lackawanna County USO.

Philadelphia

PHILADELPHIA, March 13.—Ray Bernhardt, head of Quaker City Music Company and president of the local Phonograph Operators' Association, is convalescing at his home from a recent illness and is expected to be up and around again any day now.

Herb Hendler, assistant to Jack Williams, advertising promotion manager of RCA Victor, has resigned. Hendler was editor of several house organs put out by the record company, including *The Coinograph*. Before joining RCA Victor, Hendler did record promotion for the Motor Parts Company, local Columbia record distributor. While his future plans were not disclosed, it is expected that Hendler is taking a post in a local war industry.

Frank Hammond, former business manager of the local Phonograph Operators' Association and more recently general manager of the Tri-State Music Company in Central Pennsylvania until joining the armed forces, has earned his first stripe. It is now Pfc. Hammond and he has been assigned to Army Intelligence, G2, at Fort Jackson, S. C.

Joseph Eisen, formerly a partner in the Penn-Coin-o-Matic Company, Wurlitzer distributor, and now operating music machines in Puerto Rico, is still

keeping up his correspondence with his many operator friends here, sending back glowing reports of the music machine business on the island.

Berlo Vending Company, operating candy vending machines, is now distributing a new 5-cent candy called Sugar and Spice.

Dave Rosen, music operator, has grabbed off a choice location in getting the assignment to set up a music system for the new Howard Johnson Restaurant on Hunting Park Avenue, which includes an air-raid proof bowlerdrome in the basement, air-conditioned, and 16 bowling alleys operated by S. Kenneth Walters. The sets of wall boxes were installed, one for the dining room and a separate music system for the cocktail bar.

Joe Moran, formerly contact man with the Oakford Machine Company, music and pinball operator, was a recent visitor in town.

Stanley Bear, manager of Artie Pockrass's Universal Amusement Company, received a welcome visit from Sir Stork earlier last month, leaving a bundle of boy behind for the Bear household.

Philip Marman, serviceman for Dave Rosen, music operator, and Daisy Brodsky, "I-Dood It" February 14, which explains his absence from the annual banquet of the music association that night.

USED PHONO NEEDLES RE-CONDITIONED

Send your worn Phonograph Needles to us. They will be RE-SHARPENED PERFECTLY and GUARANTEED. You save almost 2/3 on your needle cost.

NEEDLES RE-SHARPENED

1-10 15c per needle
10-50 12 1/2c per needle
Over 50 10c per needle

Re-Sharp Needle Service

P. O. Box 770 Fort Dodge, Iowa
A Precision Service

1 TO 12, 25¢ EA. • 13 TO 99, 23¢ EA. • 100 UP, 20¢ EA.

MIRACLE POINT NEEDLE / MIRACLE POINT NEEDLE / MIRACLE POINT NEEDLE / MIRACLE POINT NEEDLE / MIRACLE POINT NEEDLE

Use Miracle Point needles and buy Defense Stamps with the difference!

WANTED
Wurlitzer Phonographs
From 600 up to 950. Will pay cash and buy any amount—one or a carload.
WOLF SALES CO., INC.
1932-34 Broadway DENVER, COL.

ATTENTION, NEW ENGLAND OPERATORS

Come in and See the New Wurlitzer 1943 Victory Model COMPLETE STOCK NEW WURLITZER WALL BOXES, BAR BOXES, SPEAKERS Will Pay Cash for Phonographs and All Coin Machines

SPECIALS:	Wurlitzer 616 and 61.....\$ 50.00
	Rockola Monarch and Windsor\$ 80.00
	Wurlitzer Twin 12 in Steel Cabinet with Packard, Keeney or Buckley Adapter, Completely Reconditioned.\$100.00
	54-Ft. Duck Pin Automatic Bowling Alley, like new\$500.00

LARGE STOCK USED WURLITZER, SEEBURG, PACKARD, KEENEY BOXES WE BUY AND SELL ROUTES CONTACT

REDD DISTRIBUTING CO., 26 Brighton Ave., Boston, Mass.

PHONOGRAPHS AND WALL BOXES

Seeburg Rex with Wireless Remote Control Adaptor.\$129.50	Seeburg 5c Wireless Wall-O-Matics\$27.50
Seeburg Rex with 3-Wire Remote Control Adaptor. 129.50	Seeburg 5c 3-Wire Wall-O-Matics 26.00
Seeburg Gem 134.50	Seeburg 5c, 10c, 25c Wireless Bar-O-Matics... 42.50
Seeburg Casino 139.50	Seeburg 5c, 10c, 25c 3-Wire Bar-O-Matics ... 39.50
1939 Rock-Ola Deluxe.... 159.50	

One-Third Deposit Required on All Orders

W. & L. MUSIC CO.
240 S. LUDLOW ST. DAYTON, OHIO

**For Continuous Performance
GIVE THESE
VICTOR AND
BLUEBIRD HITS
Top Billing
in Your Coin Machines!**

VICTOR...

- There Are Such Things TOMMY DORSEY — 27974
- That Old Black Magic GLENN MILLER — 20-1523
- Brazil ENRIC MADRIGUERA — 27702
- You'd Be So Nice To Come Home To DINAH SHORE — 20-1519
- Moonlight Mood GLENN MILLER — 20-1520
- When the Lights Go On Again VAUGHN MONROE — 27945
- Why Don't You Fall in Love With Me DINAH SHORE — 27970
- As Time Goes By RUDY VALLEE — 20-1526
- It Started All Over Again TOMMY DORSEY — 20-1522
- Happy-Go-Lucky VAUGHN MONROE — 20-1524

BLUEBIRD...

- I Had the Craziest Dream FOUR VAGABONDS — 30-0810
- For Me and My Gal ABE LYMAN — B-11549
- Rose Ann of Charing Cross FOUR VAGABONDS — 30-0811
- Please Think of Me SHEP FIELDS — 30-0807
- Der Fuehrer's Face SPIKE JONES — B-11586
- There's a Star-Spangled Banner Waving Somewhere ELTON BRITT — B-9000
- "Murder," He Says TEDDY POWELL — 30-0809
- The Old Gray Mare Is Back Where She Used To Be CARSON ROBISON — 30-0808
- Moonlight Serenade GLENN MILLER — B-10214
- Begin the Beguine ARTIE SHAW — B-7746



To help us make new Victor and Bluebird Records for you sell your old ones to your distributor today!

To Locations

Note: The following general letter was sent to locations recently by the S. & A. Novelty Company, San Bernardino, Calif.

Our amusement business is an important part of your business. Your location is the most important part of our business. Our relationship has been built on good equipment, plus fast, efficient service, as well as courteous treatment accorded you by our trained men.

As you know, present conditions due to the war effort have interrupted our efforts to serve you as we would like to do. We cannot buy tires—gasoline has been curtailed—many machine parts have been discontinued by the manufacturers and many parts are irreplaceable. New games and used games are difficult to obtain, and are also much more expensive. New equipment is scarce because all amusement device manufacturers are devoting their full time to turning out war products.

You can aid us by protecting our equipment from abuse, by anticipating your various needs and by not asking for unnecessary service calls. We will still be on the job at all times to serve you, but if our service is not quite as fast or efficient as in the past, we beg your patience and ask you to bear with us during these unusual times as some of our men have gone and others will probably go into the armed forces and they will be replaced by new mechanics if we are able to secure them.

You have undoubtedly read in the newspapers about the government calling in nickels, which will soon be replaced, but until that time, we ask you to get along the best way possible. When the new nickels are available, please try to keep a sufficient amount on hand so that we will not have to make any unnecessary calls.

Our amusement machine industry has been heavily taxed by our government, but if we can't go across, let's come across, because we anticipate another tax on our amusement machines in the very near future. By saying, let's come across, we also mean let's buy War Stamps and War Bonds continuously.

So, help us to help you, and we will

both be helping each other. Let's all work for one goal and that is, to attain victory in the end.

Baltimore Restaurants Worried by Rationing

BALTIMORE, March 13.—Reports in the restaurant trade indicate that problems due to the new rationing of foods are causing considerable trouble. Officials of the Maryland Restaurant Association are taking steps to prevent undue panic among restaurant owners, they say.

The association has adopted a program of keeping member restaurants open only six days a week. A majority of the restaurants are closing on Sundays, but some close on Monday and stay open on Sunday.

A careful check is being made of the effects rationing will have on the eating places. Restaurant owners fear that as rationing cuts down the supply of meat and other items for the homes, people will begin to eat at restaurants in the hope of obtaining more meat. They fear that this will create a shortage of scarce foods in restaurants.

Proprietors are discussing the idea of saving special meats for steady customers rather than catering to people who are known to be seeking extra food allowances.

Guaranteed Post-War Loan Plan Proposed in Capital

WASHINGTON, March 13.—A new type of guaranteed post-war loan has been proposed recently as a means of converting plants now idle to war production by assuring their owners of funds for immediate reconversion to peacetime manufacture when hostilities cease. It was suggested that the proposed loans should be administered by the Federal Reserve Board thru existing commercial bank facilities.

The borrower would be obligated to produce only war articles now and to use the funds for reconversion later, and the amount would be limited to 75 or 80 per cent of the working capital tied up in war work.

RECORD BUYING

Special reports received from The Billboard representatives last week show the records listed below are currently receiving the most play on automatic phonographs thruout the nation. These reports stem from all the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide.

GOING STRONG

- THERE ARE SUCH THINGS** (13th week) TOMMY DORSEY (Frank Sinatra-Pied Pipers) Victor 27974
- I HAD THE CRAZIEST DREAM** (11th week) HARRY JAMES (Helen Forrest) Columbia 36659
- MOONLIGHT BECOMES YOU** (10th week) BING CROSBY Decca 18513
GLENN MILLER (Skip Nelson-Modernaires) Victor 20-1520
HARRY JAMES (Johnny McAfee) Columbia 36668
- WHY DON'T YOU FALL IN LOVE WITH ME?** (8th week) DICK JURGENS (Harry Cool) Columbia 36643
JOHNNY LONG (Bob Houston-Helen Young) Decca 4375
DINAH SHORE Victor 27970
CONNIE BOSWELL Decca 18483
- I'VE HEARD THAT SONG BEFORE** (5th week) HARRY JAMES (Helen Forrest) Columbia 36668
- BRAZIL** (4th week) XAVIER CUGAT (Chorus) Columbia 36651
JIMMY DORSEY (Bob Eberle-Helen O'Connell) Decca 18460
- YOU'D BE SO NICE TO COME HOME TO** (3d week) DINAH SHORE Victor 20-1519
- THAT OLD BLACK MAGIC** GLENN MILLER (Skip Nelson and The Modernaires) Victor 20-1523
JUDY GARLAND Decca 18540
FREDDIE SLACK (Margaret Whiting) Capitol 126
CHARLIE BARNET (Frances Wayne) Decca 18541
HORACE HEIDT (Charles Goodman) Columbia 36670

Names in parentheses indicate vocalists.

Help Your Customers Keep Going with Music

ORDER TODAY FROM YOUR
VICTOR and BLUEBIRD
RECORD DISTRIBUTOR



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

By GLADYS CHASINS

The Filmusic Forum

Operators should take special note of this round-up of films to be released soon featuring tunes that have been recorded. With the settlement of the recording ban still in the indefinite future, this regular bi-monthly recapitulation can give operators an idea of what oldies, standards, hillbillies and other tunes will get pic plugging that might make them worth a few more spins. Fortunately, the batch of forthcoming musicals offer a wide selection of tunes already on wax. Further details on possible tie-ups will be presented as films approach their release dates.

"Cabin"-ful

Tunes from MGM's musical *Cabin in the Sky* got a good start when they were featured in the show of the same name. Pic stars a long list of recording artists, including Ethel Waters, Lena Horne, Louis Armstrong and Duke Ellington. *Taking a Chance on Love* has been getting a lot of play on the airwaves, having tied the record mark for major plugs last week, and waxings are available by Benny Goodman (Columbia), Frankie Masters (Okeh), Sammy Kaye (Victor), Teddy Powell (Bluebird), Ella Fitzgerald (Decca), Guy Lombardo (Decca) and Ethel Waters (Liberty).

Title tune has recordings by Benny Goodman (Columbia), Frankie Masters (Okeh), Vaughn Monroe (Bluebird), Ella Fitzgerald (Decca), Ted Fio Rito (Decca) and Ethel Waters (Liberty). *Things Ain't What They Used To Be* has been waxed by Johnny Hodges (Bluebird) and Charlie Barnet (Decca).

"Du Barry"

Another MGM musical adapted from a show, *Du Barry Was a Lady*, offers three recorded tunes. *Do I Love You?* and *Friendship* were both popularized during the run of the play and have waxings by Kay Kyser (Columbia), Woody Herman (Decca), Artie Shaw (Bluebird) and Leo Reisman (Victor) on the former and Kay Kyser (Columbia), Judy Garland (Decca) and Johnny Mercer (Decca) on the latter. *Katie Went to Haiti* is recorded by Mary Martin (Decca) and Leo Reisman (Victor).

"Coney Island"

This 20th Century-Fox musical will feature *Cuddle Up a Little Closer*, which has been waxed by Guy Lombardo (Decca) and Meredith Willson (Decca).

"Hello, Frisco"

Hello, Frisco, Hello, 20th Century-Fox's new Alice Faye starrer, features some oldies, including the title tune waxed by Merry Macs (Decca), *Ragtime Cowboy Joe* by Paul Whiteman (Decca), *Ranch Boys* (Decca) and *Pinky Tomlin Kelly?*, Phil Regan (Decca).

"Stormy Weather"

One of top forthcoming musicals for tie-up possibilities is 20th Century-Fox's *Stormy Weather*. Film stars Lena Horne, Cab Calloway and Fats Waller, and recorded tunes, to mention just a few, include title tune waxed by Lena Horne (Victor), Duke Ellington (Columbia), Eddie Duchin (Columbia), Ethel Waters (Columbia), Connee Boswell

(Decca), Art Tatum (Decca) and Carmen Cavallaro (Decca).

I Can't Give You Anything But Love has waxings by Louis Armstrong (Decca), Carman Cavallaro (Decca), Joe Daniels (Decca), Clyde McCoy (Decca), Connee Boswell (Decca), Benny Goodman (Victor), Fats Waller (Victor), Freddy Martin (Victor) and Harry Roy (Decca), and *Ain't Misbehavin'* by Louis Armstrong (Decca), Duke Ellington (Decca), Joe Daniels (Decca), Sidney Bechet (Victor), Tony Pastor (Victor), Fats Waller (Victor) and Paul Whiteman (Victor).

Complete list of recorded tunes featured in the film were run in this column last week and will be re-listed when the release date is announced.

News Notes

Vaughn Monroe signed for MGM's new Abbott and Costello film, *Harem Scarem*. . . . Paramount starting on new musical, *Girl's Town*, to star Mary Martin. . . . Judy Garland set for new Benny Goodman 20th Century-Fox pic, *The Girl's He Left Behind*. . . . Johnny Long signed for Universal's *Pardon My Ski*, another Abbott and Costello pic.

Demand for Old Tunes Increases On Calif. Locations

LOS ANGELES, March 13.—Music machine operators, especially those with wired units, are finding that the public has fallen into helping the operator fight the record shortage by asking for oldies. So much has the demand for oldies increased here within the past two months that operators are digging into their stocks in an effort to supply them, and on many occasions the serviceman has been sent to the corner store to buy these tunes which have accumulated dust.

Typical of the wired and music machine firms finding an increase for oldies is the California Music Company, headed by Al Cassell. According to Mrs. Judy Deats, telephone operator: "We have always had calls for oldies to a certain extent, but this is the first time they have asked for them in large numbers. We still get calls for the hit tunes, and the oldies are not in any danger of replacing or pushing them off the board. However, the public is going back to old times in its music taste."

Asked if she thought the war had made the difference, Mrs. Deats said that it evidently had had some effect but she didn't know how much. The one reason advanced for the trend is that older people are now patronizing music machines since the younger ones have gone to war. In spots patronized by servicemen, the hit tunes lead.

Mrs. Deats listed *Jealous* as her first number of the oldies getting play, indicating that it was topping the list. *Begin the Beguine* was second, with *Beer-Barrel Polka* following. *Melancholy Baby*, another oldie that has rung up plenty of nickels, comes in for its share of the business, as does *Sunrise Serenade*.

Sidewalks of New York is another tune that makes the music machine operator and the telephone girls dig deep into their files in order to fill an order. *Joseph, Joseph* was popularized by the Andrews Sisters right after they started their trek to the top and it is still going at full blast. *On the Road to Mandalay* is not only giving the flying fish a chance to play but also affording opportunity for the nickel pushers to get in their coins for this choice. Victor Herbert is as popular almost as Don Raye and Gene De Paul, writers of *Boogie-Woogie Bugle Boy* and *Mr. Five by Five*, and calls are coming in fast and furiously for numbers by the well-known composer. There is no great preference of numbers of the Herbert type, but the coin pusher wants something by him whether it be *Sweet Mystery of Life* or something else.

Havana Operators Expect Increased Summer Business

HAVANA, March 13.—With the advent of spring, the opening of numerous outdoor spots, and new all-time high pay rolls, outlook for the summer is most encouraging here.

Phonographs are meeting with a ready sale. Distributors who are fortunate in getting new boxes are chalking up good sales volume. Phonograph operators report business holding up well, despite a prolonged hot spell that has attracted patrons to out-of-city spots a month earlier than usual.

