

The **Billboard**

OCTOBER 30, 1943

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

GENERAL NEWS

A NEW INTERNATIONAL RADIO?



WOODY HERMAN

His Word Rides High

(see page 4)

LEGIT

**Putting Teeth Into Reading
The Riot Act to Scalpers**

GENERAL NEWS

**War Correspondent Quentin
Reynolds Talks O'Seas Showbiz**

RADIO

GORY ROAD WITH DETOUR SIGN

THE ANDREWS SISTERS

First OFF THE Decca Assembly Line!



WE HAD A WONDERFUL TIME...RECORDING
PISTOL PACKIN' MAMA
AND
VICTORY POLKA
WITH
BING CROSBY

NOW ON SALE
DECCA
RECORD
NO. 23227

and Vic Schoen's Orchestra
➔ *All on One Record*

Lou Levy—Personal Manager, RKO Bldg., New York
1537 N. Vine St., Hollywood

A NEW INTERNAT'L RADIO?

Showbiz Lighter Side Big Drain On Longtoes

NEW YORK, Oct. 23.—After many lean years, the prospect of a steady job in down-to-earth showbiz is something few ballet dancers can resist. Many Nijinsky nymphs who wouldn't dream of prostituting their art by going into musical comedy or vaudeville (when no such offers were around), are now doing exactly that. They find that neither their art nor their stomachs suffer by steady employment.

The widespread use of ballet in musical comedies has practically drained the field of male dancers to the extent that the pure ballet outfits are hard put to get suitable toe terpers and such.

The difficulty was pointed up last week when the Fokine Ballet was forced to cancel two and a half weeks of bookings because one of the male leads got himself a longer route. It was impossible for impresario Michael Kallesser to find a replacement in time to go thru with his commitments.

Kallesser is now auditioning men to replace the departed Jack Gansert, who grabbed himself a long-term job from Columbia Concerts. Kallesser says he's finding it as tough to get a man as does an old maid. Unless one turns up he will try to get a name dancer, or failing to get that, will have to revamp the choreography somewhat so that a team can go thru with the routines.

Building Aches Shutter Boston Stage Canteen

Other Reasons Indicated

BOSTON, Oct. 23.—The tug of war which has been waging in the undercurrent of rumor about Boston's Stage Door Canteen is beginning to come to the surface.

Wednesday night (20) Building Commissioner James H. Mooney ordered the Canteen closed "in the interests of safety." Thursday afternoon, when a group of interested citizens headed by Mrs. Malcolm Bradley French, chairman; William Blatt, attorney for the Canteen, and John Del Monte, prominent AFL figure and Canteen supporter, appeared before Mooney to demand an explanation of alleged structural weaknesses in the Canteen building, it was intimated that a force or forces were "working against" the Canteen.

Mooney's order closing the Canteen was approved by Mayor Maurice J. Tobin, altho Mrs. French said that the building would reopen within "a week or ten days."

Before the Canteen opened on September 17, when floors were taken up for installation of electrical conduits, it was discovered that some of the floor and ceiling beams had pulled away slightly from the walls. This was corrected and the building was passed by the inspectors and architect before the opening. But, as was pointed out, stresses on the building may have caused the beams to pull away again.

F-f-f-four F

NEW YORK, Oct. 23.—Eddie Heywood, ork leader at Cafe Society Downtown, was rejected by the army because he stutters. So Eddie is now back at his usual stand where he conducts the band and emcees the show.

Old Maestrobite 1891—

Because millions of words in print and in voice have been bouqueted to Ben Bernie since last week, and

Because no words, however rich and eloquent, will ever catch the spirit and the skill that are peculiarly Ben Bernie, and

Because the Old Maestro never wasted a single word in the millions that poured from him as an entertainer of millions,

The Billboard Publishing Company and staff desire to pay this simple tribute:

Ben Bernie—Great Performer

Note to printer: Don't put the routine heavy black border around this. Try No. 5 Border. You know, the one we use for the permanent columns. Set "1891" in "Barnum" type. P. T. died that year—and Ben Bernie was born.

Third Wicket Man Up to 3-Man Board, LNYT, TTS, House

NEW YORK, Oct. 23.—A unique arrangement to determine the necessity of putting a third man in the box office of legit houses completed contract negotiations between the League of New York Theaters and Treasurers and Ticket

N. Y. Times Raiment Opera May Be a National Trend Crier as 3-Dayer Gets Long Attention

By WANDA MARVIN

NEW YORK, Oct. 23.—A Broadwayized *Fashions of the Times*, a dramatized clothes-horse show sponsored by *The New York Times*, emerged as a pitch for advertising, and also to spotlight New York as the world fashion center. Show was given a first-class production, stretched to three days (20-22), with invitation performance Tuesday night, mostly for employees.

Mayor La Guardia, whose angle is to make New York City the hub of clothing design, manufacture and distribution, rode in on the crest and gave the show his blessing by appearing at the Wednesday (20) matinee. He observed that he and *The Times* had not always seen eye to eye, they were in complete agreement on the matter at hand.

La Guardia prophesied that newspapers would soon have to find means, other than setting type, of supporting what they be-

lieved in. The fashion show was a step, he said, but radio and motion pictures would have to be called in to demonstrate visually and audibly the publishers' ideas.

Staging, direction, lighting and acting were top-flight. It was a colorful and exciting dress-appealer which paled the conventional fashion pageants. May well set a mark for design purveyors to shoot at. The public and the garment trade liked *Fashions of the Times*, and may from here on expect more drama from clothes models and better prepared patter from splerers.

Theatrical tricks were employed to advantage. One was in Penn Station scene when the fur-bearing beauts hit the stage from rear of the house via the aisle—an oldie well done.

Thruout five scenes and four quick-change acts, the producers did a terrific (See N. Y. TIMES OPERA on page 27)

The Market, Man Power and Facilities Being Developed for Global Radio Ad Business

By LOU FRANKEL

NEW YORK, Oct. 23.—Hottest topic around midtown these days is radio's future when the war is won and international trade is once again a business factor. Spark that started the gab was overseas jaunt of Niles Trammell and John Royal, of NBC, and



overseas assignment of Bill Paley, of CBS. Latter has key chore with OWI and the army, an assignment that deals with network operation. But the former duo are strictly on their own, looking to establish NBC in post-war Europe, Africa and Asia.

Everyone, naturally enough, has his and her own version of what will happen. Roughly, this is the consensus as to where radio is going.

The demand for American programs among English-speaking people in Europe and Asia is being built. Even before the war the British Broadcasting Corporation started airing recordings of Jack Benny, Bob Hope and Fred Allen. These were special transcriptions sans commercials and no one was surprised

when the British audiences went for them in a big way.

Now these programs and many, many others are being beamed into Europe and the Middle and Far East by short wave from the U. S. A., by BBC and by army radio transmitters all along the Mediterranean from Algiers to Tel Aviv and along the Suez Canal to India. Of course, these shows are aimed at our soldiers and sailors but you can't stop anyone from listening to a good thing on the air. The audience is being cultivated.

Customers and Demand Ready

Ilkewise the markets, the customers and demand are there like ripe plums waiting to be harvested. Latter is obvious, since whatever local production facilities were available are now non-existent. The Nazis gobbled everything and shipped it to the Reich as part of its slave nation philosophy, or will be non-existent once the fighting front comes along.

With no domestic production and (See "DOLLAR DIPLOMACY" on page 8)

CIO's War-Themed "Johnny" Set for 4 Wks., AFL-Packed

NEW YORK, Oct. 23.—First four weeks' booking are already set for *Marching With Johnny* (formerly *Roll Up Your Sleeves*), the CIO show glorifying the production front. Still without a New York spot the show, following its premiere at the Mosque Theater, Newark, N. J., November 22, will play a split week starting November 29, first half at the Metropolitan Theater, Providence, last half at the Klein Memorial Auditorium, Bridgeport, Conn. One week each at Ford's, Baltimore, and Erlanger, Philadelphia, follow.

Show started rehearsals Thursday (21) under Philip Loeb's direction, with a cast including Beatrice Kay, Norman Lloyd, April Ames, Ginger Dulo, Virginia Bolen, Beau Jenkins, Rosetta Le Noir, Gil Johnson, David Brooks, Harold Gordon and Mervin Nelson. Paul Porter, stage manager for *Tomorrow the World*, will fill a like capacity for *Johnny*.

The CIO production, with an all-AFL company, will contain just one reference to labor organizations. Both CIO and AFL will be mentioned in the lyrics of one song.

Record Kid Biz Cuts Rodeo Take

NEW YORK, Oct. 23.—The World's Championship Rodeo at the Garden swings into its finish week very hefty on the box office. Novel wrinkle of almost the entire run so far (opened October 6) has been record kid attendance, thus bringing down the take, as the youngsters are half-priced for the matinees. Rodeo management was forced to insert an extra matinee—next Friday (29)—to accommodate the youngling contingent.

It's a good guess that Brig. Gen. John Reed Kilpatrick, president of the Garden, will officiate at closing ceremonies in the arena next Sunday (31), coming up from his embarkation headquarters at Newport News, Va.

In This Issue

Bands & Vaude Grosses16	General News 3-5	Reviews, Legit 26
Burlesque 16	General Outdoor 56-57	Night Clubs 18
Carnival 31-37	Legitimate 25-26	Orchestras 15
Circus 38-39	Letter List 48-49	Radio 11
Classified Ads 46-48	Music 29	Records 15
Cocktail Combos 22-24	Merchandise-Pipes 50-55	Vaude 20
Coin Machines 58-64	Music (Also See Records) 13-15	Rinks-Skaters 44
Columns:	Music-Merchandising 62-67	Roadshow Films 28
Crossroads, The 45	Music Popularity Chart 12	Routes, Acts 24
Editor's Desk, The 45	Night Clubs-Vaudeville 17-24	Bands 27
Hurd, Walter 58	Parks-Pools 42-43	Carnival 33
Corral 39	Pipes for Pitchmen 55	Circus 33
Derbyshow News 29	Radio 6-11	Dramatic & Musical 33
Fairs-Expositions 40-41	Record Buying Guide 64 & 66	Ice Shows 33
Final Curtain, Births, Marriages 30	Repertoire 29	Sponsored Events 37
		Vending Machines 68

Subscription Rate: One year, \$7.50. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under Act of March, 1879. Copyright 1943 by The Billboard Publishing Company.

Quentin Reynolds Talks on Terrific Job Big and Little Showbiz Is Doing Overseas

Bob Hope Worth an Extra Division, Says General

NEW YORK, Oct. 23.—"Entertainment, all phases of it—radio, pictures and live—should be treated as essential," said Quentin Reynolds, the big, beefy and non-neutral war correspondent recently returned from the Russian and Mediterranean war fronts. "You don't know what entertainment means to the guys who do the fighting until you've been up there with the men yourself."

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

"Right now the post office is trying to ban *Esquire* magazine from the mails. Hell, it's the most popular magazine with the guys in the field. Everywhere you go you see the *Esquire* gals pinned up. I'll never forget the bomber I rode. The pilot had a Varga gal tacked up right alongside his seat."

"Criticism, beefs and squawks is all I hear. All I know is someone must be doing a helluva good job. I'll show you what I mean."

All for All

"The way things used to be run the British would ship entertainers (it's a cinch for them since they're only 10 hours from London by plane) to entertain the English troops and we'd do likewise for the American servicemen. But General Eisenhower (that guy is

terrific) changed all that. He's a smart cookie and figured everything is for everyone, just the way we're fighting. So now all the performers work before all the troops. And our boys get just as big a bang out of an ENSA unit as the Tommies get out of USO (Camp Shows).

"ENSA gets a lot of shows into the Middle East, which is not so easy for us as we're a good deal further away. Many of their units are small and don't have names; but when they send names they, like us, send the best. ENSA's No. 1 unit included Leslie Henson, a comic like Bert Lahr, Bea Lillie, Vivien Leigh and Dorothy Dickson, a singer. The only one many of the Americans knew was Vivien Leigh from her appearance in *Gone With the Wind*. But when they went to work they really wowed the boys."

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

New Gags Each 300 Miles

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

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

"I didn't catch up with Benny, but everyone said he was a wow. I did see Josephine Baker. She's no longer a chicken, but she's an artist—and how the guys go for her songs. Jolson was another I met. He and Harry Akst, the songwriter, traveled around in a jeep, slept wherever they happened to be, on the ground or in a pup tent, and, surprisingly enough, the only thing they caught was colds; no malaria, no dysentery, no nothing."

Jolson 8-Hr. Trip, 90-Min. Show

"I remember one day in Oran. Jolson and Akst came in after an eight-hour plane trip, went right on stage and did an act that ran about 90 minutes. Then Jolson did every old song the audience asked him to sing, including *EH, EH*. Finally an army doctor noticed how Joley was sweating and got a general to break up the show. The doc was worried that Jolson might collapse. So what does Joley do? Remember, he was ordered to bed to rest. He sits up for another couple of hours signing short-snorter bills for the men. And since this was at a bomber station, with fliers coming in at all hours, Harry Akst sits up the rest of the night playing and singing songs for the boys."

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

"The Red Cross gals also rate a bow,

Piano Tricks In Palermo

PALERMO, SICILY, Oct. 23.—Ray Bacon, radio and vaude vet of Monterey Park, Calif., is doing shows at the local American Red Cross club. A vet of World War I, he served with the Rainbow Division.

His routine is straight from vaude. In one turn he puts on a blindfold, covers the piano keys with a sheet, dons heavy gloves and plays request numbers. Then he does an upside down act in which he puts his feet on top of the piano and plays with his hands behind him. Other tricks the servicemen like are his playing a tune with his nose on the keys, thimbles on his fingers and with a boxing glove on each hand.

You really appreciate them in towns in the Far East where the heat is unbelievable. They, and the nurses too, keep themselves looking smart, neat and fresh. Just coming into a place where it's 120 in the shade and seeing a face from home makes the guys feel good.

"I guess maybe the Russians have the right idea of what to do with entertainers during wartime. Back there any entertainer who goes into the service is regarded as a slacker. Those Russians are realists all the way. The hit picture in Moscow, while I was there, was *Actress*. It's about a musical comedy star who joins up as a nurse. She's a pretty bad nurse and can't understand why people are giving her the go-by until one day she overhears some soldiers talking about how great she was as an entertainer and how she jilted them to become a nurse. So she returns to the stage and everyone is happy."

Performers Nixed for KP

"They figure a singer or a dancer is better as a singer or dancer than peeling potatoes. And they stick to that idea all the way. For example, they bring prize-winning war workers into Moscow to see the famous ballet. Those people, most of them from the hinterlands, never saw anything like it. And they go back home and really produce the goods."

"I'll never forget the time I went down to the front. It was at Vyazma, a town of 60,000 before the war. After 18 months of German occupation there was nothing but ruins and about 500 inhabitants; all of them suffering from malnutrition or injury. And 48 hours after the town was recaptured a troupe of Russian performers was there entertaining the soldiers and civilians. Imagine the lift it was to those poor people, squatting on the ruins of their town, to have a company of show people entertain them?"

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

(John Steinbeck, playwright and novelist and just back from a chore as war correspondent, was too weary and ill to handle an interview. But, via the phone, he also applauded show business, its part in the war effort and its importance as a morale builder and sustainer.)

Radio's Job Okay, Too

"Radio's doing a helluva good job, too. Between the army and the OWI the boys are supplied with all the top programs, and they sound good without the commercials. The army has swell stations all over there, particularly Oran, Algiers and Cairo. They're on the air from 6 a.m. to midnight. All the hit shows that the boys know from home are heard and they're scheduled at definite times during the week. There are a lot of request shows, and to everyone's surprise they got so many requests for classical music, from the G. I.'s, mind you, that they now have a solid hour daily of highbrow music."

"The boys listen to BBC a lot, mostly for the news which comes straight, that is, without comment. The Axis has a couple of shows beamed at our troops which are pretty sad. We listen to them mostly for laughs. They're both 15-

Radio Anti-Bond-Ad Idea; However Want Cut of If-Coin

WASHINGTON, Oct. 23.—If there is going to be any paid War Bond advertising placed by Uncle Sam, the radio industry wants in.

That point was put across emphatically here Friday in hearings before the Bankhead Committee of the Senate.

While most of the controversy raged about whether big or little newspapers were to enjoy this new source of moola the radio salesmen let it be known that if the gent with whiskers was getting set to pay for his promotion the broadcasters wanted their's.

Hearings on the Bankhead measure, which would provide for the government to place War Bond advertising totaling almost \$30,000,000, were considerably enlivened by radio's entry in what seemed almost like a private fight between the big and small publishers.

C. E. Arney Jr., secretary-treasurer of National Association of Broadcasters, declared the bill was "discriminatory." Joining him was Marshall Pengra, of Roseburg, Ore., chairman of NAB's committee on small market stations, who proposed that a government advertising fund be allocated to the various media "in proportion to the use of such media by private industry."

Both of the spokesmen for the broadcasters repeated the industry's opposition to paid government advertising, but carefully pointed out that if the gravy train passed by, radio would hop on.

Radio had a strong supporter in their camp in the form of Secretary Morgenthau. Earlier the nation's cashier had opposed in writing the advertising fund on the grounds that "the discriminatory selection of one class of advertising media for government support would tend to discourage continued contributions by other media and their advertisers."

A new wrinkle was injected in hearings Friday when Senator Danaher of Connecticut proposed that advertisers of War Bonds be denied federal tax deductions unless at least 50 per cent of the advertising was placed in small-town sheets. This brought on the clash between the publishers, an argument from which radio spokesmen stood aloof.

Kaye to Hollywood Nov. 30; Dickering for JD's House

NEW YORK, Oct. 23.—Sammy Kaye is due in Hollywood about November 30 to start work on *Song of the Open Road* for United Artists. Kaye, worried about the housing shortage, is trying to line up Jimmy Dorsey's house. Dorsey completing his picture work around the end of November.

minute shows and come on early in the evening. Rome sends down one called *Lilly and Betty*, which is supposed to make us sigh for home. And the Germans send over a gal with a sexy voice; we call her *Nazi Sally*, who pitches a corny line. Only good thing about the program are the records, Crosby, etc., which sound like all new releases.

"The troops hear the latest music on their own programs, but *Oklahoma!* to them is just a State in the union. While I was there they sang *I Got Sixpence*, that English song, and *Beer Barrel Polka*."

"I'll tell you how much entertainment means to the boys. I was along on the landing at Salerno. The first night out there was a movie show. The ack-ack men watched from their guns, the cannoners were at their posts, the sound devices were manned and at the first inking of danger the picture would have been yanked. Remember we were on our way to invade the Italian mainland, and the people in charge thought it important to give the soldiers and sailors a show."

"The same thing holds good as the infantry advances. The first thing they do after taking a spot is prepare shelter, then up comes a traveling library which has books, magazines, including *Esquire* and a radio. The only radio up front during the fighting is Signal Corps stuff. But once things are stabilized the G. I.'s get, as I said, books, magazines and radios."

"So far as I'm concerned, one thing we must never sell short is the entertainment business in this war."

Lou Frankel.



WOODY HERMAN

(This Week's Cover Subject)

WOODY HERMAN, who has been fronting his own band since 1937, has been in solid ever since he and the Herd scored at the Famous Door on New York's 52d Street. Since then, the band's favorite haunts have been the Hotel Sherman, Chicago, and the Hollywood Palladium.

Born in Milwaukee, Herman began the study of sax and clarinet at the age of nine. At 12, Woody was doing a vaude single, tabbed as "The Boy Wonder of the Clarinet." After touring in vaude for a number of years, he continued his schooling, winding up at Marquette University where he majored in English literature.

Out of school, Herman landed jobs with Gus Arnheim, Harry Sosnik, Tom Gerun and Isham Jones. When Jones retired, Herman decided to form his own outfit using the Jones band as a nucleus. His first engagement was at the Schroeder Hotel, Milwaukee, followed by runs at the Netherland Plaza, Cincinnati; the Raymond, Boston; Rice Hotel, Houston, and the Trianon, Cleveland. His New York debut was made at the Roseland Ballroom.

Some of Herman's best known records are "Woodchoppers' Ball," "Down Under," "Ten-Day Furlough," "Amen," "Four or Five Times" and "Hot Chestnuts." He has also scored in films, in Universal's "What's Cookin'?" and 20th-Fox's "Wintertime," the latter now in national release.

Herman is currently on a theater tour, which winds up with an extended run at the Paramount Theater, New York, in November. Records for Decca, and is booked by General Amusement Corporation.

SPECIAL
PRINTED
ROLL or MACHINE
100,000
FOR \$22.00

TICKETS
RESERVED SEAT — PAD — STRIP
COUPON BOOKS — RESTAURANT
CHECKS — SALES BOOKS AND
ALL ALLIED FORMS

ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C.
82 W. WASHINGTON ST., Chicago
615 CHESTNUT ST., Phila.

STOCK

ROLL TICKETS
ONE ROLL \$.54
TEN ROLLS 3.90
FIFTY ROLLS 17.00
ROLLS 2,000 EACH
Double Coupons,
Double Price
No C. O. D. Orders
Accepted

Plus & Minus On Fun Fare For Fighters

NEW YORK, Oct. 23.—Requests for more army camp entertainment and beefs about lack of same reach *The Billboard* regularly. Everybody recognizes that all the lads tramping for Uncle Sam are not getting the show breaks they need and deserve. Typical is the following excerpt: Editors, *The Billboard*:

"We would appreciate it if you could put us wise as to how we can get some good name entertainment for our boys. They have been sadly neglected by USO-Camp Shows and complaints are rolling in."

"I hope your reply will bring us good news." PFC. HENRY H. MAMET,
Recreation Office,
Fort Monroe, Va.

USO-CSI Reply

Here is the answer, according to Lawrence Phillips, managing director of USO-Camp Shows, Inc. CSI digs up all the talent it can and submits names to War Department, which okayes them and lays out routes for various tours. Shows are spotted where they will do the most good. If a post has reasonable near-by entertainment centers, it is less likely to be played than one which is more isolated.

CSI stresses the fact that org has nothing to do with it. They merely send the units where advised.

The proper procedure, if a post feels slighted, is for the local Special Service Officer to communicate with the Director of the Special Service Division of the War Department in Washington. Local conditions will then be appraised and entertainment acted upon. If the action is favorable, CSI will be notified to route units to that point.

The Positive Side

Often a letter turns up which makes showbiz feel good. The one from Corp. Joe Rose, ex-vauder and currently liaison man for Special Services at Army Air Base, Salt Lake City, is that kind of communication.

Editors, *The Billboard*:

Just for the record, I want to tell you that the Army Air Base here is one of the best entertained camps in the vicinity. Our Recreation Hall is big enough to house a Broadway show, and it has the last word in lighting and sound equipment, not to mention a good stage crew to make acts feel at home.

With Paul Savoy, local booker, keeping three clubs supplied with acts, the Lyric Theater with vaude on week stands and Jerry Jones's Rainbow Rondeau going strong on a name-band policy, we don't miss much on the entertainment pitch.

Savoy usually sets up two shows a month for us and Mel Smart, Lyric operator, is also very co-operative in permitting acts playing his house to give the army boys anything they want in the way of a show. Jones likewise gives the green light on all bands playing his ballroom. Recent combos that have played the base via his okay were Jimmie Lunceford, Louis Armstrong, Herb Miller, Del Courtney, Charlie Agnew and Jack Teagarden.

All base bookings are handled by Corp. Lee Stone, director of entertainment in the Special Service department, and who in civilian life was associated with Stanford Zucker Agency in Chi. Outside of the Recreation Hall shows we also set up weekly programs in the Station Hospital. That is where yours truly comes into the picture as liaison man to arrange entertainment for patients and hospital personnel.

I wish you'd pass on the word how much we all appreciate what showbiz does for us. I couldn't begin to tell you how the boys feel about it.

CORP. JOE ROSE,
Detachment, Medical Department,
Army Air Base, Salt Lake City.

Overseas Men Need Skits

Editors *The Billboard*:

As *The Billboard* is the representative of the vast majority of the entertainment world, may I invite your attention to the following:

Altho the professional entertainment units have done their utmost in enter-

Bioff Record Story

NEW YORK, Oct. 23.—Willie Bioff, convicted labor racketeer, continued all-out "singing" as the government's star witness at the trial of eight of his former associates charged with extorting more than \$1,000,000 from the movie industry. Highlight of the week's proceedings was the claim by Bioff that he himself was once shaken down for five grand.

Under cross-examination by James D. C. Murray, chief of defense counsel, Bioff testified that \$5,000 was paid in 1937 to Col. William Neblett, law partner of the late Senator William G. McAdoo, and Ralph Jones, California legislator. "This was done shortly after the California Legislature had formed an interim committee to investigate labor conditions."

Bioff admitted that he wanted to stifle the committee investigation, and testified that several movie producers "had a hand" in helping him try to gag it. Louis B. Mayer, MGM head; Nicholas Schenck, Loew exec, and Leo Spitz, RKO prexy, all had knowledge of the payment, Bioff said.

"So eventually it turned out that with the knowledge of Schenck, Mayer and Spitz, Neblett was paid \$5,000 in the guise of a legal fee?" asked Murray.

Bioff said he "let it be known" that Neblett got the cash, describing it as a "down payment," but said that no further payment was made.