Cigarette vending machines sales are forging ahead, with the machine supply ample.

Penny scales are enjoying good business. Some new equipment has appeared on location during the past few months and more outside scales are now in evidence. The Penny Arcade on Prado Street continues to hold the crowds.

There is enough cash to allow low-priced amusement to get its share. With few types of amusement games being operated the music machines got the bulk. Play and sale of phonos and games continued about on the same level as last month, as did the venders.

Canadian Operators Find Old Favorites Still Good

OTTAWA, March 13.—To offset a sharp decrease in juke box revenue because of a lack of new records, Seeburg Music Company here is replacing many of its newer platters with sock favorites of other years.

The fickle juke-playing customers who insist on a rapid turnover of records on the machines seem to like this new policy, for Seeburg reports that the old favorites now on its boxes are coming up fast. Indications are that they will soon be drawing the nickels as fast as do available top-notch tunes of the day.

Favorites are some of the records that put Glenn Miller and Artie Shaw on the road to fame: *Shaw's Star Dust* and *Begin the Beguine*; Miller's *In the Mood*, *Sunrise Serenade* and *Moonlight Serenade*. Clyde McCoy's *Sugar Blues* is a hit everywhere.

The four companies having jukes in this district, Atlas, Seeburg, Regent Vending and E. & M. Amusement, say that the shortage of new records has resulted in a drastic curtailment of their phonograph revenue. But while the situation is serious it isn't critical, and the companies are willing to try anything that will keep it from becoming so.

Elton Britt's record of *There's a Star-Spangled Banner Waving Somewhere* has been a real money-maker for Atlas machines. It's outplaying such sensational grossers as Bing Crosby's *White Christmas*.

Regent Vending Sales has found the Britt record a big revenue-getter and is banking on a follow-up tune, *There's a Proud Union Jack Waving Somewhere* (recorded by Harry Campbell), to do as much. It has started out nicely, and indications are it will go places.

"Trial of the Coins" Held in Philadelphia

PHILADELPHIA, March 13.—Another session in the 151-year-old "trial of the coins" was held recently at the Philadelphia Mint. However, the new "nickel-less" nickel and the low-tin-content pennies were not among the defendants.

The trial, required by law, is conducted annually by a 19-member assay commission appointed by the President to check the weight and fitness of coins taken at random from the year's output of the nation's three mints—here, in Denver and in San Francisco. The new pennies and new nickels were not included because they had not been in manufacture a full year.

GUIDE—PART ONE

According to The Billboard representatives, who have this past week contacted at least four large automatic phonograph operators in their cities, the records listed below are rapidly gaining in popularity all over the nation, and indications are these records will eventually move into the most-played bracket on the opposite page.



COMING UP

WHY DON'T YOU DO RIGHT?

BENNY GOODMAN (Peggy Lee) Columbia 36652

This ditty took quite a while to make up its mind, but by now it's clear that it means to do right by coin machine ops. As its lyrics demand, it has been "getting some money"—and it's still spinning fast after working its way to the top of Coming Up. Now that it is on its way, this waxing by maestro BG looks as tho it's all set to follow in the footsteps of many of his others.

FOR ME AND MY GAL... JUDY GARLAND and GENE KELLY... Decca 18480

After hovering around the upper brackets of Coming Up for a few weeks now, this tune still hasn't worked up the energy to take the leap over the top. However, even tho it's playing hard to get, the Garland-Kelly waxing seems to have *For Me and My Gal* a-whirling and has given an added lift to the big picture exploitation allotted the tune.

IT STARTED ALL OVER AGAIN... TOMMY DORSEY (Frank Sinatra-Pied Pipers) ... Victor 20-1522

This title was aptly chosen for a new Tommy Dorsey recording. It started working its way straight up the road to success, slowly but very surely, and now it's proving all over again what TD can do. It may have been taking its time, but it hasn't left any doubt as to its intentions to keep those nickels dropping in.

DON'T GET AROUND MUCH ANYMORE... INK SPOTS (Glen Gray-Kenny Sargent-LeBrun Sisters) ... Decca 18503 Decca 18479

It's back again this week and it looks as tho *Don't Get Around Much Anymore* has started to get around quite a bit. Altho this revamped Duke Ellington tune did not leap into the limelight immediately, it has been creeping in lately with more and more assurance. It's a close race for first place between the two waxings, with the Inks Spots' version seemingly nosing ahead.

Double-meaning records are purposely omitted from this column.

Manager Wholesale Record Department

Male or Female

Victor distributor has opportunity for experienced person to take complete charge of ordering, inventory, billing and shipping departments. Salary and bonus. Give complete business experience and salary expected. If possible, send photo with your first letter. All replies treated confidentially. Our employees know about this ad.

Address: BOX D-36, Care of The Billboard, Cincinnati, Ohio.

MOVIE MACHINE REVIEWS

Program 1107

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, February 22.

THE SMOOTHIES and CAPPY BARRA'S Harmonica Boys combine once more in a harmony and harmonica festival, this time atop a cocktail lounge stage and in a short labeled *Showbar Frolics*. The two boys and a girl song act again swing out in their familiar style, which is a pleasant one, incidentally, and the five harmonica lads give out with plenty of music. (Soundies.)

ARNOLD KENT and MARINA GOYA, in a languorous tropical dance, and a singer who is billed as LOUISE BURNETT are featured in *Tropical Kiss*. Saronged girls are all over the tropical set and while nothing much happens, it is okay for places that want to relax their customers. (Tecpro.)

RAY NOBLE and his band, with GRETA GRANSTEDT as the featured girl singer, and LEE, LYNN and LOU, cute harmony trio, repeat once more in *Dear Arabella*. Noble, in an army uniform, carries on a long-distance romance with Greta via records, and Greta handles her answers with the assistance of a new boy friend who helps her keep busy while the chief is away. Entertaining short. (RCM Reissue.)

FREDDIE and FLO, SLAP AND HAPPY, and SNAP AND SNAPPY are the names thought up for some Negro jitterbug teams who turn the steam on full blast in *Rug Cutter's Holiday*. Not much production background here, but plenty of j-bug dancing. (LOL.)

MELTON MOORE, singer, and PATTIE ROBBINS, one of several Diamond Horse-shoe (New York night club) showgirls, pair up in *Heavenly Hideaway*. Serves the purpose of introducing these tall lovelies parading down a stairway. (Soundies.)

PAT ROONEY III, with a glimpse of Herman Timberg II, are seen in *Dance Revue*, a short laid against a swimming pool party background. An unbilled girl tap dancer offers a short routine before Rooney goes into a fast dance turn. (Soundies.)

SUGAR KANE, lovely blonde and not a bad singer, returns in *Stormy Weather*. Even tho the driving rain doesn't mar her beauty while singing on the street, she gets across the number with pretty fair vocal work. (RCM Reissue.)

RAY FABING'S INGENUES, all-girl band fronted by shapely, sexy JANICE WALTER, play two hot numbers in *Ingenue Blues*. Janice works much on the style of Ina Ray Hutton, and with even more enthusiasm. Nice flash. (POM.)

Program 1108

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, March 1.

GRACE POGGI AND YGOR, big-time dance team, with ARNOLD KENT, tenor, on the vocal, do an impressive in *Misterio*. Romantic in theme, and handled straight thruout, it should find particular favor in the classier locations. (Tecpro.)

SAM MANNING and BELLE ROSETTE, Calypso dancers, work to the accompaniment of native song and music in *Quarry Road*. A colorful short and different from the average Soundie. (LOL.)

SPIKE (Der Fuehrer's Face) JONES and his City Slickers, hillbilly band, are back again in *Pass the Biscuits, Mirandy*. It's hokum all the way, the boys feuding with Mirandy's biscuits which are obviously tough enough to use for ammunition). (RCM Reissue.)

MICHAEL BARTLETT, ace tenor, does a good job on *Little Grey Home in the West*, while scenes of the village and boyhood memories are flashed on. Should hold the attention of most Soundie fans. (Minoco.)

BOREAH MINEVITCH'S Harmonica Rascals do *Bugle Call Rag* in this reel and the playing as well as delivery is stereotyped. If you like harmonica work you will go for it. Act is certainly a far cry from the old Minevitch group itself. (LOL.)

HARRY ROY and MABEL MERCER, British entertainers, appear in this slice

from a full-length musical known here as *Harlemesque Revue*. It is a lavish night club production with a large line of girls, most of which never projects. (POM.)

KEN CURTIS, baritone, and SHEP FIELDS, who fronts his all-reed band, are back with *Someone's Rocking My Dreamboat*. Stock band short, altho Curtis starts off on a ship deck and works in a fitting uniform. (Minoco Reissue.)

FAITH BACON, the No. 2 Sally Rand in the strip field, offers one of her standard specialties (modified for the screen, of course) in *Lady With the Fans*. Manipulates a couple of fans with grace while she presents an interpretative dance, first with a full gown and then with the gown off. (RCM.)

Program 1109

Assembled and released by Soundies Distributing Corporation of America, Inc. Release date, March 8.

ROD ROGERS, comic, and RAMON ROS GROUP, rumba outfit (heard but not seen) are billed in *Siesta Fiesta*, another tropical short with sailors, saronged girls and a romantic sea background. The dance routine between the sailors and the girls affords Rogers some comedy bits. (Tecpro.)

DAVE SCHOOLER and his all-girl band

play *I Love You Too Much* while an augmented production scene visualizes the action, employing several beautiful girls in a cafe set. Good sight short. (Minoco.)

WILL BRADLEY and his Texas Hot Dogs, jazz group formed from his band (now disbanded), go to town once more in *Basin Street Boogie*. A meal in itself for boogie woogie patrons. (Minoco Reissue.)

LOUIS JORDAN and his Timpany Five, one of the best colored combinations in the business, do one of their oldies in *Down, Down, Down*. No rhyme or reason to the lyrics, but Jordan and his cohorts are salesmen who can entertain with anything of a jump nature. (Soundies.)

THE THREE WILES, novelty dance trio (formerly three boys but now two boys and a girl) offer their vaude act's version of the *Parade of the Wooden Soldiers*. Work in trick outfits which change into uniforms. Lack of production background hampers this routine. (LOL.)

ARTHUR BORAM, mimic, introduces three unknown acts, each of little consequence. Works as Jimmy Durante, Charles Boyer and Groucho Marx, bringing on a hillbilly trio, harmonica player and sister song team. The title: *Guess Who?* Its value: nil. (LOL.)

ESMERELDY and Frank Novak's hillbilly band entertain again in *For Red Nellie's Honor*. It is the girl's job to carry the vocal load and she accomplishes it with flying colors. (Minoco Reissue.)

THE HEAT WAVES, three lads who act like the Ritz Brothers, are not funny in the generally dull *Heat's On Again*. They come on as a comedy trio, changing into zoot suits, with one of the lads doing a takeoff of a zoot suit gal. Forced physical comedy. (LOL.)

RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators



POSSIBILITIES

These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

NOTE

Columbia this week has re-issued the Benny Goodman recording of two tunes from *Cabin in the Sky*, *Taking a Chance on Love* and the title tune. Waxings gained popularity during the run of the show, and with the big MGM musical to back them up they should come back with renewed energy. *Taking a Chance* has gotten heavy plugging over the airwaves in the past few weeks. Victor will also re-issue old recordings of the same tunes next week, with Vaughn Monroe on *Cabin* and Sammy Kaye on *Taking a Chance on Love*. Columbia has also set two more waxings from *Happy Go Lucky* for next week, *Let's Get Lost* and *The Fuddy Duddy Watchmaker* done by Kay Kyser.

Bluebird waxing of *Rose Ann of Charing Cross* is out this week in a neat vocal arrangement by the Four Vagabonds. Vagabonds also waxed *Ten Little Soldiers*, but the quick rhythm does not make for as smooth a vocal as *Rose Ann*. Decca's only offering is an album of Spanish rhythmic by Miguelito Valdes.

Both the Jacques Renard (Brunswick) and Rudy Vallee (Victor) revived waxings of *As Time Goes By* have started to show up in several spots. *Vos Zokt Eer*, done by Baron Elliott on the Musicraft label, has also been picking up and looks worthy of a few spins.

THE WEEK'S BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the Record Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinions of The Billboard's Music Department.

OVER THERE DICK BRYER AND THE SONG SPINNERS Musicraft 15011

With all the fighting and marching songs that have been pouring out of Tin Pan Alley mills since Pearl Harbor, there hasn't been a single one that could come close to matching the lyrical, musical and emotional appeal of George M. Cohan's classic. And until the real thing comes along, *Over There* can just as well serve for the second World War as well. Dick Bryer and the Song Spinners, an all-male vocal group, familiar voices on the Mutual network, provide plenty of spirited and rhythmic singing in colorful setting for this all-vocal entry. Moreover, the singers bring the song up to the minute with a verse that highlights the heroics of our boys on the Pacific and African fronts, and goes far in enhancing the phono appeal of the side. Plattermate is also styled for phono attention, being the already familiar Cole Porter ballad, *You'd Be So Nice To Come Home To*, which packs a rhythmic punch in addition to its vocal variety.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

Restaurants May Rate "Essential" If Plan Succeeds

BALTIMORE, Md., March 13.—The new mandatory order issued by President Roosevelt for a 48-hour work week should prove to be a boon to the restaurant business by making more labor available, it was declared by Robert J. Wilson, secretary of the National Restaurant Association, in addressing a meeting of the Maryland Restaurant Association.

He made this statement in addressing the Maryland group on the man-power problem, and during his discussion of this subject, he pointed out that restaurant employees already are working more than 50 hours a week and that they are not included in the time-and-half overtime provision of the mandatory 48-hour work week.

It was declared that the Labor Department had announced that restaurants and other businesses not covered by the Fair Labor Standards Act are exempt from the overtime pay requirements. Wilson predicted that the longer week will release many older workers from "non-essential" occupations who will help to relieve the man-power shortage in restaurants.

He declared that the National Association now is seeking classification of the restaurant business as an "essential industry" by the War Man-Power Commission in an effort to obtain draft deferments for irreplaceable employees, and the restaurant organization hopes at least to get deferments for the manager, chief cook, baker and maintenance men. With these four keymen, he declared, it will be possible for restaurants to be kept going.

The forecasting that the Baltimore area will get an essential classification because of its job in feeding war workers, Wilson declared that failure to receive it would not prevent restaurants from obtaining older workers unskilled for war industries. Wilson further predicted that restaurants will be exempted after March 18 from the ruling doing away with bakery sliced bread. The restaurants already have received a 60-day postponement of the order to determine the number of bread slicing machines available.

Slicing Equipment Needed

It was stated by F. H. Longfellow, head of the Longfellow Hotel and president of the Maryland Restaurant Association, that approximately 20 bread-slicing machines now are owned by Baltimore restaurants, and estimated that they would require 500 if bakery sliced bread is discontinued. It was stated that proprietors of restaurants who have tried to obtain them were told that none are available within 30 days.

Douglas Boyle, head of the commercial institution unit of the OPA food-rationing division in Washington, who also addressed the Maryland restaurant group at its meeting in the Longfellow Hotel, declared that under point rationing there will be no limitation on the number of persons served and that the emphasis will be primarily on the amount of rationed foodstuffs served per customer. He pointed out that there will be no requirement that patrons of restaurants surrender ration stamps, and he asserted point rationing is being applied to restaurants only to secure an equitable distribution of available supplies by civilian allotments.

Boyle declared allotments will be based on the amounts of processed foods used by restaurants in December, multiplied by a factor not yet determined by the OPA.

Detroit

DETROIT, March 13.—Ben N. Osher and Saul E. Gordon, of the Four-In-One Manufacturing Company, have gone into war work.

Joseph Brilliant, of Brilliant Music Company, is enjoying the baths at Hot Springs. Business is being run in his absence by his partner, William K. Palmer.

W. R. Palechek is manager of the Coin-Meter Detroit Company, operating coin-controlled washing machines, chiefly in apartment houses. The company now has six partners, the others being Harold C. Genter, Frances A. Genter, Jean Genter, M. P. Hodell and N. A. Shortt.

Panoram-Soundies of Michigan, Inc., formerly located in Pontiac, Mich., has moved to 15714 Southfield Road here. M. K. Harner is general manager.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By JOSEPH R. CARLTON

IN CASE you've been wondering what's with the King Sisters now that Alvino Rey has gone to war work, they're making the showbiz whirl on their own. . . . Reminder: the number of big-name bands scheduled for major roles in forthcoming films mounts steadily. All of which makes the Picture Tie-Up department elsewhere in this section a "must" feature for operators. When the moviegoers get hep to the appeal of maestri and their men, so much more attention will be directed to the latter's recordings, old and new. So far as new disks go, of course, tie-ups will have to await dispensation of the Petrillo ban. . . . Talent scouts Leonard Joy and Manie Sacks, of Victor and Columbia exclusively, are back from the Coast, where it is assumed they were busy lining up artist material for the great day. In the meanwhile the stream of oldies coming out on wax flows wider and deeper, making it plain that now's the time to dig thru your libraries and unearth those items you never thought you'd use again to fill the slots.

Territorial Favorites

ERIE, PA.:

Please Think of Me. Shep Fields.