In response to further questioning along this line, Bioff admitted that, as a matter of fact, the interim committee's investigation was continued. Trial continues in Federal Court.

Clipper Victim Rognan Seeks \$405,500 From PAA

NEW YORK, Oct. 23.—Damages of \$405,500 are sought from Pan-American Airways by Jeanne M. Rognan, dancer, as a result of the Lisbon Clipper crash of last February. In two suits filed against PAA in New York Federal Court Wednesday (20), Mrs. Rognan asks for \$250,000 because of the death of her husband and dance partner, Roy Rognan, of Lorraine and Rognan team, a separate payment of \$150,000 for injuries sustained by herself and an additional \$5,500 for loss of baggage.

The dancer charges in her complaint that the seaplane was carelessly and improperly operated, and that as a result of the crash she has suffered great pain of body and mind. She alleges permanent injuries which will render her unable to resume her professional career for a long time.

USO-Camp Shows, Inc., last month voted an outright payment of \$3,600 each to Mrs. Rognan, Jane Froman and Gypsy Markoff, last two also injured in the Clipper tragedy. Payments were for coverage of medical expenses already incurred and for unemployment. They represented the maximum amounts which would have been due under accident insurance coverage now provided by USO-CSI for off-shore performers. CSI committee also voted at that time to advance sums up to \$8,500 in each case to meet further medical bills, pending settlement of victims' claims against PAA.

taining the boys overseas, still much depends upon the personal efforts and talents of the enlisted men.

We have produced many excellent variety revues, but are extremely hampered by the lack of a library of skits, novelty routines and blackouts. Is it at all possible to receive a library of the above thru the efforts of your office?

Deeply grateful for your attention, and looking forward to hearing from you.

PFC. SOL HABER,
Care Postmaster, New York.

Wants Joke Compendium

Editors *The Billboard*:

I would appreciate a complete listing of "jokes" that we could use for station shows and radio programs. Any other suggestions you might wish to contribute in connection with the above mentioned shows would be greatly appreciated.

B. L. RUCKER,
Box 31 (Navy),
Fleet Post Office,
New York.

Pit Bands Using Gal Fiddlers; Institute Gets Calls for More

PHILADELPHIA, Oct. 23.—Man-power shortage, which has created an influx of female tootlers into the dance band field, has now hit the trench crews at the theaters. Pit conductors are now seeking gals to fill the seats. Robert Russell Bennett, music director for *Carmen Jones*, current at the Erlanger Theater, is using four skirted music-makers in the pit. In fact, the orchestra's concertmaster is a dame, Elsa Hildsberg. Philadelphia Opera Company, in forming its orchestra for the 1943-'44 season, finds conductor Sylvan Levin coming up for the first time with an unusually large female contingent of 11 musical maids—three violinists, a violist and cellist, a bassoonist and a horn player.

Curtis Institute of Music and other musical conservatories here report that there has been an increasing number of calls for girl musicians, particularly fiddle players. At Curtis calls have been many from managers of name bands asking for entire string sections, particularly groups of three, indicating that many bands are thinking in terms of adding a skirted string section obviously for flash purposes since it was indicated that the girls would be used for theater tours.

AFL Shelves Nov. 9 "Victory" Pageant

NEW YORK, Oct. 23.—Lack of adequate preparation due to activity in the Third War Loan Drive and other war services made it necessary for the theatrical talent and craft unions to postpone *We're On Our Way To Victory*, the AFL pageant originally carded for Madison Square Garden November 9, it was announced yesterday (22) at a luncheon sponsored by AFL section of the Labor War Chest. The show, which is to tell the story of labor in the war, will probably be put on next spring. In connection with next year's War Fund Drive, altho no date has been set. The show was to accept the \$2,000,000 contribution made by AFL members in the current drive.

Whether the same material and personnel will be used next year will be up to a subcommittee, including Oliver Saylor, Association of Theatrical Agents and Managers; Glendon Allvine, press agent; Thomas Murtha, president New York Central Trades and Labor Council, and Abraham Bluestein, of Labor War Chest. They will be in charge of production matters which come up from now on and will decide when the time is ripe to present the show.

Four Music Pubs Newly Incorporated

ALBANY, N. Y., Oct. 23.—Four new music publishing firms recently incorporated in this State under the names of Terrace Music, Inc., Movie Songs, Inc., Pearl Music, Inc., and Transradio Music, Inc. Plastic-Tone Records, Inc., one of the firms that cropped up when AFM started issuing new recording licenses, is another firm that recently incorporated.

Meyer Davis Jr. Reported Missing in Ship Sinking

PHILADELPHIA, Oct. 23.—Meyer Davis Jr., son of the society maestro, who was being groomed to carry on the Davis musical tradition a generation hence, has been reported missing in action by the navy in the sinking of the destroyer *Buck* off Salerno. Young Davis, 24, enlisted the week after Pearl Harbor. In recent years the elder Davis has been booking parties 20 years hence, coming-out promising the music of Meyer Davis Jr. for these functions. Until entering the service Davis Jr. operated a bowling alley in Washington owned by his father.

2-Week Ice-Capades 154G, Cleve; Bonds \$1,350,000 in Phila.

CLEVELAND, Oct. 23.—Arena Managers' Association show, *Ice-Capades of 1944*, chalked up \$154,300 in its 15-day stand at Cleveland Arena October 5-19. Business this trip was ahead of last year.

PHILADELPHIA, Oct. 23.—War Bond opening performance of *Ice-Capades* at Arena Thursday (21) was a sellout a week in advance, the ice show attracting some 5,500 bond buyers for a total of \$1,350,000. Advance sale for the regular ducats is so heavy that Pete Tyrrell, Arena manager, figures on holding onto the icy for three or four weeks. Tyrrell booked in *Ice Follies of 1944* to start Christmas Day.

Decca, Subsidiaries Get Am. T. & T. Patents

NEW YORK, Oct. 23.—Decca Records will have access to sound recording patents of American Telephone & Telegraph Company and Western Electric Company thru the licenses it secured Wednesday (20) from these firms.

Licenses makes patents available to Decca Records, World Broadcasting and all other Decca subsidiaries.

Lamb-Yocum "Ice Parade" Nears Year Mark in Philly

PHILADELPHIA, Oct. 23.—Lamb-Yocum *Ice Parade* rounds out a year at the Benjamin Franklin Hotel here November 26, with the ice troupe entertaining an offer to remain here for the duration. Only break in the engagement came recently when members of the ice revue took a two-week vacation while the Garden Terrace Room, housing the icer, was enlarged to accommodate increased business.

Bette Wharton still tops the L-Y icer. Others are Adole Henny, Mary Alice Lowery, Bobby Hearn, Gwen Glayston, Marvette Motic, Bernice Jacobsen and Patty LeMaire. Gladys Lamb produces and manages. Bill Marshall's ork is on the stand. Rube Yocum is a major with the air corps in England.

The local engagement is believed to be the longest ever hung up by a traveling ice revue using its own equipment.

Decca Waxing "Oklahoma" Score With Stage Cast, Ork

NEW YORK, Oct. 23.—Decca will record the entire score of *Oklahoma* next week, using the stage cast and orchestra of the Broadway musical. Recording date was originally set for today, but had to be pushed forward as Joan Roberts, femme lead, is ill.

Only two more orks on Decca's list have been in for recording sessions since the disk signed with AFM, Guy Lombardo and Charlie Barnet.

MANAGERS

MOTION PICTURE THEATRE MANAGERS

Large chain catering to colored clientele has openings for several men of character and experience. Age 38-45. Will consider younger men in deferrable classifications. Address: **BOX D-141, Billboard, Cincinnati 1, Ohio.**

"Home of Showfolk"
Rates Reasonable

HOTEL HAVLIN

CINCINNATI, O.

Corner
Vine St. &
Opera Place
Phone Main 8780

<p>STOCK TICKETS</p> <p>One Roll \$.75 Five Rolls 3.00 Ten Rolls 5.00 Fifty Rolls 17.00 100 Rolls 30.00</p> <p>ROLLS 2,000 EACH. Double Coupons. Double Price. No C. O. D. Orders. Size: Single Tkt., 1x2".</p>	<p>Liberty for Ourselves and Others</p> <h2 style="font-size: 2em;">TICKETS</h2> <p>of Every Description</p> <p>Manufactured by THE TOLEDO TICKET CO. Toledo, Ticket City 2, Ohio</p> <p>Solicit Your Inquiry</p>	<p>SPECIAL PRINTED Cash with Order. Prices:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td>2,000</td><td>4.29</td></tr> <tr><td>4,000</td><td>4.83</td></tr> <tr><td>6,000</td><td>5.87</td></tr> <tr><td>8,000</td><td>6.91</td></tr> <tr><td>10,000</td><td>7.15</td></tr> <tr><td>30,000</td><td>10.45</td></tr> <tr><td>50,000</td><td>13.75</td></tr> <tr><td>100,000</td><td>22.00</td></tr> <tr><td>500,000</td><td>88.00</td></tr> <tr><td>1,000,000</td><td>170.50</td></tr> </table> <p>Double coupons. Double prices.</p>	2,000	4.29	4,000	4.83	6,000	5.87	8,000	6.91	10,000	7.15	30,000	10.45	50,000	13.75	100,000	22.00	500,000	88.00	1,000,000	170.50
2,000	4.29																					
4,000	4.83																					
6,000	5.87																					
8,000	6.91																					
10,000	7.15																					
30,000	10.45																					
50,000	13.75																					
100,000	22.00																					
500,000	88.00																					
1,000,000	170.50																					

GORY ROAD WITH DETOUR SIGN

Plotless Blood Giving Way to Mental Horror

Murder Palatable With Humor

NEW YORK, Oct. 23.—There is still blood on the air-wave moon. But as impartial scripters, directors and package producers dope it, gore for gore's sake is on the wane and will fade into the background on post-war programs.

The war, with accent on heavy casualty lists, grim reminders of genuine blood-letting, will prove a deciding factor in the make-up of what listeners will want, particularly adult listeners. They are aware of horror realities. The kids, being less touched by war may continue to reach avidly for groans and moans. That brings up the sponsor angle.

Will sponsors nix dripping corpuscles for the oldsters and give them the nod for kid consumption? The production side of radio thinks the check-rein will be tightened right down the line, because pops and moms aren't likely to permit junior to listen to stuff they themselves find "repugnant." And just so long as the biggies, particularly the femmes, buy the products sponsors have to sell, so long will they continue to snap the whip over program material.

"Inner Sanctum" Alibi

The detour sign is already painted, and in one or two instances it appears sponsors have looked in on the paint shop. As of last September, Carter's released *Inner Sanctum* and substituted the sweet-'n'-low chant nostalgia, *Keepsakes*. The reason given was that, altho horror seg was holding youngsters at loud-speakers, juve livers are a small market for sponsor's pills. They wanted to reach an older, more liver-conscious audience.

Could be the fact, however, that Hooper check-up on *Sanctum* which showed a steady drop from first of the year thru last summer, had something to do with it. Summer doldrum ratings, of course, are excusable, but fact remains that *Sanctum* was slipping consecutively during the winter and spring terms. Also, for last month, since show has been aired over CBS under Colgate-Palmolive-Peet banner, the CAB stood far below the increase that chiller should rate on a fresh season opener. It is said that Ted Bates, Carter ad agency, will not pick up contract at the end of 13-week period.

"Lights Out" Non-Producer

Recently also, veteran *Lights Out* was dropped by Ironized Yeast in favor of a switch to *Big Town*. According to reports Ruthrauff & Ryan felt that the bearded spine-thriller hadn't done what was expected of it for their client. So far no new backer has stepped up, and *Lights* looks set permanently on the shelf.

While it is perhaps unfair to cite the above examples as heralding a trend, the results speak for themselves. There is no question that both have been top students of the tear-your-throat-out, split-your-nogging-with-a-cleaver school. If their listener pull is fading, it can reasonably be attributed to their favorite overemphasis on gory detail.

People can't be fooled forever with one device, according to a net program exec. A program's audience is just as big as the quality and production of the show. It likes intrigue, but with the gore angle played down. Today, he says, a radio yarn must depend on excellence of plot and action.

One gimmick which has proved successful in taking the curse off ether murder epics is to give the whole business a tongue-in-cheek treatment. Such

programs as *Mr. and Mrs. North*, *Falcon* and *Thin Man* mask their killings under a dressing of sprightly humor. Nobody in the yarns takes either death and destruction seriously, and gait their didoes to a giggle instead of a shiver. It appears to be a popular twist and profitable from both points of view.

A Little Blood Still Good

Smart scripters will be quick to catch the pitch, altho Alonzo Dean Cole, vet chiller-diller manufacturer, believes that radio audiences still require a few drops of blood to spice their oral puddings. Cole, who authored seven consecutive years of *Witch's Tales* and currently is committed to 20 *Shadow* episodes as well as scripting *Flashgun Casey*, CBS sustainer, should know the horror slants as well as anybody.