One of Victor's post-New Year releases, *Please Think of Me*, as waxed by Shep Fields, has provoked little thought among operators. This, tho the tune proper had received ample network plugging. No sure deduction can be drawn from this background, however, since the record world normally is known to act peculiarly, and with the Petrillo ban in force, is guaranteed to be cuckoo. What's left to say is that Eric uses

Think of Me profitably, other locations might think along the same lines.

ST. LOUIS:

Cow Cow Boogie. Freddie Slack.

With St. Louis breaking out with a territorial rash that features mostly the *Cow Cow Boogie* disease, spread about by Maestro Freddie Slack, it's high time to inform operators that a rise in interest for said disk should follow release of the Columbia film *Reveille With Beverly*, in which the dance of the twin helpers is featured. All customers should go for *Cow Cow* anew, especially on the Jersey shore. Moo!

OMAHA:

Vos Zokt Eer. Barron Elliott.

Whatta you say, coinmen, or didn't you know the English meaning of *Vos Zokt Eer*? Anyway Omaha-ha boys say plenty about Elliott's recording for the Musicraft label, putting it among the top slotlers. If you can get copies, you might find a spot for *Vos Zokt Eer* and from then on let the disk and the title speak for itself. What's that, what did you say?

Note

For a comparative listing of songs played most often over the radio for the week ended March 12, and the week previous, ended March 5, see the Music Popularity Chart in the Music Department this issue.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the sepien best sellers under Harlem Hit Parade.

hands of Mr. Petrillo's union.

"The companies also point out that this is a plan for creating artificial employment for unemployed members of the federation contrary to the policy of the Man-Power Commission, which is seeking to draw into war industries at least those persons not presently employed. And such a payment as Petrillo proposes might subject both them and him to the charge of conspiring to maintain or increase prices."

MORE MOVIE SHORTS

(Continued from page 60)

film, his firm has set a deal with the laboratories to give more attention to movies for coin machines.

Both Hollywood Film Exchange and Phonofilm have been doing good business in the past few weeks, and an increased number of prints have been necessitated by this demand. Both are catching up with their orders with the result that it is soon expected that the flow of movie films from here will be on the same date the order is received.

Associated Producers' Distributing, Inc., has moved its shipping point to New York. Mario Castagnaro, APD head, said that his firm had been fortunate in having a large supply of these prints made before the curtailment of film stock and the entrance of the priority matter on the scene.

Not Announced

While no definite plans have been announced by either Hollywood Film Exchange or Phonofilm, these firms do have arrangements for releasing new movies shortly. At the present they are finding it a man-sized job to supply prints. However, Phonofilm, and it is assumed the same for Hollywood Film, says that sufficient sound tracks are on hand to keep the supply flowing.

Another name being mentioned in the production of coin machine movies is that of Neal McGuire, who was among the first here to enter the three-minute film. McGuire is at present turning out advertising films for a well-known distillery and is expected to start production on the coin machine movies upon completion of this assignment.

Firms handling this type of film emphasize that operators of movie machines need not fear any shortage of films. It is reported there is sufficient backlog of sound tracks to keep the industry pretty well supplied.

FORMER DISKS CLICK

(Continued from page 60)

stronger is certain as the reservoir of tomorrow's hits is drained dry. Very few masters of pop tunes still remain on diskers' shelves. The only thing that may be left for record firms to do will be to reissue old waxings. Helping the cause along is the fact a host of film-musicals are scheduled for '43 which plug standard tunes, and recordings of most of these can be reissued by the disk firms and offered the trade. Some of the pictures soon to be released in which old recorded tunes will be featured include:

MGM's *Cabin in the Sky* (*Things Ain't What They Used To Be*, *Taking a Chance on Love* and the title tune).

Fox's *Hello, Frisco, Hello* (*Ragtime Cowboy Joe*, *Has Anybody Here Seen Kelly?* and the title tune).

MGM's *Du Barry Was a Lady* (*Katie Went to Haiti*, *Do I Love You?* and *Friendship*).

Fox's *Stormy Weather* (*I Can't Give You Anything But Love*, *Ain't Misbehaving*, *Shadack* and the title tune).

Republic's *Idaho* (title tune) and Fox's *Coney Island* (*Cuddle Up a Little Closer*).

Film versions of many of last year's

Broadway musicals number among them Paramount's *Lady in the Dark* and *Let's Face It* and MGM's *Best Foot Forward*.

Decca and Capitol, among the major disk firms, still have a reserve of novelty, jive and race masters that will keep them going for a while in those fields. Among the lesser manufacturers Classic can always stay in the running with its seemingly endless supply of "Mexican" masters.

New Policies

To meet the new situation, diskers have resorted lately to unusual policy changes. Decca, for one, is bringing back its Brunswick label, a move hastened by company's desire to get on the market with a recording of *As Time Goes By*. Company will release (March 4) Jack Renard's old waxing of the tune for Brunswick. Victor is following its stunt of coupling an Arlie Shaw recording with the old Rudy Vallee version of *As Time Goes By* by splicing tunes from *Cabin in the Sky* by different artists. Sammy Kaye's *Taking a Chance on Love*, an old Victor, backed by Vaughn Monroe's *Cabin in the Sky*, a former Bluebird waxing, will be released on March 26.

The immediate future may see a lot more of this unusual coupling, when diskers will have to reach into their files to find salable material.

"SMOOTH : SPIRITED"

—THE BILLBOARD

TICK TOCK SERENADE

DANDY TOM

HENRI RENE and his Musette Orch.

on VICTOR International RECORD V-812

LIMITED STOCK—Order now from your local jobber.

STANDARD PHONO CO.

168 WEST 23rd STREET, NEW YORK, N. Y.

WANT TO SELL?—WANT TO BUY?
GOOD WILL IS IMPORTANT TOO!

SPRING SPECIAL

APRIL 10, 1943

The Billboard

Coin machine buyers in dire need of all types of machines watch The Billboard closely and read almost every ad. Make a list of the ones you have to sell or the ones you want to buy and advertise in the Big Spring Special. The increased distribution of this important edition will get results for you.

RESERVE SPACE NOW — MAIL COPY EARLY
FORMS GO TO PRESS MARCH 31

Philly Resumes Hit Tunes

PHILADELPHIA, March 13.—Local phonograph operators' association has resumed its "Hit Tune of the Month" campaign with *That Old Black Magic* selected as the March platter to benefit from the association's heavy promotional campaign. Belated deliveries made it necessary to carry over the February selection, *Moonlight Becomes You*, March selections also carry over into April so as to derive full benefit of the movie tie-ups when the *Star-Spangled Rhythm* movie opens locally.

Tobacco Growers Consider Rationing Remote Possibility

RICHMOND, Va., March 13.—The opinion was expressed here by A. Berkeley Carrington Jr., Danville, Va., president of the Tobacco Association of the United States, that despite an enormous increase in consumption thruout the world, rationing of tobacco is considered one of the remotest possibilities.

Carrington, Malcolm E. Oliver, secretary-treasurer, Danville, Va., and former Senator Lee L. Gravely, vice-president, Rocky Mount, N. C., were the vanguard of at least 70 members of the association's board of directors in semi-annual executive session at the Hotel John Marshall.

The rationing possibility is one of the smaller worries of the tobacco association officials, Carrington indicated. The organization at present is engaged in a campaign against the government's efforts to install the co-operative system of tobacco marketing against the present auction sales.

Sufficient tobacco is being grown, along with the supply on hand, to take care of all needs indefinitely despite the increased consumption, Carrington said.

As an example of the enormous increase in consumption, he pointed out that England last year increased its tobacco requirements from 190,000,000 pounds to 230,000,000 pounds.

"There is little chance of increased tobacco production," Carrington said, "because of the fear that the farmers will sacrifice other commodities. It is doubtful," he declared, "if Secretary of Agriculture Wickard will permit bigger tobacco crops."



Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago.

Georgia Candymakers Kept Busy Supplying Doughboys

(Reprinted From The Atlanta Journal)

ATLANTA, March 13.—Georgia's candy has gone to war.

Atlanta's candymakers, along with those elsewhere in the nation, are intensifying their efforts to satisfy the sweet tooth of the doughboy at home and abroad.

An estimated two-thirds of the nation's candy production is going today to Uncle Sam's armed services, and if the civilian consumer should find his store out of his favorite brand unexpectedly, he will at least have the satisfaction of knowing that the reason for the shortage is that Georgia candy is furnishing nourishment for thousands upon thousands of soldiers, sailors and marines.

With the possible exception of New Orleans, Atlanta is the leading candy manufacturing center in the Southeast. Georgia's candy manufacturers turned out \$8,150,266 worth of candy in 1939—the last year for which figures are available—and estimates are that about 60 per cent of that total was made in Atlanta. As large as this may seem, the South makes only about 5 per cent of the nation's total candy production.

In recent weeks a noticeable shortage of candy has been evident in the Atlanta area. This is not surprising when it is realized, for example, that one candy manufacturer reported his entire production for February and March has been purchased by the government for shipping abroad.

The candy industry faces several difficult problems today.

In the first place, this industry, as is the case with so many others, has been severely hit by man power shortages.

G. M. McMillan, of Atlanta, executive secretary of the Southern Wholesale Confectioners' Association, tells of one manufacturer in a Southern defense area who arrived at his office one morning not long ago, expecting to see his plant in operation as usual, only to discover that his entire plant personnel had shifted overnight to a new defense plant which had started in the area.

Add to that the fact that War Man Power Chairman Paul V. McNutt included wholesale confectioners in the list of "non-deferrable" industries for draft purposes.

Sugar Supply Cut

In addition, sugar for the manufacture of candy has been cut 30 per cent, chocolate 40 per cent. Top that off with the fact that virtually all of the ingredients used by candy manufacturers are increasingly scarce farm products, such as milk, butter, eggs and peanuts. And the South's big production is in peanut candy.

Moreover, when the OPA set price ceilings for the manufacturers, the candymakers were at liberty to discontinue shipping candy from elsewhere into the South. Many of them did so

because they could sell their entire production in their immediate vicinities. Others continued to ship into the South, but now have diverted a great part of that production to the armed services.

Candy manufacturers can, however, recover 100 per cent of the sugar and chocolate which goes into the candy made for the armed forces. But altho they have the raw materials to permit them to continue to provide the civilian population with 70 per cent of its normal supply, their production facilities are still taxed to the utmost to turn out what they are now producing.

Consequently, after the requirements of the armed services are filled, many are able to provide a quota of only about 25 or 30 per cent of the normal purchases for the jobbing trade.

Another Decline Factor

There is still another important factor in the decline of candy production for the civilian. Large numbers of plant facilities are being converted to other uses. Many are now engaged in the production of concentrated rations for the armed services. Some have been converted as food dehydration plants. Some are even making ordnance material.

Added to those problems is the fact that the government is now urging increased amounts of candy for defense workers. The candymakers have been asked to work out ways whereby a larger proportion of candy could be made available to those engaged in defense work because of its energy value.

Will Receive Less

This means that other civilians are going to receive still less candy hereafter. Because candy reduces fatigue and increases energy for production, many defense workers are asking for it as an in-between-meal pick-up, the candy industry was advised.

The war has had other effects on the candy industry, too. Much candy which was sold in bulk before the war is now being sold as packaged candy. The cost, of course, is more for the consumer. More expensive candies are appearing on the market. Substitute materials are being used so as to maintain quantity production.

The manufacturers haven't received a slash on corn sugar and corn starch, which they can use to make their products stretch farther. Maize products are being substituted for coconut. More available are nuts, and fruits are being used. By changing the types of candy they manufacture, then, the producers can increase their volume production without using more sugar. Hard candies have almost disappeared from the market simply because of their high sugar content, but are being made for the armed forces in quantity, an Atlanta producer said.

In physical appearance, too, boxed and packaged candy has been affected by the war. Use of cellophane in box

Tax Calendar

ALABAMA: April 10—Tobacco use tax reports and payment due. April 20—Sales tax and reports due. Use tax reports and payment due.

ARKANSAS: April 20—Gross receipts tax and reports due.

CALIFORNIA: April 15—Sales tax and reports due. Use tax and reports due.

COLORADO: April 14—Sales tax and reports due. Use tax and reports due.

ILLINOIS: April 15—Cigarette tax returns due. Sales tax and reports due.

IOWA: April 10—Cigarette vendors' reports due. April 20—Sales tax and reports due. Use tax and reports due.

KENTUCKY: April 10—Amusement and entertainment tax and reports due. Cigarette tax reports due.

LOUISIANA: April 1—Wholesalers' tobacco tax reports due. April 15—Wholesalers' tobacco tax reports due. April 20—State sales and use tax returns and payments due.

MASSACHUSETTS: April 10—Meals excise tax and reports due. April 15—Cigarette distributors' tax and reports due.

MICHIGAN: April 15—Sales tax and reports due. Use tax and reports due.

MISSISSIPPI: April 15—Manufacturers', distributors' and wholesalers' tobacco tax reports due. Sales tax and reports due. Use tax and reports due.

MISSOURI: April 15—Retail sales tax and reports due.

NEW MEXICO: April 15—Occupational gross income tax and reports due. April 25—Use or compensating tax and reports due.

NEW YORK: April 20—New York City retail sales tax and returns due. New York City use tax and returns due.

NORTH CAROLINA: April 15—Sales tax and reports due. Use tax and reports due.

NORTH DAKOTA: April 1—Cigarette stamp tax reports due. April 20—Sales tax and reports due. Use tax and reports due.

OHIO: April 15—Cigarette use tax and reports due. Use tax and reports due.

OKLAHOMA: April 15—Sales tax and reports due. Use tax and reports due.

SOUTH DAKOTA: April 15—Sales tax and reports due. Use tax and reports due.

TENNESSEE: April 5—Cigarette distributors' reports due.

TEXAS: April 10—Cigarette distributors' report due.

WEST VIRGINIA: April 15—Sales tax reports and payment due.

WISCONSIN: April 10—Tobacco products tax and returns due.

WYOMING: April 15—Sales tax and reports due. Use tax reports and payment due.

over-wraps is prohibited. No foil is used, and the boxes themselves are of lighter weight.

Definitely, Mr. and Mrs. Atlantian, candy's gone to war.

Northwestern

OPERATORS' HEADQUARTERS IN THE BULK VENDING FIELD

Keep Informed—know what's going on in the industry through

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Packed with ideas to help you make and save money. It's free!

SMALL STOCK OF MACHINES STILL REMAINS.

Parts and Repair Service at Your Disposal.

NORTHWESTERN, MORRIS, ILLINOIS

MUST SELL Quick! Cheap! 100 ROWE Cigarette Machines

1942 Model Presidents and Other Late Models

Size	Model	Original Price	Our Price
10	Col. Presidents	(\$110.00)	\$77.50
10	Col. Royals	(95.00)	70.00
8	Col. Royals	(85.00)	60.00
8	Col. Imperials	(85.00)	35.00

All With Cabinet Stands.

ALL A-1 APPEARANCE; ALL IN GOOD WORKING CONDITION.

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FIRST COME—FIRST SERVED

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THIS TIME TRY TORR

- 20 A.B.T. BIG GAME HUNTERS (Like New)\$24.75 Ea.
- 11 Kicker & Catchers 15.50 Ea.
- 9 Pikes Peak 15.50 Ea.
- 74 IMPS, A-1 Shape 5.50 Ea.
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- SALTED PEANUTS—25 Pound Carton 5.00

Full Cash With Order.

Write for Complete List.

TORR 2047A-SO. 68 PHILA., PA.

Get Army Priority . . .

WASHINGTON, March 13.—The armed services will get priorities on items commonly sold thru vending machines—candy, soft drinks, ice cream, chewing gum, tobacco, etc., according to an announcement March 4 by the War Department.

The announcement said that post exchanges would surrender army priority ratings on merchandise except on those articles considered necessary in maintaining the morale of soldiers. The above items were among those considered necessary for morale in the armed services.

It was said that this announcement of army ratings would not affect priorities set up by the War Production Board.

CIGARETTE AND CANDY VENDING MACHINES



- COMPLETELY REBUILT READY FOR LOCATION
- 8-50 Natl. Cigarette Mach. King Size \$89.50
- 8-30 National Cigarette Mach. King Size \$54.50
- 8-30 National Cigarette Mach. with 9-50 Mech. All Col. King Size \$79.50
- DUGRENIER 7 Col. Model 8 \$31.50

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VENDER SUPPLY NOTES

MEXICAN SIRUP—Sugar rationing in the United States has stimulated a sugar processing industry in Mexico. Located at Monterey, the industry is shipping 90 per cent of flavoring sirups to the U. S. Exports have climbed almost unbelievably. In August, 1942, there were none; in December they climbed to over \$200,000. Leading producer is an American soft drink company. Other activity in the Monterey territory includes United States companies that are concentrating on the production of candy and chewing gum.

INCREASED CANDY SALES—\$33,002,000 was spent by the nation in January for confectionery and chocolate products, according to the census bureau. This is an increase of 16 per cent over January, 1942, but in terms of pounds amounts to an increase of but 4 per cent.

CUBAN SUGAR—A delegation of Cuban officials has begun negotiations with the State Department preliminary to signing an agreement for purchase of 2,700,000 short tons of sugar from present grindings. Price will be 2.85 cents a pound.

REST FOR AUCTIONEERS?—*The Richmond Times Dispatch* in a recent editorial said about tobacco buying:

"In the Virginia and Carolina tobacco country, the belief seems to be spreading that, as a result of the war's effect on the leaf market, tobacco auctioneers will find themselves treating their vocal chords to an unscheduled rest, this coming season.