At the same time *Casey*, his newest mystery toss, conforms to the gory road bypass. Some of the yarns about the news photographer sharpie are hyped with killing, but murders are restricted to every other week, a proceeding which would draw a sneer from an old-time chillcasters.

The chief ingredient in the Cole receipt for the successful thrill and mystery show to come is "plotting and more plotting to the nth degree." A judicious salting in of goose-pimple raisers, but with no listener-harrowing stemming from too close to home is a must. It's the writer's job "to make the incredible credible." At no time must he permit the audience to be personally shocked with a story's implication.

"Suspense" Points Trend

Possibly one of the best examples that can be picked at random from current spine-pricklers following the general pattern of Cole receipt is *Suspense*. Columbia sustainer, now airing from the West Coast, is receiving a fine sprucing-up at the hands of Director Bill Spler. The show bowls along to snare plenty of loud-speaker interest with a mental rather than a screaming melodrama. Tales are well plotted and provide the listener with enough exercise in nogglin-gymnastics to keep him tuned in to the last second. It is the response to this type of mental horror that is most indicative of a less bloody trend in chiller fare.

How far the crimson mop-up will carry and what final effect it will have on the old-fashioned scarers is anybody's guess. It is a safe bet, however, that producers won't continue to careen down the gory road without a ticket here and there for speeding. The listener is going to be the cop, and the fine, loss of a buying audience.

HAWLEY TO WEAF

NEW YORK, Oct. 23.—Adelaide Hawley, CBS commentator and women's program spler, has left WABC for WEAF. She inked a contract Wednesday (19) for a regular Monday to Saturday woman's program spot, 9:15-9:30 a.m., starting November 1. She did an 8:45 a.m. quarter hour on WABC.

Davega To Have Piece of WMCA With Nathan Straus When FCC Approves Sale

NEW YORK, Oct. 23.—Application for approval of transfer of WMCA, local indie outlet, from Edward J. Noble to Nathan Straus—he purchased the station for \$1,255,000—will show the owner and operator as the Cosmopolitan Broadcasting Corporation. Davega-City Radio, Inc., local retail chain dealing in sporting goods and radio, will have a sizable chunk of Cosmopolitan.

Nathan Straus will be president of the corporation; H. M. Stein, prexy of Davega, will be treasurer and a member of the board of directors. Also listed as directors are A. Davega, v.-p. of the Davega concern, and Charles Stark. Latter, commercial manager of the station for Noble, is now upped to vice-president

—And All for Naught!

NEW YORK, Oct. 23.—Spots at NBC are selling so fast these days, even the salesmen can't keep up with them.

Recently a rep was advised that there was one five-minute strip open at \$1,500 weekly on a 52-time contract. He got in touch with four agencies and offered the spot. Three of the agencies were interested immediately. The fourth was warm but wanted only a 26-week airing. They all agreed to call back pronto.

The first agency called back in a short while and said, "Okay." A few minutes later the other two came thru. The salesman told them "sorry."

He scribbled the order for the first agency and passed it over. "That," he was told, "was sold half an hour ago."

Philly Political Cash on WIBG And Disk Jockey

PHILADELPHIA, Oct. 23.—The fact that Jack Kelly, prominent figure in Democratic political circles, bought out the controlling interest in independent WIBG several years ago, is paying off now. With some \$15,000 allotted to radio by the Democrats in the present mayoralty campaign, a major chunk of coin is going to WIBG.

Buying air time all over town on a catch-as-catch-can basis, both Republicans and Democrats are taking what they can get.

An unusual radio series was launched by the Democrats on WIP on Tuesday (19), to continue until election day. Buying midnight to 1 a.m. to catch the war workers on the swing shift, Democrats turned the program over to a disk jockey. Instead of speeches, hour is devoted to spinning pop platters, interspersed with politically flavored spot announcements. All other air buys have been strictly for speechmaking and pointed spot announcements.

WHOM To Produce

ALBANY, N. Y., Oct. 23.—Among recent incorporations with the Department of State is that of WHOM Artists' Bureau, Inc., New York, to produce radio programs, lectures and to engage in similar work.

Station WHOM has been working on foreign language production ideas, and by having the Artists' Bureau, Inc., produce its own shows, it can protect itself on all angles. Operations are planned to begin the first of the year.

Each Broadcast of Serial Individual Copyright Breach

Shuberts Awarded \$14,000

NEW YORK, Oct. 23.—What stacks up as a precedent-making decision insofar as the penalty for plagiarism is concerned was handed down last week by Judge Bondy of the U. S. District Court. Suit was by the Messrs. Shubert vs. Ronzoni Macaroni and stations WOV, New York, and WPEN, Philadelphia.

Plaintiff claimed, in a suit filed three years ago, that an Italian-language dramatic serial, sponsored by the spaghetti maker on the two stations, was a steal of the Shubert legit, *Death Takes a Holiday*. Court ruled for the plaintiff about eight weeks ago, but awarding of damages didn't come till last week.

Judge Bondy awarded damages totaling about \$14,000, of which only some \$2,000 represented legal fees. Interesting angle of the decision is that it is based on the number of performances given, even tho they were performances of the same play.

Defendants have motioned for a rehearing, scheduled for next week, and will argue that it is no fair slapping them for every performance when only the one play was involved and was never aired completely at one time. That is the precedent angle.

It poses the fine point of: "Is a serial piracy one violation or a number of violations?"

Case will probably wind up in the Supreme Court.

AFRA ET Scale On Live-Show Basis

NEW YORK, Oct. 23.—Agreement on the new ET Fair Practices Code between American Federation of Radio Artists and transcription firms and ad agencies seemed imminent yesterday, with both parties believed to be seeing pretty much eye-to-eye on minimums for all but one category of employment. Remaining bone of contention is understood to involve sound-effects men, with minimums for that group yet to be thrashed out.

AFRA, which is asking that ET scales be put on a par with live commercials, eliminating a differential of about 28 per cent, will win virtually what it requested. This was intimated after yesterday's meeting, at which the employers' group offered its counter-proposals.

Dennis Leaves NAB For Station WHN

NEW YORK, Oct. 23.—Walt Dennis, NAB news bureau chief, is skedded to leave NAB November 1 to take over public relations director's job at Station WHN here.

A former newspaper man and radio writer, Dennis was sales promotion and merchandising manager of Station KVOO, Tulsa, prior to joining NAB last March.

Soap Opera Ups&Downs

PHILADELPHIA, Oct. 23.—To check the effect of constant listening to soap operas, Stan Lee Broza, program director of WCAU, called in the station's five elevator operators. Being exposed thruout their working day to loud-speakers in the elevators which never go off, Broza figured they were an excellent sampling for a home-made Crossley.

Asked the current continuity of five different serials, four of the lift-jockies were completely blank. The fifth, a gal, said she seemed to remember a girl was getting married soon in one of them.

Too Short for a Head

NEW YORK, Oct. 23.—Heinrich Himmler will be played by radio's Luis Van Rotten. Paramount has called him for the role in *Hitler's Gang*. . . . Molly Berg's *Potash and Perlmutter* Blue auditioning next week, Bernard Schubert producing. . . . Ed Begley, of CBS's *Mr. Keen*, has hooked onto part in Saroyan's legiter, *Get Away, Old Man*. . . . MCA peddling a participation-drama scripted by Bill Todman. *The Bill Grey Show*, Mutual's forthcoming comedy bid, starts airing November 1 on the 9:30-9:45 a.m. slot. . . . Bartlett Robinson nosed out Myron McCormick for title role on *Perry Mason*. McCormick lost on a slight case of moola fever. . . . Jean McCoy grabbed a part in Moss Hart's *Winged Victory*. . . . Don Goddard back at NBC—so far only for his old commercials.

The Dunninger Show moves to Barbizon-Plaza starting October 31. . . . Bill Bond, free-lance spieler (and also Ford's brother), is booked for G. I. . . . Bill Hightower is now and then skipping his emcee spot on *Everything Goes*. Pinch-hitter Johnny Oleson is being groomed to take over permanently. . . . Vaughan Monroe, recently stuck in 1-A, had planned to do a commercial show at Blue produced by Dick Kreig. . . . CBS's Dick Dunham took a walk thru a glass door. Now resting in the hosp. . . . Lili Valenty in on a running part in *Mary Marlin*.

Richard Stark is responsible for conception, direction and gabbling on *Fannie Hurst* auditioner. . . . CBS program staffers threw Davidson Taylor a good-bye party at Hotel Ambassador. He's going overseas with Bill Paley. The gang gave him a solid, but solid, gold lighter. . . . George Green, scripter of *Jam With Your Breakfast* on NBC, is donning khaki. . . . Colleen Ward, who delivers babies as a nurse in *A New Life*, will be having one of her own in two weeks—on *Woman of America*.

Cameron Andrews is audishing his own one-man show at Mutual. . . . Thomas P. Hoyer nominated as board member of AFRA, Doug Chandler, campaign manager. . . . Gloria Bean now a reg on *Superman*. . . . Al Rinker, megger on *Thanks to the Yanks*, is Coasting for producing duties. Kendall Foster, William Esty flack, replacing. Edwin Duerr is the new assistant to Harry Ackerman on *Aldrich Family*. . . . Rosa Rio, Blue staff organist, is playing a recital Sat. night (23) at WCBT, Roanoke Rapids, S. C., as part of Blue's "good neighbor" policy. Show has already reciprocated with a 14-pound Smithfield ham received by Miss Rio. . . . Jerry Law, radio producer and formerly associated with Hillman magazines, appointed program director of WINS.

With the lifting of wartime ban on broadcasting weather reports, Breyer Ice Cream has resumed station-break weathercasts. A newcomer to these spots is Roger & Gallet, now makers of lip pomade. . . . Henri Nosco, assistant concertmaster of NBC Symphony, gets his chance to baton Monday, October 25. . . . Charlie Noble, Blue spieler, on jury duty this past week. Gave up all his shows during that time. . . . Lee Vines, CBS staffer, into army.

Hodge Podge is a new quiz show audished at Blue, with Harry Hagen as quizmaster. New format angle has audience grilling Hagen. . . . Visitors at station reps: Bill Rambeau, at his own New York office, in from Chi; at Free & Peters, Arthur Church, KMBC prexy; C. W. (Chuck) Myers, KOIN-KALE chief; J. W. Saumenig, commercial manager of WIS, Columbia, S. C.; John Fetzer, headman of WKZO, Kalamazoo-Grand Rapids, Mich. . . . Bert Boyer has part in Arthur Beckhard's legiter, *Bright Boy*.

Edward Noble will meet 169 station reps in Chi November 16. . . . Alberta Curtis, new research director at WNEW, replacing Sidney Fishman, who goes Mutual. . . . CBS has its own Dunninger, elevator starter Steve Komornik. He can tell by looking at clothes whether the gals are after Frank Sinatra—or CBS directors.

CHICAGO, Oct. 23.—Ben Green appointed manager of radio department of H. W. Kastor & Sons, ad agency, succeeding Edward M. Aleshire, who has been commissioned lieutenant (j. g.) in the navy. . . . NBC press department sports a big photo of Charles Irving, WGN announcer. . . . Howard Keegan new program director at WCFL. Formerly of NBC, he was associated with *First Nighter*, *It Can Be Done* and other shows. He also scripted *Springtime and Harvest* and *Guiding Light*. . . . Oscar Mayer & Company, meat packers, has bought three shows on WGN—*Record Reveille*, *Get Acquainted Neighbor* and *Lightnin' Jim*. . . . When the new Blue outlet, WJW, opens for business in Cleveland, Ed Paul, former WCFL program director, will be running things. . . . It was only this week that Rita Ascot, the "daughter" in *Ma Perkins*, revealed that she had been wed to Al Boyd, radio producer, since last February 1. Miss Ascot has been serving in the navy for more than a year as assistant radio producer at Great Lakes. . . . Cecil Widdifield, radio director of Schwimmer & Scott, used to be continuity chief and assistant program director for CBS. . . . Miles labs, thru Wade agency, has signed a 20-week contract to sponsor a Sunday edition of *News of the World* over 80 NBC stations starting November 7. . . . Johnnie Neblett bills himself Johnnie Neblett Radio Productions, with offices on the Boul Mich. . . . Judith Waller, NBC central division public service director, off to fill four speaking engagements, two at Nashville.