"There are a number of factors working against the auction system. With tobacco consumption at new peaks, pushing demand ahead of supply, and with the government supervising leaf prices, it seems that the auctioneer is being pushed into the background. In the Kentucky leaf markets, demand has so outdistanced supply that on occasion the tobacco buyers' purchases have been 'rationed' by allotting to buyers the quantities of leaf they might obtain.

"The major bone of contention among warehousemen and leaf growers is not government control of prices, which last season worked out far better than many tobacco men anticipated, but the federal grading system. The proponents and opponents of federal tobacco grading have been at it hammer and tongs for years.

"A petition now is being circulated among Virginia and Carolina growers by a committee representing the South Boston Warehouse Association, in which the federal grading program is sharply criticized. The Agricultural Marketing Administration has been emphatic in its assertions that it considers the auction system sound in principle, and that federal grading is not designed to undermine that system. The increasingly large volume of leaf which is being handled each year under the grading program indicates that the plan possesses many of the advantages attributed to it by its supporters.

"Should the auctioneers' song dwindle to a whisper this season it will not be as a result of the federal grading system, but rather as a consequence of wartime problems of supply and demand, and of controls aimed at preventing inflationary, runaway prices."

FORSEE DECLINE—"Outlook for beet sugar production in 1943 is far from hopeful and in California can be expected to drop approximately 50 per cent from 1942," Roland Tognazzini, president of Union Sugar Company, reported to stockholders.

"All essential food production in 1943 can be expected to be materially less than last year and the decrease can be attributed to building efforts of various government agencies which have confused the farmers," Mr. Tognazzini declared.

Union Sugar operations concluded January 17, after a run of 147 days, with record production of 70,173,845 pounds of sugar.

TOBACCO REVENUES INCREASE—Tobacco tax collections in the 28 States having levies on tobacco products in 1942 increased to \$130,300,000 last year from \$103,300,000 in 1941, a gain of \$27,000,000, according to an analysis by the Federation of Tax Administrators. Levies by the 14 States having laws in 1934 rose to \$49,000,000 in 1942 from \$22,200,000 in 1943, an increase of 121 per cent, the analysis disclosed, but collections by the 28 States

in 1942 rose 487 per cent over the 1934 total. States passing laws late were the more populous ones, the analysis indicated. Illinois and Maine, which enacted levies in 1941, contributed \$13,700,000 to total 1942 collections. The federation stated that legislation recently passed in Delaware and possible enactment of laws in other States this year might cause further increase in tobacco revenues in the next two years.

SHORTER MATCHES—Reduction in the length of matches from one-sixteenth to one-quarter of an inch and elimination of frills on matchbooks have been ordered by the WPB. Length and width of wire stitching on matchbooks and reduction in the striking surface were also ordered. WPB spokesmen said this order might sound trivial but would result in savings of nearly 7,000,000 board feet of lumber in 1943.

NEW YEAST—A new food yeast, resembling soap flakes in appearance and reportedly higher in vitamin B than liver or animal proteins, has been developed by British scientists. Known as "torula utilis," the new food unit can be made from sugar or molasses at a cost of about 10 cents a pound. A two-pound loaf of bread with 1½ ounces of the yeast would have a food value comparable to two eggs or 4 ounces of beefsteak, in addition to the bread's caloric value.

NEW GLYCERIN PROCESS—A new process for recovering glycerin in soap manufacturing more quickly and economically, and in larger quantities, by means of an alcohol process, has been developed by E. I. du Pont de Nemours & Company. The process may be used generally after the war.

In addition to larger and faster recoveries, the method provides a water-free glycerin that can be used directly in many processes, including that for making synthetic resins.

SCARCITY OF RUBBER—Total production of rubber in Venezuela will be about 100 tons for this season, which ends in April, and will probably reach 1,000 tons next season, which begins in October, according to the minister of agriculture.

Since the contract between the Rubber Reserve Corporation and the Venezuelan government gives Venezuela the first 800 tons each season, the United States will not receive any this year. Approximately 200 tons, which the United States will receive next season, will be the first rubber exported from Venezuela in more than 20 years. Officials of the country say the rubber is there but is extremely difficult to obtain.

FREE CIGARETTES—Merchant seamen soon will be supplied with free cigarettes for use during long voyages bearing materials for the war effort, the War Shipping Administration has announced. The idea was presented to the administration by a cigarette manufacturer as a contribution to the war effort. Cigarettes will be made available to merchant seamen immediately. Shipments are to be made to representatives of the WSA at various ports, and officers in the port will insure proper distribution.

10,000 STICKS—When the War Department decreed that no more gum should be sent in comfort kits for soldiers overseas, the brass hats unwittingly created quite a problem for Pekin (Ill.) Red Cross officials, who had on hand 10,000 sticks of the difficult-to-get stuff. It is certain that children would welcome its free distribution, and undoubtedly merchants would be glad to have it to sell.

PEANUT PRICES—Peanuts will be supported at not less than 85 per cent of the present parity price, according to Secretary of Agriculture Wickard. This will bring an average price of about \$129 a ton, with previously announced incentive payments, will boost the return to about \$150 a ton. Under new provisions there will be no distinction between quota and "excess" peanuts in incentive payments.

Plans are being made whereby growers may market their peanuts by direct sale thru oil mills, shellers, or co-operatives. In areas where oil mills or shellers do not supply the local markets, warehouses will be established by the Agriculture Department co-operative associations. Growers will be paid in cash at the time of delivery.

DEALERS PROTEST—Members of retail candy groups are vigorously protesting Mayor La Guardia's proposal to raise

the retail sales tax in New York to 2 per cent. The current tax is 1 cent on all retail sales over 25 cents.

UNDERSECRETARY SPEAKS—Undersecretary of War Robert Patterson was the principal speaker on a recent public service program, *Washington Reports on Rationing*, presented by the Council of Candy as Food in the War Effort. The council is sponsored by the National Confectioners' Association. Other guest speakers have been Agriculture Secretary Clyde R. Wickard, Office of Price Administrator Prentiss Brown and Paul V. McNutt, chairman of the War Man Power Commission.

CANDY PROFITS—The candy industries made favorable profit showings in 1942 in spite of rationing and other restriction of vital ingredients, according to a survey by a well-known financial service.

Despite rationing of sugar and restrictions in other commodities used, business in the candy and soft drink industries held up well during the past year, with increasing demands coming from the armed forces, which business is not subject to quotas.

Sales of candy and soft drinks to military services and war plants are taking precedence over regular wholesalers and jobbers and as a result increasing dislocations and shortages of certain lines in the civilian markets are appearing. Generally, the industry is working at capacity and is easily selling all it can produce.

NO CONVENTION—Due to rationing and conservation of automobile equipment, the Tobacco Association of the United States has decided to dispense with its annual convention, as it did in 1942. There will be a meeting of the board of governors sometime during the summer.

BALTIMORE AND PEANUTS—A recent editorial in *The Baltimore Sun* says: "Baltimore has no big-league baseball team, yet they are saying now that the town purchases more peanuts in the shell than any other city in the country. To those who are accustomed to associate peanuts in the shell with the bleachers this must come as something of a shock; but the fact is that the sound of the cracking of peanut shells was heard in the land long before there was any organized baseball.

"The peanut in the shell is really the peanut par excellence. The mode of shelling them, stripping them and sophisticating them with melted butter and salt is a development of a complex and perhaps effete civilization, never content with the old simplicities, always making things more intricate and, incidentally, on occasion spoiling them. The peanut in the shell is for the rugged individualist, full of the old pioneer spirit, willing to do his own work. But he knows more about the real flavor of the peanut than is ever imagined by those who eat them only after they are salted.

"As for Baltimore's addiction to peanuts in the shell, it should, perhaps, occasion little astonishment. Is it not, conspicuously a conservative city, cherishing the old ways and the old traditions? In taking its peanuts in the shell, it is acting strictly in character."

The Peanut Situation

To prices quoted must be added freight, shelling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., March 13.—Prices on farmers' stock peanuts continued to advance during the past week, with rather limited purchases by most shellers. The best Virginia Jumbos were reported bringing between 9¼ and 9½ cents per pound, with most sales at the 9½-cent price. The best bunch stock brought mostly around 9¼ cents, with prices on the medium grades ranging from 9 to 9½ cents. Shelling stock was going for between 8¾ and 9 cents per pound.

Prices on cleaned and shelled goods averaged a shade higher than those quoted in our last report, altho advances on most grades were slight. Movement of No. 1 stock was noted as being rather limited, with most shippers and buyers holding off until permanent ceiling prices on peanuts have been released. However, the demand for the second-grade stock was fairly good due to an increased interest on the part of peanut butter manufacturers, and prices on this grade were slightly higher.

Reports from the Southeastern States show an increase of approximately \$5 per ton on farmers' stock peanuts during the past week. Purchases by shellers have been mostly on a day-to-day basis or to cover shipments until the new ceiling prices became effective. U. S. No. 1 Spanish peanuts were selling at between \$170 and \$175 per ton. Runners were bringing between \$155 and \$165, with most sales reported at around \$160.

No. 1 Spanish shelled stock averaged about a quarter cent higher thruout the Southeastern section. The market on No. 1 Runners ranged about the same, altho the averages were a shade higher. No. 2 stock, both Spanish and Runners, sold higher, with an increased inquiry on the part of peanut butter manufacturers.

The ceiling prices of 13 cents per pound for peanut oil of 5 per cent refining loss, basis prime crude, F.O.B. Southeastern mills, still prevail, with demand running ahead of available offerings. Very few peanuts have been available in this section for crushing purposes, and stocks of peanut meal are practically exhausted. Only a few sales were reported, mostly in small lots.

Farmers' stock peanuts in the Southwestern States sold higher, with continued light offerings. No. 1 Spanish farmers' stock brought mostly \$161.50 per ton.

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Journal Surveys "PX" Business; Increasing Use of Coin Machs.

NEW YORK, March 13.—The coin machine trade is finding it possible to place more coin machines in army post exchanges and other buildings around the camps. An official order was issued on the subject some months ago by one of the regional offices and it has served as a guide for most placements. The post exchange business is steadily increasing and is consuming much goods needed by the armed forces.

A recent article in *The Wall Street Journal* reported on this field, as follows: "The best-paid soldier in the world—Uncle Sam's—are also the freest spenders.

"Their spending has lifted the army exchange service into the ranks of the biggest chain store operators.

As the army grows, so grows the army exchange business. Before the war, the aggregate volume of the 'PX's as the post exchanges are commonly called, didn't amount to much. Today, gross sales of army exchanges are approaching \$1,000,000 annually.

"There are several thousand outlets reaching across the continent from Fort Lewis, Wash., to the air forces school in Miami. Overseas there are a few hundred

more. In England, in Eritrea—wherever U. S. soldiers are stationed—there's a 'PX' ready to sell them cigarettes, candy bars, or many other things soldiers want.

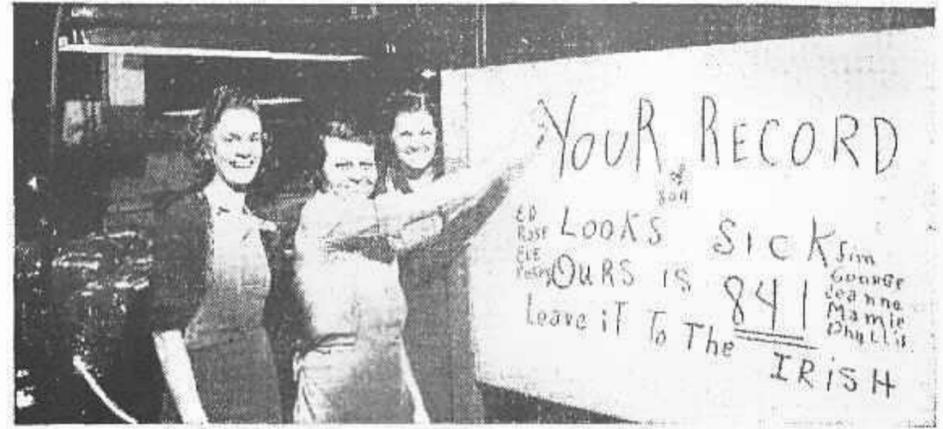
All Kinds of Articles

"The major items stocked and sold are candy, chewing gum, cigarettes and other tobaccos, writing paper, soap, shaving cream, razor blades, magazines, soft drinks and beer (3.2 per cent). But stocks on the 'PX' shelves are not limited to this field.

"Many of the exchanges have on sale such items as sweaters, bathrobes, towels, sheets, underwear, fountain pens and pencils, billfolds, card cases and gun cleaners. Coffee concentrate, for which a ration coupon is not required, can be found.

"Some of the very large stores even carry a line of goods soldiers might want to buy for their wives or sweethearts back home—such as women's hosiery, handbags, handkerchiefs and lingerie.

"Men and women in uniform—officers, enlisted men and draftees—are the principal customers. Civilians employed or serving at military reservations are also allowed to buy at the exchanges. But re-



REAL PRODUCTION IDEA. Among the excellent production ideas being used in the plant of the Bally Manufacturing Company, turning out war goods, is a contest between the day and night shifts. Above picture shows Phyllis Gordon, Mamie Mason and Jeanne Bennett (left to right), of the day shift, leaving a sign to taunt the night shift. This picture was published in *The Chicago Tribune* recently in praise of the idea.

cent regulations restrict their purchases now to items of food, drink and tobacco products only for their own consumption on the post. An exception is made at posts so located as to make purchases from civilian stores difficult. Even then, the written authority of the post commandant must be had.

"The restrictions, the War Department says, emphasize the army exchange service's policy of eliminating operations that might be construed as offering competition to regular business and private enterprise.

"Of course, it is quite a job to be able to tell whether a soldier at Fort Benning is buying a fountain pen with his own money or whether he's buying it for a friend in civilian life who knows the exchange price is lower than in most commercial stores. It's a variation of the 'I-can-get-it-for-you-wholesale' theme. There is thus deterrent: The purchase of army exchange goods for resale purposes, by civilians or military personnel, is an offense punishable under the Articles of War.

Business Is Wide, Varied

Army exchanges are not limited to operating general stores, soda fountains and beer bars. At large army posts, their business may include a meat market, vegetable market, gasoline filling station, automobile garage and service station, restaurant, barber shop, laundry, tailor shop, shoe repair shop, watch repair shop, radio repair shop, photographic studio and gymnasium. In the Pentagon Building, which houses the War Department, a 15-chair de luxe barber shop was opened recently.

"The old post 'canteens,' predecessors of the army exchanges, were operated by the units they served. They looked a lot like the frontier stores of the covered wagon days. Counters were often rough planks. Paper cups for soft drinks were rarities. Exteriors and interiors were unpainted. Prices of some items were as high or higher than in civilian stores.

Run Like a Business

"The Army Exchange Service, established in 1941, made a big change. It provides business aids to all exchanges, makes possible procurement of fixtures, supplies and merchandise at the lowest possible price, free auditing service, manuals of operating and accounting and also provides loans for the expansion of existing units and financing of new ones.

"Army exchanges today are snappy looking inside and out. They use neon lights, modern display cases and counters. Thru a central purchasing division, the individual stores are getting the benefit of mass buying power. At intervals, the AES publishes a list of recommended prices—far below the average retail price—for every article sold. The post exchange manager generally sells at the recommended prices, altho he is permitted to charge a little more to meet deferred liabilities, such as paying off notes on money borrowed.

Maximum Profit 7 1/2 Per Cent

"The stores are limited to a maximum profit of 7.5 per cent and a minimum of 5 per cent. Profits are distributed under rigid army rules for the benefit of the enlisted men. Each post has an exchange council, composed of the post commander, exchange officer and one representative from each of the major units served by the exchange.

"First of all, the individual unit turns over 1/2 of 1 per cent of gross sales to the AES, to pay the costs of administration and to build up funds usable in opening

new units or enlarging old ones. Then the council usually allots a portion of the profits to the chaplain's fund, administered for the relief of needy families of enlisted men. Other shares are allotted to the post school fund and the post bands. The remainder of the 'melon' is divided among the units supporting the exchange on a prorated basis. This money may be used for additions to the company's mess. Or it can be spent for magazines and games for the company 'day room,' or to equip company athletic teams.

"Operating costs of exchanges are lower than other retailers because they pay no rent or taxes. Public utilities are also furnished to them without charge.

Civilian Employees on Staff

"Exchanges are staffed by full-time civilian employees. They are paid out of the operating funds of the exchange at wages comparable to those paid clerks by other stores in the same area. The officer in charge usually is a reserve officer, who was in the retail business before he entered the army. The exchange school, at Princeton University, has trained hundreds of officers in merchandising and operation of exchanges.

"When the post canteens were pulled together into one giant organization, the central purchasing division located in New York City worked out a series of price agreements with the manufacturers supplying the articles sold. Under these pacts, the local exchanges can buy directly from the manufacturer or locally from factory distributors or wholesalers. The central division purchases all stocks for overseas units.

"To meet another complaint of retailer competitors, the army is voluntarily taking steps to eliminate the use of priorities in order to get delivery on items other than soft drinks, ice cream, candy, chewing gum, essential toilet articles and equipment cleaning materials.

"Rationing rules are observed by the exchanges too. Sales of shoes, for example, are made only upon the surrender of a shoe stamp or shoe purchase certificate by the purchaser. Military personnel are prohibited from buying shoes for any but personal use and are directed to buy only enough pairs to meet their minimum requirements.

"Last November all exchanges became cash-and-carry stores. All purchases are for cash or for coupons bought and paid for in advance. Suspension of credit has helped to limit sales to actual needs and thus has lessened the concern of store owners who complain of the exchanges' competition."

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Bonus Bell, 25¢ ... 275.00	One Cherry Payout \$260.00	Melon Bell, 5¢ ... 155.00
Bonus Bell, 25¢	Gold Chrome, 5¢	Melon Bell, 10¢ ... 165.00
Handload Jackpot, 295.00	One Cherry Payout 275.00	War Eagle, 3-5, 5¢ ... 89.50
Silver Chief, 5¢ ... 155.00	Blue O.T., 5¢ ... 79.50	War Eagle, 3-5, 10¢ ... 89.50
Silver Chief, 10¢ ... 170.00	Blue O.T., 1¢ ... 49.50	Extraordinary, 5¢ ... 89.50
Silver Chief, 25¢ ... 195.00	Blue Front, 5¢ ... 175.00	Extraordinary, 10¢ ... 99.50
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Paces Reels, 5¢ ... 145.00	Evans 1941 Galloping	Bally Royal Draw ... 130.00
Pace 41 Saratoga ... 120.00	Dominoe with J.P. 395.00	Keoney Kentucky Club 105.00
Groetchen Sugar King 45.00	Exhibit Tenferon ... 45.00	Jennings Good Luck 65.00
Mills Jumbo Parade,	Bally Hi Hand, Factory Rebuilt ... 145.00	Jennings Fasttime ... 60.00
Red & Blue Cab, 110.00	Evans 37 Dominoes ... 69.50	Evans Lucky Star,
Mills Rio ... 35.00		Ticket Payout ... 115.00

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Bally Longshot ... \$250.00	Bally Pacemaker ... \$105.00	Bally Blue Ribbon ... \$ 95.00
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Mills 1-2-3 ... 45.00	Gott, Multiple Races 45.00	Western Quinella ... 35.00
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Bally Sport Special, 125.00	Exhibit Congo ... 49.50	Mills '39 1-2-3 ... 45.00
Backboard Glass for Longacre ... \$6.75	Top Glass for Mills Three Bell ... \$15.00	
Thorobred ... 6.75	1 Set of 5 Glasses for Mills Four Bells ... 15.00	
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1 Exhibit Twin Gun Range ... 175.00	5 Microscope Electric Diggers ... 50.00
5 L. D. Ten Strikes ... 50.00	1 Exhibit Iron Claw ... 50.00
5 Bally Alleys ... 50.00	3 Deluxe Buckloy Diggers ... 85.00
7 Skeeballette ... 69.50	3 Electro Hoists ... 50.00
3 World Series ... 105.00	3 Rotary Claws ... 125.00
1 Deluxe Western Baseball ... 89.50	2 Magic Fingers ... 125.00
3 1939 Western Baseballs ... 79.50	10 New Home Run Guns ... 20.00
8 Batting Practices ... 110.00	1 Shoot Hitler Counter Gun ... 20.00
3 New Poker and Jokers ... 119.50	1 Holly Gripper ... 10.00
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1 Groetchen Metal Typer ... 65.00	1 Happy Home ... 35.00
1 Scientific X-Ray Poker ... 115.00	1 Electric Defense Gun ... 25.00
1 Mystic Pen Fortune Teller ... 165.00	2 Panorams ... 350.00
1 Exhibit Inverted Type Punching Bag ... 175.00	1 Trylon Scale ... 65.00
8 New Horoscope Fortune Tellers, 5¢ ... 135.00	1 Watling Scale ... 85.00

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1 ZIG ZAG ... 40.00
1 STAR ATTRACTION ... 40.00
1 LEGIONNAIRE ... 30.00
1 KEENEY VELVET ... 25.00
1 KEENEY RED HOT ... 15.00
1 SPORT PARADE ... 30.00
1 STRATOLINER ... 30.00
1 BANDWAGON ... 20.00
1 HI-HAT ... 35.00
1 SKYLINE ... 15.00
1 GOLD STAR ... 20.00
1 SCOOPEE ... 10.00
1 POWERHOUSE ... 10.00
1 POLO ... 10.00
1 PUNCH ... 10.00
5 EVANS TEN STRIKE HI-DIAL. Ea. 45.00

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1 5¢ WATLING GOLD AWARD ... \$25.00
1 5¢ Columbia Twin Jackpot with Broken Coin Head ... 20.00
2 Red, White, Blue A.B.T. Gun ... 15.00

ALL GAMES IN GOOD CONDITION.
1/3 DOWN WITH ORDER.
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175 Washington St. BARRE, VERMONT

Red Cross Story Outlined by New York Newspaper

NOTE: Now that the nation is engaged in a drive to raise a special fund of \$125,000,000 for the American Red Cross, the story of this organization, as recently told in condensed form by The New York Times, will be of general interest.

The Red Cross, internationally known and respected now as a symbol of mercy, owes its beginning to the horror felt by Henri Dunant, a young Swiss, when he visited the battlefield of Solferino in the Franco-Austrian War in 1859 and did what he could to relieve the sufferings of the wounded Austrians, French and Italian soldiers there. He wrote a book about what he saw that caused an international revulsion of feeling.

After five years of agitation, nine nations adopted the articles of the Geneva Convention of 1864, which first gave the Red Cross legal status. The basic principle of the Red Cross was simple but revolutionary; that sick and wounded men should be cared for, regardless of their nationality; and that hospitals, ambulances and persons looking after the patients should be safe from attack.

Largely as a result of the unselfish work of Clara Barton, a government clerk, the first American Red Cross Society was formed in Washington in 1881 and the following year the United States ratified the Treaty of Geneva—the 32d nation to do so.

Has Unique Status in U. S.

The growth of the Red Cross and the development of many new fields of usefulness led Congress, in an act approved January 5, 1905, to grant it a unique

status as a quasi-governmental agency. Its charter provides, among other things, that it is to perform all the duties set forth in the Treaty of Geneva; that in accord with the military authorities it is to serve as a medium of communication between the people of this country and their Army and Navy, and that it is to give relief to the sufferers from pestilence, fire, famine, floods and other great national calamities.

The President of the United States is ex officio president of the Red Cross. Its present vice-presidents are Chief Justice Stone, former Chief Justice Hughes and former President Hoover. Its counselor is Attorney General Francis Biddle and its treasurer is Daniel W. Bell, Under-Secretary of the Treasury. The State, War and Navy departments are all represented on its central committee, the chairman of which is appointed by the President of the United States, Norman H. Davis is the present chairman.

The American Red Cross, along with 62 other national Red Cross Societies, is a member of the League of Red Cross Societies, which in time of peace co-operate closely for the relief of all kinds of suffering and distress. There is also an International Red Cross Committee, composed entirely of Swiss citizens, which in wartime is the principal agency for the relief of prisoners of war and communication with them.

There are now in existence 3,755 local chapters and 6,000 branches of the American Red Cross, including five chapters in New York; the New York Chapter, which takes in Manhattan and the Bronx, with headquarters at 315 Lexington Avenue; the Brooklyn Chapter, 57 Willoughby Street; the Queens Central Chapter, 92-32 Union Hall, Jamaica; the Queens North Shore Chapter, 135-48 Roosevelt Avenue, Flushing, and the Richmond County Chapter, 36 Richmond Terrace, St. George.

Membership Costs \$1

Every person who contributes \$1 or more to the American Red Cross thereby becomes a member for one year. The enrollment last year approximated 15,000,000 senior members; there were also about 14,000,000 junior members enrolled thru the schools, at the rate of 50 cents a room in elementary schools, and \$1 for each 100 members in high schools.

All Red Cross funds are raised by voluntary contributions, altho at times the American Red Cross distributes relief supplies bought by the United States Government. The accounts of the Red Cross are audited by the War Department. For the fiscal year ending last June 30, the total expenditures of the Red Cross national organization were \$25,309,738. Of this sum, the cost of the executive and financial departments was only \$590,049.

War Fund Drive

In setting the goal of the 1943 War Fund at \$125,000,000, the Central Committee of the Red Cross has made a preliminary allotment, assigning \$45,000,000 for the needs of local chapters. The needs of the national organization are set at \$100,000,000, which will be made up of \$80,000,000 from this appeal and \$20,000,000 left over from the 1942 War Fund.

Each chapter is responsible for the local conduct of preparing against disasters, and carries on also a wide variety of health, welfare and educational services, varying with local conditions. Among the services listed by the New York Chapter, for instance, are the following: Blood donor; canteen; disaster relief; first aid; home nursing; hospital and recreation; motor corps nurses' aids; nursing; nutrition; production, and water safety and accident prevention.

WANTED TO BUY—COMPLETE ARCADES

GRAND CANYON...\$159.50 - - - - - NEW LIBERTY...\$159.50
RAPID FIRES \$174.50 - JEEPS...\$135.50 - JAP CHICKEN SAMS...\$129.50

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Dumb Bell Lifter	\$165.00
Exhibit Strength Test Lifter	69.50
Exhibit Punch Tester	175.00
Gott, 3-Way Grippers, NEW	17.50
Mills Pneumatic Puncher	124.50
Super Gripper & Stand	45.00
Exhibit Vitalizer	59.50
Super Gripper, Used	39.50
Exhibit Fist Striker	140.00
Exhibit Hammer Striker	75.00
GUNS	
Sky Fighter	\$249.50
Shoot-the-Chutes, Jap Convert.	119.50
Keeney Submarine	184.50
Anti-Aircrafts, Keeney	42.50
FORTUNE	
Exhibit Card Venders	\$ 34.50
Exhibit Egyptian Seeress	39.50
Exhibit Magic Crystal	59.50
Mills World Horseshoe	99.50
Moving Grand Ma	250.00
ABT Astrology Scale	135.00
Heart Beat Tester	139.50
3 Wheels of Love, Latest	139.50
2 Whatsis	139.50
2 Cockeyed Circus (Each)	69.50
5 Streamline Card Venders	45.00
1 Kismometer	225.00
SKILL	
Test Pilot, NEW	\$269.50

Muto, Travelling Crane	\$ 39.50
1939 West, Baseball, Deluxe	94.50
Chester Pollard Football	125.00
Chicago Coin Hockey	209.50
Hot Mon Golf	74.50
Hi-Scoring Ten Strike	69.50
Texas Leaguers	32.50
Batting Practice, Late Model	115.00
Genco Play Ball, Latest	179.50
COUNTER GAMES	
Radio Love Message, Pair	\$ 25.00
Exhibit Card Venders	14.50
Above with Base	24.50
Kicker and Catcher	19.50
Whiz Ball & Sweet 16	7.50
Pikes Peaks	19.50
Kill the Jap, New	32.50
ABT Guns, Late Models	22.50
Shipman Select-a-View	29.50
Marvel & Amer, Eagle	13.50
MISCELLANEOUS	
Roovers Name Plate & Tape	\$120.00
Keeney Anti-Air Screens, New	9.50
Muto, Del. Moving Reel	49.50
Muto, Wind Mill	15.00
7-Wire Cable (Cloth Covered), Per Ft. (Main Gun Cable & Wall Boxes)	.20
Contact, Point & Rivet Kit	7.50
New 1c Bulldog Coin Chutes	2.75
Used 5c 500 F.P. Coin Chutes	2.50
Rectifiers #28-24-32	5.00

WE REPAIR BALLY SPINNER TYPE MOTORS.....\$5.00

ONE BALLS—SLOTS—CONSOLES	
Santa Anita	\$179.50
Exhibit Congo	39.50
1 1/2 Mills Giltter Gold Q.T.	62.50
Jumbo Parade, F.P.	69.50
Keeney Contest	149.50
Blue Fronts, Late, 5c	124.50
Super Track Time	300.00
Jenn. Bobtail, Cash	\$ 99.50
Latest Model Galfarolas	59.50
Jenn. Chief Console, 5c	99.50
Sport Specials	125.00
Pace Reels—Combination	145.00
Jumbo Parade—Combination	154.00
New Super Ball	249.50

PIN GAMES	
ABC Bowler	\$47.50
Hi Hat	47.50
Snappy	47.50
Volvet	39.50
Show Beat	47.50
Do-Re-Mi	47.50
Majors '41	49.50
Spot Pool	54.50
Jungle	54.50
Horseshoe	47.50
Snappy	49.50
Speed Ball	\$54.50
Sea Hawk	42.50
Twin Six	54.50
New Champ	59.50
Capt. Kidd	59.50
Knock-Out	99.50
Big Parade	99.50
Liberty, Like New	145.00
Toplo	84.50
Monicker	84.50

WANTED TO BUY: Exhibit Double Play, West Wind, Sun Beams, Ace Bombers, ONE-HALF WITH ORDER, BALANCE C. O. D.

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1 Blue Front, Slug Proof, 5c	\$125.00
4 Blue Front, 5c	125.00
1 Brown Front, 5c	140.00
6 War Eagle (Brown), 3-5 Payout, 5c	80.00
1 Extraordinary Mystery, 5c	57.50
2 Watling G. N., 5c	30.00
2 Mills Liberty Bell, 5c	25.00
10 Jennings Old Style Mint Vender, 5c	7.50

PAYOUT CONSOLES

1 Sugar King (Late Model)	\$ 50.00
1 Jennings Multiple Racer	32.50

1/3 Deposit, Balance C. O. D.

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(PATENT APPLIED FOR)

• New amazingly low price makes the streamlined model of this popular money-making game a standout! This thrilling, clean game attracts everyone. **Coins up to \$5.00 per hour!** No payoffs, no gambling. A natural for bowling alleys, coin operators, carnivals, clubs. Beautifully finished in natural wood. Profitable territories wide open. New low price includes all equipment ready to play—ONLY \$100. Write or wire today.



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IDEAL BARGAINS IN IDEAL EQUIPMENT

NEW REBUILTS—5 BALL FREE PLAY GAMES

Arizona (formerly Sunbeam)	\$159.50
Action (Stars)	135.00
Grand Canyon (Double Play)	159.50
War Admiral (Grand National)	\$239.50

NEW REBUILTS—1 BALL FREE PLAY GAMES

ABC Bowler	\$29.50
All American	22.50
Anabel	17.50
Arrowhead, 1 Ball	15.00
Battle (rebuild Zombie)	89.50
Big Chief	22.50
Big Parade	89.50
Big Time	17.50
Black Out	12.50
Boom Town	17.50
Broadcast	17.50
Commodore	12.50
Crossline	19.50
Dixie	19.50
Doughboy	17.50
Flagship	15.00
Flicker	17.50
Fifth Inning	15.00
Four Roses	37.50
Fox Hunt	25.00
Golden Gate	12.50
Hi-Dive	39.50
Holdover	17.50
Jeep (rebuild Duplex)	99.50

NEW REBUILTS—5 BALL FREE PLAY PIN GAMES

Knockout	\$89.50
Lancer	15.00
Landslide	19.50
League Leader	17.50
Legionnaire	29.50
Liberty (rebuild Flicker)	59.50
Loze Star	19.50
Majors (1st Model)	17.50
Majors (41)	31.50
Mascot	15.00
Miami	12.50
Monicker	75.00
Pan American	24.50
Pick 'Em	12.50
Play Ball	19.50
Polo	17.50
Progress	15.00
Pursuit	22.50
Ragtime	12.50
Rotation	15.00
Roxy	15.00
Scandals 1942 (rebuild Follies)	29.50
Shangri La	142.50

NEW REBUILTS—5 BALL FREE PLAY GAMES

Midway (Zombie)	\$139.50
Para Troops (Power House)	127.50
Torpedo Patrol (Formation)	127.50

NEW REBUILTS—5 BALL FREE PLAY PIN GAMES

Score Champ	\$15.00
Sentry (rebuild Zombie)	89.50
Shortstop	17.50
Show Beat	42.50
Silver Skates	24.50
Skyline	19.50
Sky Ray	22.50
Spot Pool	49.50
Sport Parade	24.50
Super Charger	12.50
Star Attraction	42.50
Stoner Baseball	12.50
Super Six	12.50
Target Skill	22.50
Ten Spot	27.50
Texas Mustang	47.50
Ump	17.50
Victory (5 Ball)	67.50
Victory (1 Ball Bally)	39.50
White Sails	12.50
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MEN MACHINES

Production Recognized

The Chicago Tribune, March 5, gave publicity to a plan used by Bally Manufacturing Company to boost production of war goods. A two-column picture was published in addition to the explanatory item. Said The Tribune:

"How competition between its day and night shifts is causing upward production of items needed by the navy was told yesterday by the Bally Manufacturing Company. On a recent occasion the night shift put up a sign as it was leaving, stating it had reached a production record. The day shift saw it and set a

new record. The result of a month long rivalry was to see the daily output doubled. Representatives of the navy will honor the workers at a dinner tomorrow night."

Aids War Workers

Morry Glisser, head of the Cleveland Coin Machine Exchange, says he has worked out a plan to co-operate with the latest ideas in meeting the man-power situation. A plan has been tried in Cleveland and elsewhere which permits professional men to work at their regular jobs during the day and then work a

half shift in some war plant. Glisser has arranged with some young men interested in the coin machine trade to work in his shop after they have completed their shift at the war plants. This has enabled his firm to maintain a night shift and to continue repairing and rebuilding machines, Glisser said. He suggests that distributors in other cities try the plan.