HOLLYWOOD, Oct. 23.—Howard Petrie severs connections with NBC after 14 years. Will free-lance. . . . Sons of Felix Mills, home on leave, shown around town by their proud pa. . . . Helen Forrest is bowing out of Harry James ork and will warble on her own. . . . Don Bernard's champ setter took the "best of breed" at Riviera Kennel show. . . . Lou Costello heading for two weeks vacash before re-hitting the aiplanes. . . . Max Lerner opens with his boys at the Cinegrille, with Mercedes Marlowe vocalizing. . . . Andy Sijakovich, of KHJ transcription department, now junior announcer. . . . Robert Arden is back at KFVB after trek to N. Y. . . . Harry Lubcke, of Don Lee Television, heads East for business trip. . . . Jean Hersholt continuing his OWI broadcasts to Denmark. . . . Bob Braun will handle radio talent under William Morris banner. . . . Jack Benny slated soon to fiddle for Warner Bros. . . . Garry Moore has been signed by David O. Selznick to a long-term contract. . . . Ray Eberle and Martha Tilton are slated to warble *Just a Step Away From Heaven* for a Universal short. . . . Harriett Hilliard co-stars with Jack Haley in *Rhythm Ranch*, which Pine-Thomas will produce for Paramount. . . . Trudy Marshall is emceeing *Furlough Fun* while Beryl Wallace is in N. Y.

CINCINNATI, Oct. 23.—A. R. Griffiths, market analyst at WLW, is the station's new merchandising director, succeeding Miss B. Strawway, who is joining her husband, Kenneth Stauffer, chief of processed food division of the OPA in Washington. . . . Fred Thomas, WCKY newsroom chief, was inducted into the marines Tuesday (19). . . . Burt Farber, WLW-WSAI staff pianist and leader of the ork at Hotel Netherland Plaza, out of action due to injuries sustained in an auto crack-up. . . . Theodore Hahn Jr., former member of the Cincinnati Symphony Orchestra and at one time leader of the Capitol Theater ork here, has joined the production and program direction staff at WCKY.

WFIL Pipes News for Philly Theater; Results Watched by Warners; No Tie-Ups in N. Y.

Station Gets Solid Promotional Build-Up

PHILADELPHIA, Oct. 23.—On heels of the pronouncement by FCC Chairman James L. Fly that motion pictures and the press are far behind radio as disseminators of news, the Translux Theater here negotiated a deal with WFIL here which gives the movie house the news "hot off the air." Marking the first time for the broadcast of regular news flashes in a movie house, the deal provides for WFIL to service Translux with one-minute flashes of news highlights every hour on the hour from noon to midnight.

Special announcer has been assigned to handle the private broadcasts over a direct wire. During the one-minute highlights, a special trailer is flashed on the movie screen crediting WFIL. While the regular flashes are spotted at start of newsreel theater's regular hourly program, deal calls for movie programs to be interrupted for special bulletins. In addition, WFIL will broadcast to Translux audiences all important speeches and noteworthy events that pull the public to home radios.

Promotional tie-ups also give the station call-letter credits in sidewalk displays, lobby cards, newspaper copy and program mailings. Until now, the Translux, along with other central-city movie houses, had tie-ups with stations with a news board on the sidewalk for the ticker tape. Watching Translux plan is the Warner theater circuit, operating almost 100 movie houses in the city. Warner's has had similar spot deals with WCAU for the broadcast to movie audiences of political election returns and Presidential speeches.

Particularly interested in such radio news service are the neighborhood houses. Exhibitors have long complained that the broadcast of important speeches and events of national import has always been "a kiss of death" for the box office. While the cost of a direct line to the nabes is prohibitive, a half dozen important exhibitors stated that they would be most interested in a regular news service conforming to screen program schedules that could be picked up directly over the radio and fed to audiences over the theater's sound system.

The New York Set-Up

NEW YORK, Oct. 23.—No newsreel or straight run pic house has a radio station tie-up in this metropolis, altho several of the news houses feature billboards in front of the theaters on which Transradio ticker news is pasted direct from the teletype which is located in the theater lobbies.

Muzak, the music-by-wire org which also pipes hot news and most important news events to restaurants, bars and war plants thruout New York, has at different times served newsreel houses (the lounges) and motion picture thea-

ter lobbies. No amusement place is on their books, however, at this time. Muzak's news events are piped thru arrangement with WOR and the Mutual network. Mutual went to court to establish the fact that no one could take a broadcast off the air and pipe it for profit to anyone no matter how the gimmick was explained.

When NBC Television was promoting everything and everybody many theaters had tele sets in their lounges and featured the fights and football games on their marquees. One theater around the corner from the Yankee Stadium pulled such a pitch and landed a sizable overflow from sellout sports events held in the stadium. Chain operators admit that they'll install a tele set again when they're available for their novelty pulling value and as an excuse to claim that visual news will be available in the theaters as it breaks.

Main Stem theaters report that big news events bring biz into the houses instead of keeping it out. Only chain nabe ops report suffering from big broadcast nights and they haven't tried piping the events to bring in the trade yet.

Hearst Buys Time To Sell Coverage Of Oakes Murder

NEW YORK, Oct. 23.—Local Hearst daily, *Journal-American*, is buying sizable sked of spot announcements to plug its *Perry Mason* coverage of the Oakes murder mystery trial. Sheet has Erle Stanley Gardner in Nassau covering the "event" and filing copy under the pseudonym of his detective character.

Paper has used announcements in past to plug special features, such as pix spread on Pearl Harbor bombing, but nothing as consistent and thoro as this splash. Plugs are 30-second live announcements and air over WNEW, WMCA, WHN, WAAT, WWRL, WBYN, WLIB, WFAF, WJZ, WOR, WOV, WINS. Schedule was extended for another week so it's possible, if the Oakes trial peters out, that sheet will plug other features.

Hearst papers have exchange deals with stations whereby in return for airing, e. t. s., of *Jungle Jim*, a comic strip, and stories from *The American Weekly*, stations get daily listings. But this outright purchase for promotion seems to be idea of Sumner Collins, J-A, promotion man.

One unusual twist to the deal has the J-A spreading the billing on this business around the ad agencies which place biz with them during the year. Each week a couple of other agencies get the billing.

Another twist which has nothing to do with the *Journal-American* will find the P. & G. daytime strip on CBS, *The New Adventure of Perry Mason*, collecting on the promotion. More people will no doubt hear of Perry thru the spots for J-A than ever heard of him before.

Gas Monkey Gland Pills Find Sales Hypo in Air Spots

NEW YORK, Oct. 23.—Vita-Plus, the new war product that has skyrocketed via spots in the past five weeks, is sniffing for network time. The automobile "wonder-pill" claims to tack a 25 per cent increase onto normal mileage when dropped into a gas tank, and airing results are claimed to have been terrific.

WHN was the first spot station to handle the product five weeks ago, with WINS, WMCA, WLIB, WHOM, all in New York; WMEX (Boston), WEEL (Reading, Pa.) and WELI (New Haven) all following suit. The business, handled on a mail-order basis, is zooming into Coast-to-Coast category.

Sam Rossant, of the Air Mail Advertising Company, is responsible for campaign, and is now looking for a network show with male appeal.

The Longhair Blues

NEW YORK, Oct. 23.—With completion this week of the shifting of musicians between the NBC and Blue nets, it becomes apparent, to at least some in the trade, that the Blue has a long-range longhair plan. Of the 65 housemen, 35 are symphonists who obviously aren't on the pay roll just to play dance music.

Of late the Blue's policy has been to stress lighter music, but the majority of new blood which officially starts to work Monday (25) has symphonic background. A symph ork out of the Blue won't come as a complete surprise.

"Dollar Diplomacy" Via Air

Hemispheres Primed for Warm Welcome

(Continued from page 3)

plenty of domestic demand the materials can come only from either England or the U. S. A. And America will be re-organized, retooled and producing consumer goods almost the day peace is declared.

Right now we, America, are sending our food overseas. White flour for bread, which many of the people haven't seen in years; spam, milk, eggs, cheese, are all coming from here. And these people know it's American produce. Right now we are building stockpiles of clothing and shoes to be distributed among the captive nations as they are freed. And right now people all over the world see our fighting men with clothes, equipment and material the likes of which they have never seen, not alone had, even in peacetime; and here we Americans use it for making war.

The International Jeep

They, for example, want to own and operate a jeep just as much as we do. And by virtue of our way of life they will have the opportunity of buying what they want, after the war, from our business men. The U. S. Government will help them now and probably doctor them with bare essentials, but when it comes to everyday living, American finance and business are certain to take over.

That means American advertising and with it American radio.

So, think the long-range sideliners, English-speaking people, and English-understanding people like American programs and are now getting them. But how they continue to cogitate, after the war will we continue pumping those programs into those areas? We know, from current experience, that U. S. short wave doesn't hit into the Middle and Far East with quality or regularity.

There are now in operation, however, army and domestic transmitters all thru Africa, Iran and India. The army stations are within range of the BBC beams. Hence programs can come from New York to London, by telephone or short wave, be rebeamed via BBC, to the aforementioned transmitters and broadcast by them to all points east.

They point to the post-war reconstruction period which will be lengthy, expensive and can be financed only by U. S. funds. And where our money is will be our representatives and influence. In fact, our representatives, in the guise of the AMG, formerly the AMGOT, are already on the scene.

By virtue of the chore it is doing, many of the AMG personnel are people with business background and savvy. When our banks pump financial plasma into these territories these men will be on hand to look after things. The market, the money and the man power will be at hand.

Nor will the lack of commercial broadcasting stations be an insurmountable problem. It's not inconceivable for American radio execs, and remember NBC and CBS have their top men on the scene or mighty close to it, to buy the army-built and operated transmitters once the war is over and the government starts liquidating. Then, if an international short-wave program is not to local tastes, it will be a routine network operation to drop individual stations off the network and feed them local shows.

American Men and Equipment Ready

Don't forget, caution the onlookers, these will be American operated stations and an American network or networks. With a Yank web comes split-second timing, recordings and all the production tricks of the trade that make up U. S. radio chains. There will be plenty of good music, of international appeal, cut-in announcements in whatever lan-

guage is required, plus the sock appeal and fidelity of Yankee programs.

So there'll be programs, transmitting facilities and audience. Which still leaves the major bottleneck of how is BBC going to beam commercials when it is on record against commercial broadcasting. The answer is pretty simple.

Britain will need all the money it can get after the war. Right now BBC is being tempted by American advertisers who want to sponsor BBC conceived shows over U. S. networks. After the war BBC will either go commercial or sell or lease its non-domestic facilities. Thus England will obtain the American financial credits it needs and beam Yank commercials without "contaminating" its own listeners. Remember that BBC now airs programs, simultaneously, to overseas and home listeners.

So there will be transmission, America to England, re-airing to Middle East and rebroadcasting via transmitters in Africa, Egypt, Palestine, Iran and India.

Ad Men Already on the Ball

Nor will advertisers be lacking. As stored in *The Billboard* (October 9), North American advertisers are already buying space in neutral countries, via the OWI. The precedent is being established and American media and advertising men are noted for their ability to keep on top of the ball.

Finally, just as American radio will be international, so will American aviation, American autos (even more so than pre-war), the jeep, American utilities, clothing and food be international. American airplane manufacturers are now advertising in neutral countries. American auto and home appliance makers were lusty pre-war advertisers. All of them will be post-war customers of radio.

For radio, in the post-war world, will have to go international to exist in the manner to which it is accustomed. Comes peace, U. S. listeners will be beguiled by frequency modulation, television and facsimile. Unless it expands abroad radio, as we know it, will wither.

Expansion in the South American direction is already set. Expansion into Europe and Asia is in the works. And radio and advertising thinkers know you can't sell American products short.

Remember that the Nazis had to take extermination steps in Holland to stamp out the practice of selling American refrigerators for post-war delivery. America will have a hand in post-war reconstruction, with or without Congressional sanction. Where American business

Mary Martin's Love Problem

NEW YORK, Oct. 23.—Mary Martin, of *One Touch of Venus*, has become legend around NBC. She was tearing around the studios trying to keep a waxing date. In the hurly-burly she popped into a rehearsal of Allie Lowe Miles's *Love Problems*. The latter, preoccupied in her work, did not recognize Miss Martin, but she was willing to help.

She asked, "And you, my dear—what is your love problem?"

goes, there go American products. Where American products are, there will be American advertising. That is the international open sesame for American radio.

Congress Worries

WASHINGTON, Oct. 23.—Question of what to do with the almost fantastic quantity of radio equipment now owned by the government when the war ends is causing more and more furrowed brows in Washington.

Among the facilities to be disposed of by the government at the close of hostilities will be a number of federally financed short-wave transmitters now used by OWI in beaming propaganda abroad.

Under Secretary of War Patterson has told the House Small-Business Committee that at best "we're going to have vast amounts of these goods," and that unless reconversion is carefully handled the entire economy of the nation may be disturbed for years.