Operator on Job

When a new army personnel replacement center was recently opened in Pennsylvania, James L. Brown, head of the Music Service Company, Grove City, Pa., took immediate steps to supply juke box music for the post exchanges in the camp, one of Uncle Sam's largest. Brown is one of the oldest and largest music operators in the State. He placed 30 phonographs at once. Phil Greenburg, head of the Atlas Novelty Company office in Pittsburgh, assisted Brown in the undertaking. The Atlas firm distributes Seeburg phonographs.

Phil Roth, son of Max Roth, owner of Roth Novelty Company, Wilkes-Barre, Pa., recently graduated with a B. S. degree from the University of Ohio. Young Roth is going into the army now to help win a complete victory.

Isadore (Larry) Nowak, formerly with the Benjamin Sterling Jr. distributing firm, Moosic, Pa., is now a seaman, second class, and is stationed at Brainbridge, Md. Staff Sgt. Milton Brainbridge, former sales manager for the Sterling firm, has arrived safely in North Africa, according to word received by his parents.

Packard Invitations

The following announcement was recently mailed by the Packard Manufacturing Corporation, Indianapolis, former maker of music equipment:

"Packard Manufacturing Corporation, Homer E. Capehart, president, cordially invites you to attend a dinner and ceremony for the presentation of the Army-Navy production award for excellence in war production at the Murat Temple, Indianapolis, Thursday, March 11, at 6:30 o'clock."

New Chicago Firm

Murray Rosenthal, former partner in the Winston Distributing Company, has formed his own company to be known as the Gem Novelty Company. The location is at 3251 Montrose Avenue, Chicago.

Must Get 30 Japs

George Barok, of Columbus, O., in Chicago on a visit last week, says that his son will be in the air corps by the time this notice gets into print. He has informed his son that he must get at least 30 Japs before he can come home after the war. Barok says he has a small plant now at work on some nice subcontracts, making war goods for Uncle Sam. He has 100 men on the day shift and 60 on the night shift. Barok states that he will be back in the coin machine business after the war as a manufacturer. He already has a counter game idea under his wing which he feels sure will be a winner.

Good Substitute

With the approval of purchasers, United Manufacturing Company sometimes fills orders for the revamped Grand Canyon with a similar job called Arizona. The two games are so similar, says Harry Williams, that many operators give them equal rating. Grand Canyons are made from the Double Play games and a shortage of these sometimes makes it impossible to fill orders. In that case operators may obtain Arizona, if they so desire, Williams says. Arizona is a revamped of the Sun Beam games.



Your Choice of Reels!

1c LUCKY SMOKES
1c AMERICAN FLAGS
5c RACES

LOTS OF 5—\$7.75 EA.
1/3 Deposit, Bal. C. O. D.

\$8.75 EA.

ATLAS NOVELTY CO.
2200 N. Western Ave.
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RADIO TUBES

FOR YOUR PHONOGRAPHS, PANORAMS AND GUNS

INSTRUCTIONS: SEND NO DEPOSIT. All shipments go forward express C.O.D. DESCRIPTION: Familiar brands in INDIVIDUAL CARTONS. RCA, Tungsol, Sylvania, Van Dyke, Raytheon, Philco, GE, Delco, Art, Zenith, Arcturus, Emerson, National Union, Kenrad, etc. WARNING: Start saving your old tubes—"tube for tube" may soon be required. 6SC7 TUBE: We have given up even attempting to furnish. 7F7 is a perfect substitute by simply changing sockets. Over 1,000 already sold as substitute for 6SC7. Ask your Radio Technician, or write for our comparative characteristic chart.

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
1B5/258	\$1.35	6A6	\$1.65	6H6GT	\$1.15	6R7G	\$1.15	7F7	\$1.65
1N5GT	1.35	6B5	2.00	6J5	.95	6R7GT	.95	This 7F7 is per-	37
1Q5GT	1.85	6B8	2.00	6J5G	1.05	6SC7	See	fect substitute	41
2A3	2.00	6B8G	1.35	6J5GT	.95	6SC7GT	7F7	for 6SC7; nec-	42
2A4G	2.40	6C5	1.15	6J7	1.35	6SF5GT	\$1.05	essary socket	45
5U4G	1.05	6C5G	1.05	6J7G	1.15	6SJ7	1.15	change is 15¢	47
5V4G	1.85	6C5GT	1.05	6J7GT	1.15	6SJ7GT	1.15	2051	\$5.00
5W4	1.15	6C8	1.05	6K7	1.15	6SK7GT	1.05	25A7G	1.85
5W4G	.95	6F5	1.15	6K7G	1.15	6SQ7	1.05	25A7GT	1.85
5W4GT	.95	6F5G	1.15	6K7GT	1.05	6SQ7GT	1.15	25L8	1.65
5X4G	1.15	6F5GT	1.05	6L8	2.00	6U5/6G5	1.35	25L8G	1.35
5Y3G	.75	6F8	1.15	6L8G	2.00	6V6	2.00	25L8GT	1.15
5Y3GT	.75	6F8G	.95	6N7	1.85	6V6G	1.35	30	1.05
5Y4G	.80	6F8GT	.95	6N7G	1.85	6V6GT	1.15	30	1.05
5Z3	1.15	6F8G	1.35	6N7GT	1.85	6X5	1.65	31	1.05
6A4	1.65	6H6	1.15	6R7	1.65	6X5GT	1.05	32	1.35

STOCK CONDITION: We buy tubes from over 200 sources. Even so, at times it is necessary to ration a few types; and at times our stock will temporarily be exhausted on two or three types. BACK ORDERS: We don't back order—we cancel. A postcard to you later will advise when we can fill if you re-order promptly. METAL TUBES: Practically none reach us. We substitute glass for the metals you order. We list the metals to avoid price confusion on the few we do sell. YOU CAN HELP US: You can help us continue this service to the coin trade if you will: 1. Advise in case any coin tubes are omitted from the above list. We will stock immediately. 2. Advise us in case your local tube distributor has a surplus of any of the above types.

W. R. BURTT

308 Orpheum Bldg. "The Coin Tube Man" Wichita, Kansas

THE BEST IN NEW AND USED EQUIPMENT

CONSOLES		Mills Original Chromes, 10¢, One Cherry Payout, Clean as New \$275.00	
18 Jennings Silver Moons, Free Play	\$110.00	Columbia Bells, 5¢, R. Door Payout, GA	42.50
1 Buckley Track Odds, Daily Double Model, SU	400.00	Columbia Bells, 5¢, JP Model	42.50
Evans Gal. Dominos, New, JP Model, 2-Tone Cabinet	450.00	Jennings Chiefs, 5¢ Play	65.00
Evans '41 Gal. Dominos, JP Model, 2-Tone Cabinet	325.00	1 Jennings Silver Moon Chief, 5¢	235.00
2-Evans Bangtalls, '39 Mod., Brown Cab.	165.00	1 Jennings Silver Moon Chief, 10¢	250.00
2 Evans '39 Model Dominos, Brown Cabinet, SU	165.00	1-Jennings Silver Moon Chief, 25¢	275.00
1 Evans Lucky Lucrre, '41 Model, 2-Tone Cabinet, 3/5¢ & 2/25¢	365.00	5 Mills 1¢ Q.T.'s	45.00
1 Paces Races, Red Arrow, JP Model	210.00	9 Mills 5¢ Q.T.'s	65.00
1 Evans Bangtall, Slant Head	75.00	2 Mills 10¢ Q.T.'s	70.00
1 Keeney Kentucky, Slant Head	75.00	2 Mills 1¢ Q.T.'s, Glitter & Gold	70.00
Mills Jumbo Parades, Oash Pay, Late Mod.	110.00	8 Mills 5¢ Chrome Vest Pockets	55.00
Evans '41 Bangtalls, 2-Tone Cab.	350.00	25 Mills 5¢ Blue & Gold Vest Pockets	50.00
8 Keeney Super Track Times	350.00	1 Watling Gooseneck, 25¢, Double JP	75.00
		6 Watling Goosenecks, 1¢, Jackpot	25.00

BALLY ONE BALL PAYOUT TABLES
Bally Fairmounts \$500.00
Bally Turf Kings 385.00
Bally Turf Kings, Brand New 500.00
Bally Jockey Clubs 350.00
Bally Sport Kings 200.00
Bally Santa Anita 185.00
Bally Long Shots & Kentuckys 250.00

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Needed Immediately
Late Slots, especially
25¢, 50¢ & \$1
Late Bally One Ball
Machines
Mills 3 & 4 Bells
Keeney 3 & 4 Way
Super Bells
Muto, Voice-o-Graph
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Photomatic PhotoFrames
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Seeburg '41 & '42
Late Wurlitzers & Rock-Olas
FOR SALE

Phonos, Wall Boxes and Adaptors
1 Wurlitzer 500 with Pack-
and Adaptor, \$200.00
1 Mills Empress with Adpt, 200.00
1 Seeburg Royal with Pack-
and Adpt. & Hidden Unit 140.00
1 Mills Throne 110.00
8 Seeburg Boxes, Selecto-
matic, 30 Wire 20.00
2 Wurlitzer 310 Boxes 10.00
18 Keeney Boxes 6.00
50 Phonettes, 1¢, New 20.00

FOR SALE

2 Poplar Packard Adaptors,
New \$55.00
4 Cedar Packard Adpt., New 50.00
1 Keeney Rock-Ola Adaptor, 35.00
COUNTER GAMES
2 Columbia Cig. Reels, New \$90.00
1 Columbia Fruit Reel, F.B. 75.00
1 Marvel 12.00
1 Baker Pick-a-Pack 5.00
4 Ace Venders 3.50
1 Lucky Smoke 12.00
2 Cub Venders 4.00
1 Evans IOU 7.00

133 E. 2ND SOUTH PHONE 35055 SALT LAKE CITY, UTAH

STILL AVAILABLE

A LIMITED NUMBER OF BRAND NEW
GENCO FOUR ACES \$139.50 EACH
CHICAGO COIN GOBS

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WANTED ABT AIR-O-MATIC RIFLE RANGE

State Model, Condition, Number
of Guns and Best Price

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Contact LEE WHITEHURST
Kinston, N. C. Very Important.

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WHAT DO YOU OFFER?

BOX 417, care The Billboard, 1564 Broad-
way, New York City

Court Avoids Appeal Wave

Restricts police in getting evidence when free-play decree is handed down

INDIANAPOLIS, March 13.—A Criminal Court decision handed down here February 27 was adverse to free-play games in that it pronounced free plays "a thing of value." The court departed from the usual procedure and gave its decision as a guide for defendants who had been convicted in the Municipal Court as to whether they should appeal to the Criminal Court. The plan was adopted in order to prevent overloading of the Criminal Court docket, the judge said.

The court prescribed strict regulations as to how police are to get evidence of violations of law in reference to free-play games. The opinion stated that police officers must see someone play the machine and receive a free game, or play it themselves and receive a free game, or get a search warrant before making an arrest. It is not sufficient cause for an arrest, the opinion continued, regardless of the "strong suspicion and belief" of the officer that the ma-

chine is a gaming device which he can seize and play later, receiving a free game after the machine is confiscated.

Must See Violation

"The violation of the slot machine law is a misdemeanor and must be committed in the view of the officers," the opinion held.

It is argued, the opinion said, "that the court should take a judicial notice that certain machines are slot machines," including one-ball pinball machines and "one-armed bandits." That the court cannot do.

"The officer may suspect and honestly believe that the machine may be operated by use of a coin or other object," but unless he sees that it can be operated, "he cannot know that it will actually be operated. . . ."

Judge Bain concluded that "any deviation from the rule of arrest without warrant cannot be countenanced by the court. . . ."

Candy Stores in Difficulties Due To Lack of Goods

NEW YORK, March 13.—The magazine section of *The New York Times* February 28 discusses the difficulties facing candy stores under the title "Blitz in the Penny Candy Store."

The theme of the article is that war conditions, especially a shortage of candies and gum, have hit neighborhood candy stores hard. Two illustrations are used to show how neighbors meet in the local candy store, and one of the pictures shows a juke box well located near the soda fountain.

In discussing the difficulties facing candy stores, the article says that children are especially disappointed in not being able to get candy and gum as they did in former days. The candy stores are familiar meeting places for school children, and the trade picks up considerably after 3 o'clock in the afternoon.

As to the importance of the neighborhood candy store, *The Times* says:

"Were the candy store nothing more than a dispensary of sweets, soft drinks and stationery, there would be little cause for lamentation. But the candy store is more than that. To the city's youth, it is an institution—date bureau, political forum, recreation center—counterpart of the rural general store and ice-cream parlor. Its rickety tables, marble soda fountain and public telephones are catalytic agents for our melting pot civilization, and its atmosphere is as indigenous to the modern metropolises as the slums."

Navy Message to Bally Praises Firm on Output

CHICAGO, March 13.—Ray Moloney, president of Bally Manufacturing Corporation, is proudly displaying a telegram recently received from Rear Admiral W. H. P. Blandy, chief of the Navy Bureau of Ordnance. The telegram is in recognition of 100 per cent increase in production during February as compared with January, and reads as follows:

"On behalf of the men in the fleet who greatly need the material you manufacture, I thank you for the splendid production records you are setting. I am sure you will make every effort to increase each day's output, for the more you make the better the navy can fight. I assure you that your fine work is appreciated and necessary."

Ed Spiegle Joins Brother in Armed Service

PHILADELPHIA, March 13.—Ed Spiegle, pinball operator, has joined his brother, M. J. Spiegle, in the armed services of Uncle Sam. Now Pvt. Ed Spiegle, he has been assigned to the army air corps. Before joining the army his brother was manager for the local office of B. D. Lazar, pinball distributor.

Max Bushwick, head of Capitol Amusement Company, loses two of his ace servicemen to the service of Uncle Sam. Harry Goren has left to join the army, while Dick Banghel is making his uniform the navy blue.

ARCADE MACHINES—WHILE THEY LAST

Our Machines Are Factory Reconditioned and Repainted

Seeburg Shoot the Chutes, Parachute	\$109.50	Western Baseball	\$ 89.50
Keeney & Anti-Aircraft Gun	55.00	Scientific Batting Practice	90.00
Keeney Air Raider	185.00	Keeney's Texas Leaguer	27.50
Keeney Submarine	165.00	Keeney's Texas Leaguer, DeLuxe	35.00
Bally Rapid Fire	185.00	Bally Basket	85.00
Radio Rifle—1¢ or 5¢ Play	69.50	Rookola World Series	95.00
Exhibit Bicycle Trainer	115.00	Mutoscope Hurdle Hop	45.00
Exhibit Chinning Rings, Floor Sample	175.00	Groetchen Skill Jump	37.50
Exhibit Knockout Puncher	145.00	Seeburg Hockey	75.00
Exhibit Foot Ease Vitalizer, New	95.00	Hoot Mon Golf	65.00
Exhibit Candel Camera	195.00	Keep Punching, Upright Floor Size	115.00
Exhibit Radiogram	225.00	Grip Tease, New	69.50
Exhibit Mystlo Eye	225.00	Rookola Talkie Horoscope	185.00
Exhibit Crystal Gazer, Egyptian Scores	45.00	Planetellus—Fortune Teller	100.00
Kirk Astrology Scale	85.00	Skyfighter (Muto.)	275.00
Waiting Scale, Low Model	95.50	Air Defense (Kirk)	185.00
Small National	35.00	Mountain Climber	150.00
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Gypsy Palmist (Palm Reader), Fl. Size	100.00		
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Rotarios, Exhibit	169.50		
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Joy-Making Amusement Machines—Keeps Crowds Laughing and Spell-Bound.
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Ten Spot	\$39.50	1 Mills Gold Chrome, 25¢ Slot	\$259.50
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Sports Parade	27.50	15 Mercurys, 1¢ Slot, Ea.	\$8.75
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Wurlitzer #61 . . . \$62.50
Wurlitzer #71 . . . 99.50
Terms: 1/3 Certified Deposit, Balance C. O. D.
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References: Any bank in Elizabeth or anybody in the coin machine industry.

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KEENEY AIR RAIDER GUNS . \$190.00
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tan area of New York and also many band leaders and publishers. He has had many "Celebrity Days" at his New York offices where band leaders are introduced to the operators.

Cohn says: "Ballads and novelties are still what the boys in the armed forces want, and when they put their nickels into machines they go for real novelties; and for ballads they want torch stuff. Torch songs are going over bigger today than ever before despite the OWI ruling against slushy stuff and the opinions of educators. The boys want the heart-throbbing ballads just as they did before they put on Uncle Sam's uniform. The

greatest ballad of all time, still found on many machines, is *Star Dust*."

Cohn's advice to band leaders when they're picking a tune is, "think about those people who are going to pay their nickels over and over again to hear your record; make sure these people want to hear what you've got to sell them. Get to know operators and what their customers want."

Juke Box-Movie Tie-Up Plugged

The February 27 issue of *Boxoffice* magazine reprinted the following from the MGM Ideas of the Month bulletin for theaters in smaller towns and cities:

"Juke box tie-ups have now become a part of every campaign dealing with a musical film. Tie-up cards on juke boxes asking patrons to play the songs from current films have been used in hundreds of towns. If you can borrow a small juke box or a portable record-player for your lobby, you may want to use it the way one Indiana exhibitor did. He has his sign painter build a large board and cover it with stills from *For Me and My Gal*. He invited the public to hear Judy Garland sing the songs from the film. Cleverly concealed behind the sign was a small box adjusted to play continuously, which ground out tunes from the production. For a small credit card you might get your local distributor of the juke boxes or music shop to lend you the music machine."

Why Not March 15 Juke Box?

Not that paying our income tax was anything but a pleasure this year, but we wonder whether anyone else in that slow-moving line last week yearned for a juke box the way we did? "Praise the Lord and Pass the Ammunition" would have taken our minds off our arches at least.

Juke Box Songs

One of the most discussed topics among juke box operators now is the question of the old tunes that are helping them keep their machines filled. So far the public seems to have shown no signs of being displeased with the old songs. The following item was reprinted on the editorial page of *The Dallas Morning News* February 17; it first appeared in *The Lewisville Enterprise* (Texas):

"The songs of yesteryear may not find general acceptance among the juke box crowd, but our guess is that people will be singing them years after the present popular songs are forgotten. We doubt if half a dozen of the songs produced and sung during the past 10 years will ever be heard of again. We don't know exactly whom Brother Lewis considers as members of the juke box crowd, but if he means the fairly large and heterogeneous group which includes *The State Press*, he doesn't accurately reflect our taste in matters musically. As a matter of fact, thanks to a fellow named Petrillo who has banned all new recordings of popular music, us juke box addicts are no longer able to hear the latest songs in our favorite stands and taverns. As a result the juke boxes grind away with such late numbers as *Dardanella*, *Chasing Rainbows*, *Tipperary* and even earlier vintages, while the current popular hits are available only with musicians in the flesh. This suits us all right since it takes us 20 or 30 years to fully master the words and music of any truly hot number."

Gas Station Into Arcade

A gasoline station turned into a Penny Arcade is shown in *Business Week* magazine of February 27. The station operator removed equipment to make room for the arcade, the caption under the picture says, to catch the spare change of soldiers and war workers.

PX Mentions Machines

The annual directory number (February, 1943) of *The Post Exchange* magazine does not miss the coin machine industry. In a feature article on the recreational facilities provided thru profits from the service stores at the U. S. Naval Training Station, Sampson, N. Y., there are two pictures in a group of about a dozen that show coin machines exclusively. In one of these pictures a group of sailors are about a familiar ray target gun, while one husky sailor is trying his skill at shooting down the planes. The second picture shows three sailors about a juke box and apparently enjoying the music with much glee.

Another large picture in the magazine proposes to show an ideal layout for a modern Post Exchange store, and located near one entrance is a familiar juke box. The interior shown is of a PX store at Ellington Field, Texas.

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Track Meet	225.00
Four Bells, A.R., Late	365.00
Two Way Super Bell	319.50
Kentucky Club	69.50
Lucky Star	119.50
Lucky Lucre, '41	289.50
Saratoga, '41, Rails, P.O.	99.50
Paces Reels, '41, Rails, P.O.	99.50
Jumbo Parade, Late P.O.	94.50
Santa Anita	179.50
Derby Time	79.50
Spinning Reels	94.50
Genco Play Ball, Clean	159.50
Major League Baseball	135.00
Batting Practice	94.50
Chicken Sam	109.50
Test Pilot	219.50
Wurlitzer 61	69.50
Mills O.T.'s	49.50
Mills 5¢ Blue Fronts	119.50
Mills 5¢ Blue Fronts, G.A.	89.50
Mills 10¢ Futurity	89.50
Martels, 1¢	8.50
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1 Seven Up	37.50	2 A.B.C. Bowler	44.50
1 Show Boat	43.50	1 Horoscope	39.50
1 Venus	83.50	1 Super Chubbie	39.50
1 South Paw	39.50	1 Sport Parade	34.50
1 New Champ	54.50	1 Star Attraction	44.50
1 Bosce	64.50	1 Victory	79.50
1 Boatway	49.50	3 Twin Six	41.50
3 Jungle	54.50	1 Ten Spot	42.50
1 Belle Hop	44.50	1 Four Roses	37.50
2 Snappy	44.50	2 Sea Hawk	34.50

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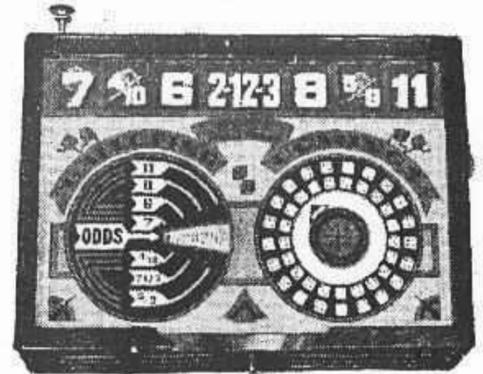
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- 1 TWO-WAY SUPERBELL, 5c-5c, C. P., Brand New... 355.00
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- 5 JUMBO PARADES, F. P., A-1..... 79.50
- 5 BOBTAIL TOTALIZER, F. P., Like New..... 89.50
- 2 JENNINGS FAST TIMES, F. P..... 79.50
- 2 CHARLI HORSES, 5c-5c, C. P., Number Reels.... 149.50
- 5 BALLY HIGH HANDS, Comb. F. P., Like New..... 129.50
- 1 MILLS FOUR BELLS, Like New, Late..... 450.00
- 1 STANCO BELL, 5c, C. P., Mills Unit..... 119.50
- 2 EVANS JUNGLE CAMPS, F. P..... 79.50



Wolf Solomon

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We Will Pay Cash for Original Chrome Bells, Gold Chromes, Late Mills and Jennings Slots.

5¢ BLUE FRONTS, Reconditioned	\$104.50	5¢ O.T. GLITTER GOLD	\$ 95.00
5¢ JENNINGS CHIEFS, New Finish	84.50	10¢ O.T. LATE BLUE FRONT	89.50
10¢ JENNINGS CHIEFS, New Finish	99.50	1¢ O.T.'s LATE BLUE FRONT	49.50
5¢ WATLING ROLATOPS, 3-5	59.50	5¢ COLUMBIAS, Cig. or Fruit	55.00
5¢ VICTORY CHIEF, 2-5 P.O.	189.50	5¢ VEST POCKETS, Blue & Gold	49.50
25¢ CHERRY BELL, Late	199.50	5¢ CLUB COLUMBIA	115.00
5¢ MILLS SLUGPROOFS, 3-5 or 3-10	89.50	10 NEW UNPAINTED MILLS SLOT	
5¢ PACE COMETS, 3-5 P.O.	59.50	SAFE STANDS	15.00

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Four Roses	32.50	1 1941 Evans Ski-Ball, Like New	\$95.00
Repeater	27.50	1 Anti-Aircraft, Marble Glow	49.50
Wow	29.50	1 Western Baseball, Flat Top	49.50
Polo	19.50	2 Batting Practices	@ 89.50
Sport Parade	32.50	1 Midget Roll, 10 Ft. Long	85.00
Big Chief	22.50	4 Skee-Ball-Ettes	@ 59.50
Bally Play Ball	29.50		
Paradise	32.50		
Yacht Club	18.50		
Anabel	19.50		
Fox Hunt	25.00		
Flicker	24.50		
Dixie	32.50		

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- 2 5c Chromes, 3-5... 215.00
- 24 Mills 5c Brown Fronts, C.H. 159.00
- 3 Mills 10c Brown Fronts, C.H. 169.50
- 16 Mills 5c Blue Fronts, C. H. 149.50
- 5 Mills 10c Blue Fronts, C. H. 159.50
- 2 Pace Deluxe, 5c, 3-5 Pay... 115.00
- 1 Pace Deluxe, 25c... 145.00
- 10 Pace 5c Comets, D.J. 69.50
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- 2 Jennings 25c Silver Chiefs... 225.00
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- 10 Keeney Super Bells, Comb. \$195.00**
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- 2 Seeburg Vogues... 225.00
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- 2 Seeburg Classics... 249.50
- 2 Wurlitzer 600... 169.50
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- 2 Rock-Olas '39 Deluxe... 169.50
- 2 Mills Empress... 169.50
- 2 Mills Throno of Music... 139.50
- Program Slips in 5,000 Lofs, \$2.65 M.**
- 4 Evans Ten Strikes... \$ 59.50
- 1 Keeney Submarine Gun... 189.50
- 1 Jennings Barrel Roll... 125.00
- 25 Topper Peanut Machines... 5.50
- Terms: 1/3 Certified Deposit, Bal. C. O. D.

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Los Angeles Operators Hear Reports on Taxes

Consider sending attorney to Washington again to seek change in fed tax

LOS ANGELES, March 13.—Members of the Associated Operators of Los Angeles County, Inc., were urged to promptly apply for their county licenses by Curley Robinson, managing director of the association, at a special meeting held February 26 in the North Star Auditorium here. Following Allegiance to the Flag, led by Harry Rawlings, of County Games, Robinson explained the tax, with Art Mohr, AOLAC counsel, reporting on other important matters, and Al Sunshine addressing the membership on payment of the income tax.

Robinson advised the membership to go early and pay the \$12 county tax per machine. Matter of placing the license on the machine was discussed, with an operator reporting that he had been instructed to put the license on the wall and not the machine. This drew discussion—it was pointed out that should the spot be closed, as a number have been because of food rationing and labor shortage, the license would be lost. It was also pointed out that a new License Department had been established as part of the Sheriff's office duties, but that the department was short of help. AOLAC, it was said, is co-operating with this department in seeing that each machine is properly licensed.

Membership was also advised against making careless and unfounded remarks about the political situation here. Campaigns are now warming up for city offices and Robinson emphatically went on record as denouncing the talk that AOLAC is interested in politics. "This is a non-profit association, formed and operated to protect your business. It is not interested in politics in any form today or in the future," Robinson said. At a recent meeting the AOLAC heard reports that it was political and the

matter of minors was again brought up. Robinson spiked the accusation that the organization was political and produced records to prove that AOLAC had been a leader in reducing juvenile delinquency.

Help Boys' Club

Robinson also urged the membership to support the movement of the West Los Angeles Boys' Club. While the project is of special interest to those in that section, a membership plea was made. AOLAC is co-operating to the fullest extent on this matter as it fits in well with its policy of helping clubs of this type as well as supplying recreation for the boys in the services.

Mohr took the stand to report on the San Diego case. He said that briefs had been filed and that the case would be heard in the District Court of Appeals in Fresno, Calif., about April 1. The Supreme Court of Kansas recently handed down a decision which will have much bearing in favor of this case, it was said. Mohr reported on federal taxes which will soon be coming up for discussion in the House in Washington. The Ruml plan is now being discussed and will occupy the interest of the representatives there until about March 15, when attention will be turned to miscellaneous taxes. No decision has yet been reached regarding the returning of Mohr to Washington in the interest of the West Coast operators.

As a wind-up for the session, it was reported that AOLAC now has 32 members in the armed forces. Association has been sending these men sweaters, socks, cigarettes and candy in addition to matters that needed attention here. Sam Oser, the 50-year-old operator who also served World War I, was reported in Africa, where he is a full-fledged paratrooper with the medical corps. Barry Beauregard, a former operator, is now stationed in Australia.

Sunshine hit the high points on the income tax, instructing the members in making out forms on their business. He urged that taxes be paid as early as possible.



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Axis Rats on the Run
A Positive Sensation
A DeLuxe Conversion

Unit consists of a new wooden fiber figure and wooden legs and tail. Figure reverses showing a Jap-Rat on one side and Hitler-the-Rat on the other. Beautiful new scenery and streamer in sixteen colors is furnished with each unit. All units thoroughly checked and ready for easy installation.

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Slot Machines, Mills Three Bells (give make and serial numbers)
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Captain Kidd 42.50	New Champ. 42.50
ABC Bowler. 42.50	Keeney's .. 47.50
Snappy 42.50	Towers .. 20.00
Do-Re-Mi .. 42.50	Short Stop .. 60.00
Bandwagon. 30.00	Victory 42.50
Boom Town. 25.00	Argentine .. 32.50
Silver Skates 27.50	Play Ball .. 72.50
Re-Built Destroyer	Roll Call
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Mills Blue Fronts, 5c	149.50
Mills Gold Chrome, 5c	159.50
Mills Gold Chrome, 10c	224.50
Mills Silver Chrome, 5c	199.50
Mills Silver Chrome, 10c	209.50
Mills O.T., 1c, Blue	52.50
Jennings Chief Four Stars, 5c	119.50
Jennings Chief Four Stars, 10c	129.50
Jennings Chrome Chief, 5c	149.50
Jennings Chrome Chief, 10c	159.50
Jennings Club Special, 5c	139.50
Jennings Club Special, 10c	149.50
Jennings Red Skin, 5c	139.50
Jennings Red Skin, 10c	149.50
Jennings Big Chief, 5c	109.50
Jennings Big Chief, 10c	119.50
Pace Comet, 5c	89.50
Pace Comet, 10c	99.50
Pace Chrome (NEW), 1c	119.50
Watling Rol-a-Top, 5c	89.50
Watling Rol-a-Top, 10c	99.50
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Mills Empress	\$179.50
Mills Throne of Music	149.50
Rockola Deluxe	169.50
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CONSOLES	
Mills Jumbo (Cash)	\$ 89.50
Mills Jumbo (Free Play)	89.50
Mills Jumbo (Combination)	149.50
Mills Square Bell	69.50
Baker Pacers, Dally Double	249.50
Keeney Super Bell, 5c (Comb.)	189.50
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War Workers Spend Money

Survey shows gain in pay —views differ on spending for amusement

NEW YORK, March 13.—Much discussion is now taking place concerning the earnings of workers in war plants. Because of absenteeism of workers, some are saying that they have too much money to spend and hence feel they can easily take days off. Others say that because of the spending money workers celebrate too much over the week-ends at places of amusement and are not able to work on the first of each new week.

The National Association of Manufacturers recently reported on a survey it had made of purchasing power among factory workers and said that the average worker now has money to buy at least 40 per cent more than he did in 1939.

In August, 1939—the month before the European war broke out—average earnings in manufacturing were 63 cents an hour and rose steadily to 90 cents by November, 1942, the survey said.

"From August, 1939, to August, 1942," the average weekly earnings increased from \$24.52 to \$39.54," the N. A. M. report said. "The increase in the average weekly (take home) earnings is due in part to the longer work week and overtime payments, as well as to increases in the basic wage rates."

The report showed that factory workers averaged 38 hours of work a week in August, 1939, and increased to an average of 44 hours in November, 1942.

Overtime Payments

"Since overtime rates began at 40 hours, it was clear that the increased earnings are in large part due to overtime payments," the N. A. M. said. "In certain industries the work week is far above the average."

Other factors covered in the survey included a tracing of the inflationary spiral, which developed percentages on increased living costs between September, 1939, and November, 1942, as follows: All items, 19.1 per cent; food, 33.2; clothing, 25.6; rent, 7.9; fuel, electricity, 7.7; house furnishings, 22.4, and miscellaneous, 11.4.

From Department of Commerce data, the survey made estimates of the 1942 incomes and compared the rise of national income since 1939.

"From 1939 thru 1942 the national income increased from \$70,800,000,000 to \$117,000,000,000—an increase of \$46,200,000,000, or 65 per cent," the report said, adding that increased salary and wage payments were equivalent to 77.3 per cent of the total increase in national income which occurred in the three years.

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2. Backglass and playing field redesigned and game renamed.
3. Modern new style 23" x 23" backglass and cabinet replacing old style 17" x 23" cabinet and backglass.
4. Playing field panel redesigned and refinished on natural wood.
5. All new moulding and moulding trim on playfield cabinet.
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Your Total Cost \$7.50 Per Set

Cash with Order. F. O. B. Chicago, Ill. Includes an entirely NEW SCORE GLASS and NEW GIANT SIZE ILLUMINATED J A P BUMPER CAPS.

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Change-over to "JAP" Ray Guns—in the U. S. A.

"SHOOT THE JAP"

RAY-O-LITE GUNS

\$149.50 1/3 Deposit, Balance C. O. D. \$149.50

Reconditioned Seeburg "CHICKEN SAM" Guns converted to the "JAP" Ray Gun by factory-trained mechanics. Oriental doll and entire inside of cabinet is hand painted by well-known Chicago artist. When we get through the machine in appearance and condition is practically new. Amplifier, tubes, cables and all parts checked and ready for location. Special cash offer. A certified check of \$145.00 will start one of these quick income Ray Guns on the road to you. Cabinets are refinished in a solid blue lacquer with attractive black trim.