Many questions are raised by the disposition of the radio equipment. If, for example, as indicated in *The Billboard* story on international radio, the transmitters are sold to a web or chain of stations there is bound to be a terrific squawk from other radio interests unless they have had an equal chance to bid on the property. However, since none but a chain can afford to make a bid for international business, the squawk is bound to be ineffective, except to hold back, for a while, the actual transfer of the equipment.

A Rate Cut Next?

THE last two months have really been a pace-setting period in radio. After years of sitting its collective seats on stuffed moneybags radio, in particular the networks, has gotten around to modernizing its operations.

CBS slapped a no on hitch-hikes and cow-catchers, NBC served notice that it would mull and cull sponsors, Mutual came out with its matinee transcription plan, and the Blue was sold to Ed Noble. All of these are important steps, all of them are progressive, all of them are significant.

Mind you, these are not all of the eventful happenings in the last 60 days. And mind you, also, that not everything that happened was a step forward. But the aforementioned quartet suggests the stirring of radio minds from the lush lethargy of lucre.

Who in the trade will make the next precedent-shattering announcement? Who in the trade will announce a rate cut? Don't laugh, boys. There is in certain quarters considerable thinking and talking along these lines.

It's no news that radio is experiencing its biggest boom, that commercial time is at a premium, that revenue and profits will hit new highs. Likewise it is no news that the fight against inflation is strictly a touch-and-go affair.

So consider a moment the pregnant public relations possibilities of such a move. Radio, particularly the networks, can well afford such a gesture, since a gesture is what it will be, what with taxes eating into profits.

Mull for a moment the political and social implications of the idea; the first major industry, possibly the first industry, in all the nation to announce a reduction in rates. When nearly every other industry is interested only in grabbing all the money it can, radio comes out, in a sane and sensible way, with a move away from inflation.

Congress will hear speeches on it, periodicals and publications will write editorials about it, and it is not inconceivable that radio will have started something that will obviate the present bickerings about subsidies, raises, ceilings and rationing.

And above all, radio will have shown the nation that it is operating in the public interest. Radio will once again be the trail-blazer.

Ghost Writers Bid Press Visit "Wake Of Adolf Hitler"

Y&R 'Mystery Theater' Stunt

NEW YORK, Oct. 23.—One of the niftiest promotions of the current radio party season occurred yesterday. First came a teaser telegram, "These 13 words foretell a mysterious woman reaching you today hearing a message."

Couple of hours later came a pretty Conover gal with a domino, a pumpkin, a personal card identifying her as a ghost writer, and a black-banded invite to attend "The Wake of Adolf Hitler." For the gals the invite-bearer was a man.

Bally was for a party being thrown by Young & Rubicam for its Mystery Theater program on NBC, under bank-rolling of Molle and Energine.

AFRA New Agents Contract Signed by 177; 10% Is Tops

NEW YORK, Oct. 23.—American Federation of Radio Artists' Rule 12-A, the fair practices code governing artists' representatives, which goes into effect November 1, has been signed by 177 agents, as compared with over 300 which held franchises under Rule 12. Causes of the decline in the number of agencies handling radio accounts were attributed to war conditions and the fact that many reps who signed the old agreement on the chance that they'd move into radio either never got around to it or fell by the wayside.

Twelve-A will eliminate all charges above 10 per cent. Under the old ruling, managers who performed special services for certain singers and announcers, wherein it could be shown that they actually aided their client's career, could charge 15 and even 20 per cent. Also the new pact will limit contract periods to three years, whereas in the past, two-year options were permissible.

Agreement with the agents will expire June 1, 1948.

Biggar, Chamberlain Move Up at WLW

CINCINNATI, Oct. 23.—Promotions for two WLW executives were announced Monday (18) by James D. Shouse, vice-president of Crosley Corporation in charge of broadcasting.

George C. Biggar, program director the last five years, has been named to a newly created position, the details of which will be announced later. His assistant, Howard R. Chamberlain, has been named program director.

Biggar, at present out of town on a special assignment, will assume his new duties upon completion of his present assignment.

Stevens Holds Wartime Radio Conference Nov. 19

COLUMBIA, Mo., Oct. 23.—Stevens College will hold a three-day regional wartime radio conference here beginning November 19. Confab, under sponsorship of the Association for Education by Radio and professional groups, has invited representatives from nets, various indies, ad agencies, schools, civic organizations and government agencies.

Speakers skedded include Willard D. Ego, chief of NAB public and industry relations; Major Harold W. Kent, of War Department's educational division; Dorothy Lewis, co-ordinator of NAB listener activities; Madame Wellington Koo; Peggy Cave, president Women Directors' Association, and Forrest Whan, regional v.-p. of Association for Education by Radio.

Blue in L. A.; Chi Clears in 90 Days; D. C. Outlet Next

NEW YORK, Oct. 23.—Key station situation is clearing up for the Blue Network. It's just a question of time, and FCC approval before operation of KECA, Los Angeles, will be taken over by the chain. The money is now in escrow.

The bad Chicago picture, wherein the Blue at present has only a part-time outlet, WENR, using WLS, the *Prairie Farmer* station which shares the WENR channel, for the rest of the Blue programs, will be cleared up within the next 90 days. WLS interests agree that sharing a clear channel isn't intelligent modern operation, but up to recently wanted to buy WENR. However, they are now willing to talk terms with Noble and they'll be huddling in Chi within the next two weeks. The money will come from the banks, which are willing to extend almost unlimited credit to Noble with the security as good as they now judge radio stations. Altho only three banks have thus far been mentioned, nine more have made overtures to the Blue owner offering unlimited financing.

With the Chicago and Los Angeles picture clearing, Blue execs are now figuring on a deal that will give them a Washington outlet, politically a chain must. Also, local business conditions are such in D. C. that stations are operating plenty in the black.

While a Boston outlet would be a help, sales execs of net don't judge it a necessity, feeling that only key spots, where personal representation is a must, require station ownership.

Spot sales staff of the Blue on its part likes to have the chain take over as many stations as possible, for it means that they move in at once on national representation of these stations. Plans, however, are for Blue spot sales to dish deal for representation for 10 important Blue affiliates, which, altho now under contract to other station reps, feel that their best interests are with their net parent. Deals will not be set until Murray Grabhorn, g. m. of spot sales, has made his circle of the nation, talking to stations on representation generally (*The Billboard*, October 23).

Canada Dry Chases Pepsi

NEW YORK, Oct. 23.—Canada Dry has anticipated a drive by Pepsi-Cola on its new baby White Rock, by releasing a heavy spot announcement sked on Spur, its competition to Pepsi-Cola.

While the parent company will pay the bills the spots will be placed by the local bottling companies.

Car cards, national mags and 24-sheets will implement the radio spot drive.

In any fight for a market, the advertising media profit.

Don Lee Radio Tour Broadcast Now for Non-Visiting Fans

HOLLYWOOD, Oct. 23.—Don Lee network officials have dreamed up new idea to give non-visiting firemen a peek behind the scenes of KHJ, now that new cut in gas rationing threatens to keep many other fans at home. Notion is labeled *Radio Tour* and is built to give listeners all the dope that they would ordinarily see on a "40-cent jay hawk."

Written by Eleanor Beeson, show will hit the air daily for a quarter hour. A different announcer will be used each day to acquaint fans with the voices of KHJ gabsters.

Milwaukee's Lonely Hearts

MILWAUKEE, Oct. 23.—Getting new arrivals to this town acquainted is new promotion angle of *The Journal* station, WTJM, which mails a welcome letter to newcomers pointing out the city's civic features and inviting them to visit Milwaukee's Radio City for *Heinic and His Grenadiers* variety show. Guests who accept are brought to the mike and introduced. Slant is to help newcomers meet others from same towns. Association of Commerce is aiding in the stunt.

Jill Stephens To "Tune In"

NEW YORK, Oct. 23.—Jill Stephens, most recently with the local DuMont Television outlet, joins *Tune In* mag next week as promotion manager.

WELI Drops Union's Italian Language Program; FCC Is In Middle of F. L. Problems

Dough in English Operations, So Stations Duck Other Tongues

NEW YORK, Oct. 23. — Foreign-language station operators, just regaining their composure after grilling occasioned by the Cox Committee investigation of the FCC, were this week put back on the hot squat. The charge, filed by Local 89 of the International Ladies' Garment Workers' Union, is that foreign-language stations were dropping language shows in favor of the now-more-lucrative English programs, and so ducking their responsibility to foreign-language audiences.

With the tidal wave of regular commercial biz, stations, which in the past were forced to concentrate on language accounts, have been anxious to jump into the big swim. Foreign program operation, under wartime conditions, has its own variety of aches, censors for one, and the stations have been eager to get out from under.

This is especially true in the smaller towns where, unlike New York with its plentitude of stations, the jibber-jabber stations lay down a good signal.

The labor group, full handle is Italian Dressmakers' Union, Local 89, ILGWU, saw red when its program, a live hour of classical music, song and drama aired over WEVD, New York, and piped to WELI, New Haven, Conn.; WPEN, Philadelphia, and WCOP, Boston—was dropped by WELI. Station notified agency plac-

ing the business that it was losing its foreign language censor, could not replace him at a cost consistent with revenue derived, and it was canceling all Italian programs.

The union, which has aired the program for eight years, immediately wired the FCC and asked for a public hearing "to determine if the rules of the FCC have not been violated." Protest shrewdly made no mention of labor matters, instead stressed that "the program has been recognized as the outstanding Italian pro-democratic educational program on the air," and that "if all stations now carrying foreign language programs were to do the same it is possible that in the near future foreign language programs would be eliminated from the airwaves."

The telegram stated that the cessation of its program came at a "time when the need is greatest and in a community where the population is about one third of Italian origin," and asked "that the whole matter of station responsibility to foreign language audiences in their area be reviewed."

The inference is clear that Local 89 feels that if foreign language listeners don't get their programs from domestic outlets they will turn to the short wave and become clay pigeons for the sharp-shooting Axis propagandists.

Networks Wait on Stations In Midwest; Plenty of Biz With Practically No Takers

Nets Eye Small Station Coverage Vs. Biggies

CHICAGO, Oct. 23.—Stations in the Middle West that for years have been network footballs are now getting in their licks. The network come-uppance has nothing to do with any ruling of the FCC. It's just that there's so much local business being placed at full-card rates that stations no longer beg for net business from which they lose a substantial slice.

As recently as the last NAB convention small station operators were pleading that a bone be thrown them by the networks. Much time and sweat was given to discussing means of finding the wherewithal to save the stations from bankruptcy. No conclusions were reached at the convention and station managers returned home with tears in their eyes and holes in their pocketbooks.

Today the shoe is on the other foot. Networks are begging stations big and small to take certain programs and in many cases are finding no takers, even when special dough considerations are flashed to get signatures.

A year or more ago there was hardly a day when the offices of Chi v.-p.'s in charge of station relations didn't have all the chairs filled with station men with red ink stories to tell. Net officials were wined and dined, treated to the best shows in town, and otherwise en-

tertained. Every angle was played. It was no uncommon thing for a station to assign an attractive and persuasive femme to the job of entertaining prospective net clients, sometimes with worth-while results.

All of that has changed. Today the network reps and spot clients are going to the Midwest station operators and offering solid inducements to them if only they will take on more network commercials. For many Midwest stations it's next to impossible to squeeze in the business if they wanted to. WOW, Omaha, for example, is solidly sold to 2 a.m., practically a round-the-clock schedule. WHO, Des Moines, is in a similar position, and the same may be said of many others. Late night hours, once considered unprofitable for commercials, are now in demand.

Station owners believe that the present situation will bring the networks to a realization of the value of the smaller stations and will work to the stations' advantage in the post-war period. "Networks are finding out," stated one station exec, "that two stations covering a market is often better for a network than one big station covering two markets. It doesn't put the network at the complete mercy of a biggie."

LOUIS SOBOL, N. Y.
Journal-American:
"Definitely a clown who must be rated with the top-flighters."

ABEL GREEN, Variety:
"It's just a question of a short time, it's figured, before he will succumb to temptation offers from radio and screen, who are equally bent on satisfying the public demand for good comedians."

EARL WILSON, N. Y.
Post:
"The most original comedian that has come along in years."

DANNY THOMAS

HELD OVER

LA MARTINIQUE

NEW YORK

ROBERT W. DANA,
N. Y. Herald Tribune:
"A laugh wizard of stellar proportions."

VIRGINIA FORBES,
N. Y. Sun:
"Yes, it's true what they say about Danny Thomas—he's tops!"

WILLIAM MORRIS AGENCY

Quincy Howe Views Radio Promoting 4 Air Freedoms For 4 Groups of Interests

Commentator Takes Apart Air News in "Atlantic Monthly"

NEW YORK, Oct. 23.—Quincy Howe, news commentator for CBS and one of the first to file a statement in *The Billboard's* recent round-up of the analysis on CBS news policy (October 9), has a must-read article on the subject in the November *Atlantic Monthly*.