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TUBE	* NET	TUBE	NET	TUBE	NET	TUBE	NET
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2A3 ...	2.00	6F6G...	.95	6S7...	1.15	41.....	.90
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5W4....	1.15	6H6GT..	1.15	6SQ7GT.	1.15	47.....	1.15
5W4G...	.95	6J5....	.95	6U5/6G5	1.35	56.....	.85
5Y3G...	.75	CJ5G...	1.05	6V6....	2.00	57.....	.95
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6A6....	1.65	6J7GT..	1.15	6X5GT.	1.05	76.....	.95
6B5....	2.00	6K7....	1.15	7F7....	1.65	79.....	1.65
6B8....	2.00	6K7G...	1.15	25A7G	1.65	80.....	.75
6B8G...	1.35	6K7GT..	1.05	25A7GT	1.65	83.....	1.35
6C5....	1.15	6L6....	2.00	25L6...	1.65	85.....	.95
6C5G...	1.05	6L6G...	2.00	25L6G..	1.35	6SR7...	1.05
6C5GT..	1.05	6N7....	1.65	25L6GT.	1.15	6K8....	1.35
6C6....	1.05	6N7GT..	1.65	30.....	1.05	6K8GT..	1.35
CF5....	1.15	6R7....	1.65	32.....	1.35	6A4 ...	1.65
6F5G...	1.15	6R7G...	1.15	37.....	.90	6L7....	1.65
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**How About Sending Us Your "Chicken Sam"?
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"JAP" CONVERSION - F. O. B. CHICAGO

Ship us via Motor Truck or Rail Freight your "run-down" "CHICKEN SAM" or "JAIL-BIRD" and we will transform your machine into the most thorough and clean "JAP CONVERSION" job in the U. S. A. Our "JAP" machines have been praised and accepted by the most critical operators all over the country to be the finest and steadiest income equipment among all the Ray Guns. The machine will be returned to you practically as good as new, because we go over the Cables, Amplifier, and the paint job that we put on modernizes the machine and gives it an absolute new appearance. The front, middle and back scenery on the target cabinet will have an elaborate Sea Battle scene, all hand-painted. We use the original doll, which will be carved and hand-painted into the Oriental Jap. A "20-shots 5c" card will be placed on the gun stand and a "SHOOT THE JAP" sign inside the target of the machine. Tubes, Photo Cells, Cables and everything will be put in perfect condition.

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Discuss Providing 56,000,000 Jobs When War Ends

NEW YORK, March 13.—The need for post-war planning so jobs may be provided for 56,000,000 persons—10,000,000 more than were employed in the pre-war period of 1940—was outlined by Paul G. Hoffman, chairman of the Committee for Economic Development and president of the Studebaker Corporation, at a recent meeting of the Chamber of Commerce of the State of New York.

He warned that it is up to private enterprise and not to the government to provide these jobs and told his audience that the very toughness of this assignment makes it imperative that individual enterprises must start their post-war planning of products and marketing now, and that the environment in the post-war period must be favorable to the expansion of enterprise.

Hoffman stressed that post-war jobs will be the key to the maintenance of freedom. "As business men, I suggest that we attempt to measure the task of employment which will confront this nation when peace comes," he said. "As we review the problems which have been incident to our transition from a peacetime to a war economy and appraise the even greater problems we shall face when this process is reversed, I think it will become clear that we must start working now on a vigorous post-war job program."

He reviewed some of the problems before the Economic Development Committee and pointed out that the estimates indicate that after the war if an employment level of 56,000,000 can be reached, with a normal work week, a very satisfactory situation will prevail.

"Only bold planning now can form the basis for the bold action necessary immediately after the war ends," he said. "For once peace comes, industry must be ready to race to high level employment very quickly."

"The desire for goods will be in the people's hearts and money to buy will be in their hands, but business must be ready to put the idle millions to work. It must get jobs to the idle millions before long unemployment brings them fear and disillusionment and want."

History of Fascism Cited

Hoffman pointed out that "Mussolini would never have had a chance in Italy if it hadn't been for unemployment, and Hitler's brown-shirted ruffians were recruited from among the youthful unemployed." It isn't plotters on the left who constitute the real hazard to free society here but rather pressures stemming primarily out of widespread idleness, he asserted.

"If collectivism comes to America it will come by default on the part of the good citizens rather than design on the part of revolutionaries," he warned.

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3 Chf Coin Hockeys, Ea. \$165.00	5 Mute. Mov. Plo. Mach. 42.50
5 Bat. Practices, Ea. . 75.00	FREE PLAY GAMES
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1 Jallbird, Seeburg .. 110.00	1 Four Roses. 35.00
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3 Hitler Chicken Sams 114.50	1 Pan American 27.00
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Mills Jumbo Parade, Cash\$179.50
 2 Mills Jumbo Parade, 25c Play, Cash P. O. 199.50
 Pace Race, Red Arrow, 5c 450.00
 Pace Race, Red Arrow, 25c 500.00
 EVANS COUNTER MOD. DOMINOS 32.50

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WRITE US FOR PRICES ON BRAND NEW MILLS 5/10/25/50c BROWN FRONTS, ALSO 5/10/25c MILLS GOLD CHROME AND COPPER CHROME, ALSO MILLS 5c EMERALD HAND LOAD JACKPOTS. ALL MILLS SLOTS ARE EQUIPPED WITH MOSELEY'S SPECIAL DISCS AND REELS & ARE FACTORY REBUILT, GUARANTEED BRAND NEW.

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 Gal. Domino, JP, Ch. Sep., Light Cab. 335.00
 Gal. Domino, Factory Rebuilt, JP, Ch. Sep. 235.00
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Gal. Domino, Dark Cab., Factory Rebuilt, 25c, #2371\$275.00
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 Jennings Victoria, 5c 39.50
 Calle Console, 5c JP 90.00
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 Columbia Bell, RP, Cash, 5c 59.50
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Mills Blue Front, 5c, JP, #433176-433173-433181-433175\$175.00
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 Mills 25c Cherry Bell, #422832 225.00
 5c Brown Front Cherry, #466948 190.00
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 Mills Empress, Perfect 189.50
 Wurlitzer 616, Lightup Panel 82.50
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25 Super Bells, 5c Conv., SU\$199.50
 25 Dominos, JP, Light Cab., SU, Like New 325.00
 5 Super Track Times, SU, Like New, Serials over 7200 400.00
 10 Mills Three Bells, Like New, High Serials 850.00
 Mills Four Bells, Latest Style Coin Head, 4 Nickel Play 850.00
 10 Jackpot Dominos, Brown Cab., Factory Reconditioned 225.00
 3 Mills Four Bells, Latest Style Coin Head, 3-5c, 1-25c, Used 10 Days, 5#2507 Up 850.00
 1 Mills Four Bells, Original Style Coin Head, 3-5c, 1-25c, S#2400 750.00

5 Mills 5c Cherry Bells, Knee Action, Drill Proof, Club Handle, New Crackle Finish, S# Over 440,000 \$172.50
 1 Rock-Ola Commando, SU 410.00
 Rockola Wall Boxes, 5/10/25c 45.50
 10 Shoot the Jap, Rebuilt Now, Never Unpacked 152.50
 8 Evans Counter Model Domino, Used 10 Days 27.50
 10 Mutoscope Sky Fighters, Reconditioned 325.00
 3 Chicago Coin Yanks, F.S. 99.50
 1 Keeney Air Raider, Latest Model. 225.00
 5 Bally Club Bells, Like New 175.00
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SPECIALS

BRAND NEW IN ORIGINAL CRATES, NEVER UNPACKED
 Wurlitzer 950\$598.50
 Wurlitzer Wall Boxes, 6c, #120 39.50
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Will pay highest cash price. 100 Pimlico—Longacre—Bally Kentucky—Turf King—Jockey Club—Thoroughbreds—Sky Fighters—Submarine—Bally Rapid Fire. All kinds of Mills Slots, 5-10-25c, Blue front, Brown Front and Gold Chrome. Mills Three Bells and Four Bells with 3 Nickels and 1 Quarter Payout. Give Serial Numbers and Guaranteed Condition. Will pay highest cash price or trade for other machines.

1/3 Cash Deposit Must Accompany Order, Balance C. O. D. Write and Ask To Be Put on Our Mailing List. Above Prices Effective March 20, 1943, and Subject to Change in Price Without Notice. On All West Coast Shipments Full Cash Must Accompany Order in the Form of Post Office Express or Telegraph Money Order.

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GOLD CHROMED MILLS SLOTS

War Eagles and Blue Fronts, newly refinished in gold chrome—mechanism completely overhauled and rebuilt, equipped with club handles. Machines look like brand new.

5c.....\$149.50
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 Knee Action..... 8.50 Extra

(A sample will convince you to buy many more)
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Vinylite Listed As Product With Future Promise

CHICAGO, March 13.—Dr. Gustave Egluff, director of research for Universal Oil Products Company and president of the American Institute of Chemists, says that many of the inventions and developments now being made for war purposes will revolutionize business and social life in the United States after the war.

He says that while the war is disastrous in many ways, American citizens can look forward to some beneficial effects. He recently commented on some of the new developments taking place, including plastics, nylon, aviation, electronic devices and particularly new chemical developments. He said that research now is well on the way to developing cheap sources of vitamins.

The candy trade is especially interested in cheap sources of vitamins because it may eventually be possible to add the most important vitamins to candy bars.

The research expert also stated that vinylite is at present being used to coat fabrics which makes them lighter than rubber but at the same time they have great durability for raincoats, food bags, life jackets and many other purposes. Vinylite is also being used to make phonograph records, but at present such records are too expensive to be placed on the popular market.

Georgia Senate Voted on Peanut Week 1 Week Late

RICHMOND, Va., March 13.—Georgia's State representatives were discussing peanuts just when the Senate's Resolution No. 26 which was to have designated Peanut Week in Georgia came before the body.

When voting time came it was found that the lawmakers were two short of a quorum.

What was the difference? Peanut Week was a week before the meeting they were holding anyway!

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Mills Jumbo, F.P. 74.50	Bally Rapid Fire 179.50	5c Q.T. Factory Rebuilt 104.50
Bally Royal Flush, PO . 49.50	Chicken Sam, Jap 129.50	Mills Smoker Bell 59.50
Keeney Kentucky Skill Time, 7 Coin 89.50	Williams Heart Beat 149.50	Mills 10c Q.T., Serial over 20,000 79.50
Jennings Bobtail, FP... 104.50	Seeburg Jailbird 119.50	Mills 5c F.O.K. 49.50
Jennings Derby Day, Slant 49.50	Scientific Batting Practice 119.50	Pace 5c Rocket Bell ... 119.50
Jennings Derby Day, Flat 39.50	Seeburg Shoot the Chutes . 114.50	Groetchen Columbia ... 89.50
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Big Game, F.P. Clock Mod. 89.50	8 Spot Bowling 59.50	
Pace Saratoga, Comb. Chrome Railing 119.50	Keeney AA Gun, Black 45.00	
Groetchen Sugar King . 39.50	Casino Golf .. 39.50	
Jen. Cigarola XXV (Latest Model) 169.50	Pike's Peak 19.50	
	Gott. 3-Way Grip 19.50	

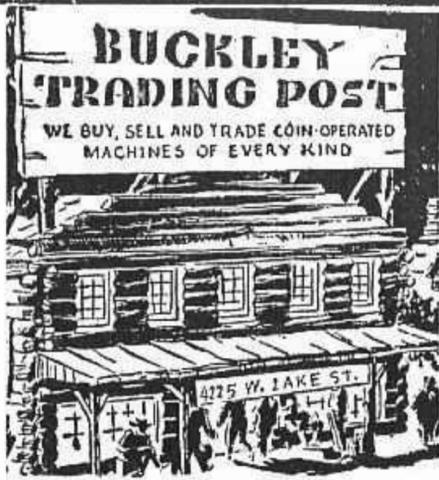
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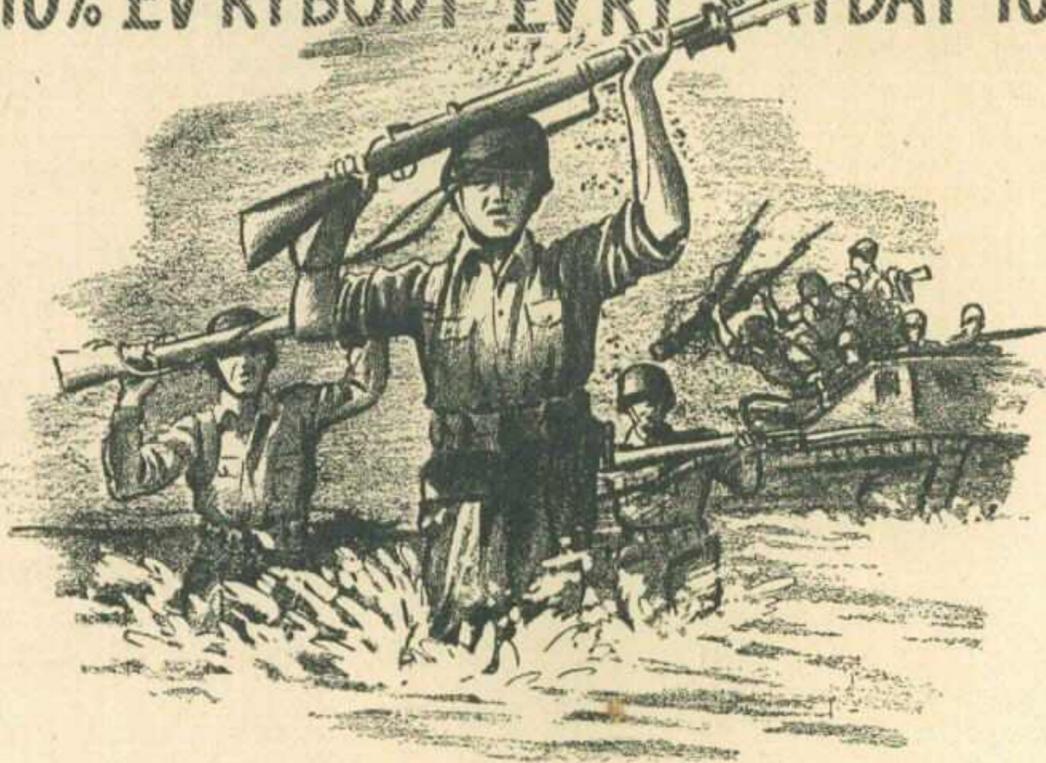
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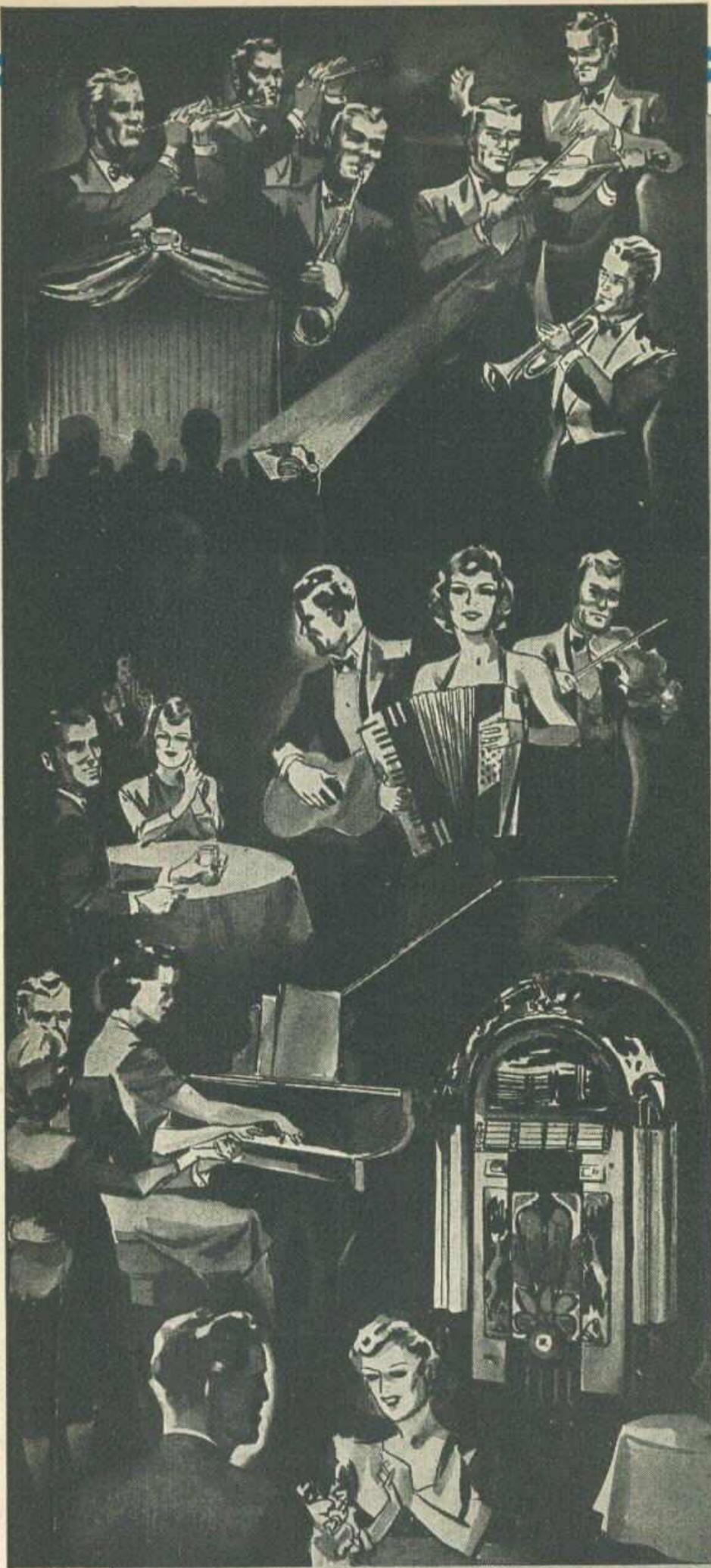
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