Under the title of "Policing the Commentator: A News Analysis," Mr. Howe does a clear, concise and comprehensive job of reporting. He points out that "American radio is trying to promote four freedoms of the air for four different sets of interests."

These are freedom of the public to listen to the widest variety of programs, freedom of the broadcasters to operate under the existing system of competitive free enterprise, freedom of the advertiser to sell his products, services and general ideas, and freedom of the commentator to speak his mind.

The article details the origin, background and reasoning behind the stands of the FCC, NAB, CBS, ARNA and the sponsors.

Thus: "Mr. Fly sees the sponsors slanting the news; Paul White sees the sponsors encouraging sensationalism in order to develop a wide audience."

"... Sponsors want a big audience and lots of good will—and that's what radio has learned how to deliver."

"News broadcasters... know the score in their own game... They know, if anyone does, the trend of opinion against the new deal... they have seen more than one network replace liberal commentators with those who take a conservative view, and they have seen the sponsors snap up the news programs with a conservative slant as they never snapped up the programs with a liberal slant."

"... With the tide now running against the new deal the conservative commentator gets a sponsor first and an audience afterward. For the sponsor—the man who pays all the radio industry's bills—not only wants to reach the widest possible audience; when he buys a news show he will tend, nine time out of 10, to prefer the kind of analyst who at least does no violence to the National Association of Manufacturers."

"... The whole radio news industry, from the commentators up and down, has a professional interest in maintaining certain journalistic standards. The sponsors have no such direct interest if the sponsors can enlist the radio news industry to spread their opinions thru the voice of a popular commentator. They can hardly be blamed if they proceed to go to town."

"In the field of radio news we thus see four separate groups struggling for power in the name of freedom of the air."

"Give government its head, and radio becomes a federal monopoly. Give the radio industry its head and you get more and more power concentrated into fewer and fewer hands. Give the sponsors who support radio their heads, and radio becomes the voice of private American industry. Give the commentators their heads and you get either a babel of irresponsible voices or, much more likely, a concerted drive on the part of privileged groups to promote their special

interests in the guise of free speech and opinion."

Following the above summation Mr. Howe suggests (1) that radio "develop a new feature—the unsponsored, non-sensational news analyst who gives his own opinion on controversial issues"; (2) that "broadcasters who specialize in prediction, rumor and sensation might carry labels defining them for what they are."

He concludes with, "... There is no such thing as freedom of the air for everybody—at any price... not unless and until one of these groups seizes complete control of the air and operates the radio industry as it alone sees fit, but there are such things as responsibility, tolerance, diversity and honesty on the air."

"And what concerns us on the air and everywhere else is not freedom as an abstract ideal, but freedom as a way of life which allows for give-and-take, which calls things by their right names, which sets the public interest higher than any group interest, which limits one man's freedom in order to give another man some chance."

There's plenty for radio to think about—in Quincy Howe's *Atlantic Monthly* radio news analysis.

Ex-NBC Page "H. of F." Boss

NEW YORK, Oct. 23.—Dee Engelbach, of the Blue Network, is skedded to direct *Philo Radio Hall of Fame*. To do this he will take a leave of absence from the Blue.

Engelbach, who started as an NBC page boy, has been megging Blue shows for several years. This is his first big commercial break.

NAB Steering Committee Deplores "Pays Direct to Union"; Applaud NBC, CBS

Indies Sorry "They (the Committee) Had To Butt In"

NEW YORK, Oct. 23.—Continuing the policy of injecting itself into a controversy in which as yet they have but a third-party interest, the National Association of Broadcasters, thru its steering committee, issued a statement yesterday condemning the Decca recording and World Broadcasting System for breaking the solid front of e. t. organizations and recording companies by signing with the AFM.

Basing their objections to the contract, which has now been signed by most e. t. firms and Decca and which will be signed shortly by several independent recording organizations, upon the clause relating to the direct payment of fees by employers to the union, the committee characterized it as "vicious" and "as economically and socially unsound as extortion is immoral and illegal."

They further condemned the National War Labor Board panel, which heard the case of the e. t. firms against the AFM, on the grounds that, "it departed from the task assigned to it to assume a mediatory role and in this capacity its members participated in bringing about the contract which embodies this principle."

The steering committee further went on record as applauding the "courage of Columbia Recording, RCA-Victor and NBC-Thesaurus for their continued opposition to the principle of direct payment to the union, and pointed out the unfortunate position of these organizations in that they now had to appeal to the very board which brought about the contract which embodies this principle."

The general manager of an independent NAB 50,000-watt station, speaking for independent stations generally to *The Bill-*

Blue Likes Breaks 30 Seconds Long; NBC No Like Idea

NEW YORK, Oct. 23.—With sale of the Blue Net now official, and complete individual operation beginning, the web is running into the problem of getting its affiliates to squeeze station-break spots into 20 rather than 30 seconds.

Philips Carlin and George Barry are ready to hop standard 20-second breaks up to 30, as has been done at CBS and Mutual. However, due to wartime clamp on new equipment, Blue still has to use the NBC master control room, which is not going to change its breaks to conform with Blue's ideas.

Clarence L. Menser, NBC v.-p. in charge of programs, has so far turned thumbs down on Blue idea. "Good programming," he says, "doesn't require more than a 20-second break."

At present the problem is still in the discussion stage. Should the Blue push the 30-second idea, it will have to get NBC consent, at least for the duration, and current signs don't look any too hopeful for an okay from the older web.

WWJ Mans Navy

DETROIT, Oct. 23.—Service calls are slicing deep into local station personnel, WWJ has a notion the navy must have a branch recruiting office right on the lot. Departure of Zack Hill and chief announcer James Eberle brings total of WWJ-ers now in navy blue to the half-dozen mark. Other departed sea-going staffers are Bill Walbridge, Paul Williams and Ed Hinkle. Station also carries a gold star for Wendell (Chick) Osbourne, who has been reported missing in action in the sinking of the cruiser Juneau.

Station is adding four new staffers to fill current gaps. Robert S. Lee and Carl Erickson have joined WWJ pay roll, and two femme singers, Jerry Melvin and Ann Dyn, replace Patty Palmer, who goes to Ted Flo Rito.

Detroit Telephone Quiz Trend Now Spread to Canada

DETROIT, Oct. 23.—Trend toward telephone shows in Detroit is spreading across the river to Windsor, Ont., where CKLW is presenting *Musical Telequiz*, 8:30 p.m. Mondays for Windsor consumption. Station itself is international, and usually figures as a Detroit local because of its studios here and general slanting of programs, but it is actually located in Canada.

Program, using phone calls to have listeners identify the pieces being aired, is handled by Arnold Stinson and Mary Morgan. Usual cash prize is awarded. Sponsor is Robin Hood Flour Mills (Canada) and calls are limited to Windsor residents, rather than Detroit, making one of the few programs in this section wherein listeners from metropolitan Detroit are on the outside, as they would be with a small-town station up-State.

CKLW has also taken over *Liz Radio Jackpot*, which was on another station for two years. It's still another telephone show.

Hour Tele Program For One Receiver

NEW YORK, Oct. 23.—W2XWV, the Alen B. DuMont television station, will direct a 60-minute program of commercial exploitation at one receiver Wednesday evening, November 10. Telecast, of course, will be heard by the outlet's regular audience, but is slanted at a joint dinner-meeting of the American Television Society and the Advertising Club of New York.

Group will see the telecast in the ad club and afterward hold a general discussion on the role of ad agencies in the future of television. John Southwell, of BBD&O, and Tom Hutchinson, of Ruthrauff & Ryan, as well as two equipment manufacturers are skedded to speak.

W2XWV has in the past few months carried experimental commercial programs on their Tuesday and Wednesday shows, but this will mark the first time that an entire hour has been devoted to product plugs.

Southwell heads his agency's video department, and Hutchinson was top tele producer back in the days when NBO was active in consumer television.

No Station Plugs For KSL Glade in Mayoralty Fight

SALT LAKE CITY, Oct. 23.—Earl J. Glade, manager-director of Station KSL (Columbia), topped all candidates, including the nationally famous race driver, Ab Jenkins, the incumbent, in the primary race for mayor of Salt Lake City. Jenkins and Glade will battle it out on November 2, with Glade, who had been a dark horse in the primaries, as a favorite in the final election.

Both candidates campaigned upon the basis of their own publicity value to the city on the record of their respective entertainment fields. Jenkins boasting of holding 190-odd world records in racing, and Glade on his record of development of radio.

Glade, who was formerly national chairman of the Code committee for radio, carefully avoided using radio in his campaign. "Mainly," he declared, "to avoid accusations of favoritism by the station."

WMC N. Y. Rules for Engineers Only; Det Fights 48 Hours

NEW YORK, Oct. 23.—In the New York area the War Man-Power Commission's new rulings, which went into effect October 15, will apply only to radio engineers, who, since they are classified under the 149 critical services, come under the new regulations.

Actors, singers, musicians, sound men, script writers, etc., can move in this area with flexibility and do not need to obtain or change jobs thru the United (See *ENGINEERS ONLY* on opp. page)

Burbelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Broadway St., New York, N. Y.
BR 9-7571

8x10 PHOTO REPRODUCTIONS
100 8x10 (1 subject) \$8.50
50 8x10 (1 subject) 4.00
Prices on Postcards and Other Sizes on Request.
50% Deposit with Order, Balance C. O. D.
PHOTO SERVICE CO.
145 W. 45th St. New York City

Jack Benny

Reviewed Sunday, 7-7:30 p.m. Style—Variety. Sponsor—General Foods for Grape Nuts (Hot Grape Nuts Wheat Meal hitch-hike). Agency—Young & Rubicam. Station—WEAF (New York) and NBC.

This seems to be the year for comedians to return from vacations and sound like they had a good rest. Hope did it, Cantor did it and Benny proved that he could do it too. On basis of his first two programs he sounds like a cinch to top the surveys. This, despite the handicap of new writers, Beloin and Murrow having been nabbed by Uncle Sam; new stooges, John Brown and Minerva Pious, over from Fred Allen, and arriving from a lengthy sojourn with the troops in Middle East a week before going on the air.

Original cast came East to meet Jack and do first two broadcasts from Radio City. Everyone was up to snuff, "sniffing snuff," too, not just ordinary chewing stuff. The gagmen came up with a character, one Corp. Crowley, who should make a running gag for this series. . . . and the new stooges, Brown and Pious, were pippins. Back as click regulars are, of course, Mary Livingston, Dennis Day and Phil Harris.

Even the first broadcast, thrown together in a hurry, had plenty of sparkle and lift. With the second program the show was back in the groove and socked across a burlesque of the film, *Casablanca*.

If Benny and Hope are any criterion, the European Theater of Operation of USO-Camp Shows, Inc., may be just the place to send stale comedians for a refresher treatment. Lou Frankel.

"Salute to Youth"

Reviewed Tuesday, 7:30- 8 p.m. Style—Documentary and musical. Sponsor—Goodyear Tire & Rubber Co. Agency—Arthur Kudner, Inc. Station—WEAF (New York) and NBC.

The series, reviewed earlier this year, is still holding up, with Raymond Paige's *Young Americans*, Nadine Connor, soloist, the Goodyear Chorus and a visiting war worker each airing.

Quentin Reynolds replaced W. L. White as front-line reporter, on this session (19). Recently back from Italy, Reynolds made a swell showing on his opener.

His contribution, besides spelling and a closing plug for War Bonds, was the *Fighting Story of the Week*, a tale of bravery on the beachhead at Salerno. It was neatly packaged in a drama, with effective sound effects and background.

Paige's ork handled slick arrangements, especially a medley of pop war tunes which closed the show. Nadine Connor and the chorus contributed top vocals. Frank Gill.

"The New Adventures of Perry Mason"

Reviewed Tuesday, 2:45-3 p.m. Style—Daytime mystery strip. Sponsor—Procter & Gamble (Camay, Ivory Flakes). Agency—Pedlar & Ryan. Station—WABC (New York) and CBS.

More time was spent, on the second airing of this so-called new form of soap opera, in selling Perry Mason than was spent in selling either Ivory Flakes or Camay soap. If the sponsor and the ad agency weren't certain that their listeners knew Perry, they should have bought Nero Wolfe, Nick Charles or the Norths—or any one of a number of other sleuths who are known to the greater part of the reading and listening audiences. They Perry Masoned Perry Mason to death before they gave him anything to solve, in spite of the fact that he's on the first page of every Hearst paper this week (18-23).

The first case delivered to detective Mason was *The Case of the Unwanted Wife*. The title was the tip-off. This is not a cops and robbers series but a tear jerker set in a mystery frame. Judging from episode two, words speak louder than actions and Perry and his feminine stooge, Della Street, will set more scenes than they'll play.

The daytime audience normally doesn't have 12 characters to keep straight but it does in this strip and nine of them niked in Tuesday's broadcast (19). Ruth Borden, who does the radio adaptation, and Erle Stanley Gardner, Perry

PROGRAM REVIEWS

EWT Unless Otherwise Indicated

Mason's literary pater, who is supposed to plot originals for the series, weren't at all dismayed by the fact that broadcast audiences can't carry a great many characters correctly tabbed in their minds. They just threw in everybody including a colored maid (Geegee James).

They added, to a long list of characters, a double twisted plot and are apparently sitting back to see how much the radio daytime fans can take.

A couple of characterizations stand out, namely Jack Smart's amusing father, Harrison Starr, Trudy Warner's girl Friday and Frances Woodbury's society mother, Mrs. Harrison Starr. The direction of Carlo De Angelo was spotty and there were many moments when the listener didn't give a continental what happened to Pauline Starr's or anyone else's inheritance. Musical bridges were done in Bill Meeder's best organ style and Allen Kent did his assigned selling bits in better than daytime fashion. The long commercial plug was handled by Margaret McDonald in a "service program" manner which had nothing whatsoever to do with the program itself.

It's a shame that in breaking away from the soap opera formula, P. & G. couldn't have traveled a little further than an *Unwanted Wife*. Joe Koehler.

"Victory Parade"

Reviewed Monday, 9:15-9:30 p.m. Style—Musical Variety. Sponsor—American Tobacco Company (Pall Mall Cigarettes). Agency—Ruthrauff & Ryan, Inc. Station—WOR (New York) and Mutual.

Gracie Fields' return to the air after her tour of the battlefronts looks none too happy, if future airings take the same tack and exhibit the bad taste and the overplugging of this beginner. In fact, the star herself made a slim showing, two songs and a couple of weak gags. The rest of the time is devoted to a "preview" post-war parade up Fifth Avenue which is to say the least in very poor taste. Added to this are three king-size commercials for Pall Mall's long smokes.

Despite this, however, Gracie is full of vitality and sells songs with all her old zip. But the program would be greatly aided if she did more of her own original material. Her two numbers this airing were both war-front pops, *Don't Be Angry With Me, Sergeant*, and *Bless 'Em All*. These, together with the theme, *All for One and One for All*, which she made into a community sing, completed her chore.

The Sportsmen and Carl Hoff's band provide good background. F. G.

Bob Burns

Reviewed Thursday, 7:30-8 p.m. Style—Variety. Sponsor—Lever Brothers (Lifebuoy Soap). Agency—Ruthrauff & Ryan. Station—WEAF (New York) and NBC.

When Bob Burns wasn't trying to sell a war work sequence instead of his usual material he was strictly in the Burns groove on his opening show. Often he's been able to put across his OWI assigned message in character, but this time he went way out on the limb (his writers did) and left the show there. He grabbed hold of it, however, and brought it back where it belonged before giving way to a Lipton Tea hitch-hike commercial which was strictly small-station stuff.

The program attempted to tear down the proscenium and pull out the footlights of broadcasting by having Tess

and Henry, two members of the listening audience, edge into the broadcast every now and again. They start with a semi-heckle and end by agreeing with Burns's War Bond plug. Bob said good night to the pair when he signed off but that was the only time anyone on the show recognized the husband and wife hecklers. The idea isn't new but it can be used effectively as a scene changer and a curse-taker-offer of too obvious commercial plugs.

Spike Jones and His City Slickers were 100 per cent themselves, which is plenty okay on a Bob Burns shindig. His spiked version of *Dark Eyes* would never have been recognized by a musician from the steppes, but that made it even better for listeners who are *Dark Eyed* to death with the slightest excuse. His *I Want to Go Back to West Virginia* was another sock.

The guest "artist," Walt Disney, was on for a straight interview which was just so much wasted verbiage. Disney is a good name but names that do nothing but talk on radio programs hurt both the programs and their pitch, in the Disney case "Victory Thru Airpower."

If Bob Burns had forgotten his OWI allotment and had spotted a guest who was an entertainer, the show would have been its usual self, which no doubt it will be in follow-up slots.

The in-show commercials were all dressed up with foghorn and bell-buoy sound effects as tho they were out to sell the spot announcements which the sponsor spreads all over the nation on smaller stations, for Lifebuoy. They made B.O. sound desirable. J. K.

Blue Jacket Choir

Reviewed Sunday, 11:05-11:30 a.m. Style—Musical. Sponsor—Minneapolis Honeywell Regulator Co. Agency—Addison Lewis & Associates (Minneapolis). Station—WABC (New York) and CBS.

The bank roll of this service choir gets around the long disclaimer that precedes most broadcasts from camps and naval training stations by "making the time available for the broadcast," not by sponsoring it. It's a neat idea. The advertiser appears to be doing a public service and only loses the middle commercial plug.

The program is listed as an "institutional broadcast," but the two commercials, fore and aft, do a straight post-war selling job for a new type of heating control, Minneapolis Mod-u-flow. The program is trying to create demand for "automatic room-by-room heat control" in the peacetime home building tidal wave that is to come. There is so little factual selling of post-war devices, however, that the pitch attracts attention and like newspaper department store advertising is a feature in itself.

The program is a natural for a Sunday a.m. with its navy slanted church music, and its choir loft atmosphere which the chaplain, Hjalmar Hansen, lends to the proceedings.

Continuity of interest in the program will be carried both by the chaplain, who is permanently berthed at the Great Lakes Training Station where the program originates, and Danny O'Neill, who is starred with the Blue Jacket Choir. Danny used to sing with the choir, went to sea, was assigned to the ill-fated U.S.S. Lexington, injured in service and received his honorable discharge. Danny was spotlighted in *Mother Machree* and worked with the choir in *The Old Rugged Cross*. The other hymns sung by the choir, mostly with an assist by O'Neill, included *We've a Story to Tell to the Nation*, *Abide*

With Me and Eternal Father. Each was done with the robustness which is associated with a male choir, and while the hymnal arrangements were nothing to inspire a lover of church music, they had a universal appeal that made all the family, with enough dough to build a home, listen.

They signed off with *Anchors Aweigh*. J. K.

DuMont Television

Reviewed Tuesday, 8:30-9:30 p.m. Style—Variety. Sustaining on W2XWV (New York).

WOR hitched its wagon to a star Tuesday (12) when it used Phillip Morris's Johnny as the hub for its program weaving. Johnny was behind the *Hotel Mutual* desk and paged each entertainer and act.

Program was overweighted with vocalists and singing groups. First the Hollands, warbling quintet, gave with *Put Your Arms Around Me*; *Sunday, Monday or Always* and a novelty tune about a carnival in which all inhibitions were cast aside. Result was a confused and garbled number. Camera didn't do right by this group. Close-ups flattened faces.

Vince Munday, one-man band, fared even worse. He was almost completely hidden by his accouterments. An occasional Vince glimpse was permitted, but the cameras couldn't penetrate the musical maze. With the exception of a couple of tinny blasts his takeoffs on the orks of Tommy Dorsey, Clyde McCoy, Guy Lombardo and Harry James were entertainingly authentic.

The Three Debs, who learned to sway with Sammy Kaye and did theater dates with him, held forth with solid arrangements of *I Can't Give You Anything But Love*, *I Surrender Dear* and *Sleepy Time Train*.

Baritone Arno Bennett, with both the Boston and Chicago Latin Quarter clubs behind him, added to the vocal load with *People Will Say We're in Love* and *That Old Black Magic*. He has a pleasant voice and is good to look at, but his enunciation could do with a little polishing.

Katie Van Forst, in Netherlands costume, sang *Put Your Arms Around Me* in Dutch. The number was cute, but torchy renditions of *My Heart Stood Still*, *Be Still My Heart* and *In My Arms* belied the peasant dress and wooden shoes.

Two exponents of judo, Lou Leonard and fem model, exhibited the art of attack and counterattack. Leonard, who instructs judo at George Bothner's gym, put on an exciting show, letting the girl have the upper hand and proving the point.

Johnny having called all his actors from the *Mutual Hotel* lobby, automatically let go his familiar "Calling Philip Morris!" To his surprise a guest appeared and meekly said, "I'm Philip Morris."

Johnny replied, "I've lost a good job." Wanda Marvin.

ENGINEERS ONLY

(Continued from opposite page)

States Employment Service. Only engineers must clear thru the USES.

One other exception, according to radio officials, is made with sound men coming into the New York area from out of town. If they do not wait the stipulated WMC period of 60 days between essential jobs, the WMC can if it chooses block their employment here until the 60-day period has expired or until they clear thru USES.

DETROIT, Oct. 23.—Radio stations here were jointly represented at a hearing before the WMC this week in their fight to secure exemption from the 48-hour week ukase now generally applicable to all employees in this area.

In presenting evidence, stations broke down various classes of employees—salesmen, engineers, announcers, etc.—and showed that with certain exceptions they would be unable to fit their working skeds into the 48-hour week without absurd results, such as enforced idleness while various staff employees were on duty for the full 48 hours with nothing to do. Stations also contended that placing employees on standard week basis would not release man power for government employment.

Formal presentation of arguments in writing was ordered, and WMC is slated to issue a ruling after consideration of written evidence and argument.

No Pub Stuff, Gracie

NEW YORK, Oct. 23.—"T ain't cricket, Gracie! And it's not like you. You're far too good a trouper to stoop to such bad taste as that preview victory parade. There's a lot of fighting still ahead, and a lot of families are going to get hurt by it. Think how they feel when they listen to all the hoopla—with names too—of the parade up Fifth Avenue. Not only one night, but three nights in succession. Come, Gracie! You know better than that, gal!"

RADIO WARY OF AFM GIMMICK

Separation of Blue, Red Music Staffs Completed

NEW YORK, Oct. 23.—Final separation between NBC and Blue musicians becomes effective Monday (25) when 15 men shift from the Blue back to the Red, and 20 new men join the Blue staff. Tho the original division of the two nets took place about a year and a half ago, musicians on the NBC books were rented to the Blue.

When Edward J. Noble took over the Blue, all musicians were given eight weeks' notice; a few were let out at the expiration of the notice this week, and the new men taken on. NBC retains 115 musicians, including 85 longhairs for its symphony ork. Blue's total will be 65, of which 35 are symphonically trained and who may serve the net as a nucleus for its own symphony.

Blue conductors Paul Whiteman, Joe Rines, Paul Lavalle and Joseph Stopak remain.

CSI Nixes Norvo Tour; Agency Waits For War Dept. Word

NEW YORK, Oct. 23.—D'Arcy Agency reports it has received no official word that Red Norvo's overseas tour for Coca-Cola must be canceled, and Norvo is still rehearsing on salary. Representatives of the advertising agency claim that Lawrence Phillips, executive secretary of Camp Shows, Inc., who reportedly put thumbs down on the project, is not an official government spokesman and Coca-Cola will continue with its plans for the trip unless the War Department calls it off.

CSI quarters maintain that the War Department tossed the project into its lap for approval, and it was nixed by Phillips because of commercial tie-up. Coca-Cola had already announced that no plugs would be made for its product.

Lyman Going Abroad So MCA Owes Band To Essex House

NEW YORK, Oct. 23.—Music Corporation of America has resigned itself to the fact that Abe Lyman will travel abroad for USO and the agency is busy trying to find a substitute band for the Essex House here, where Lyman was committed for a November 18 opening.

Hotel has a contract for Lyman but is waiving it under the circumstances. However, the management still expects to open its room on schedule and is waiting for MCA to deliver.

Sour Grapes of Wrath

NEW YORK, Oct. 23.—Decca's announcement that the Bing Crosby - Andrews Sisters *Pistol Packin' Mama* is ready for November release puts an end to the confusion that prevailed in some quarters as to whether or not WLB approval of the AFM contract was required before records could be placed on sale. Significantly, the confusion was engendered by those diskers who are still fugitives from an AFM recording license.

Martin Block's 2 Publishing Firms Are Active Again

NEW YORK, Oct. 23.—Altho Martin Block was prompted to pick up the reins of his music publishing firm again by the Music War Committee selection, *This Is My Prayer*, that will not be the plug tune of Martin Block Music, which reopened its doors Monday (18). Block's firm is a BMI affiliate and MWC tune was penned by an ASCAP writer. *Prayer* is included in the catalog of Block's Embee Music, an independent firm with an application pending for ASCAP membership.

Larry Taylor, formerly with Dorsey Bros., joined Block as professional manager. Martin Block Music is working on *Someone to Love* penned by Bob Warren and will have a recording of the tune available soon on the Capitol label by Jo Stafford and Gordon Jenkin's ork.

Benny Carter To Tour

NEW YORK, Oct. 23.—Benny Carter, who has been working steadily on location jobs on the Coast, will do his first one-night dates in a year when he starts a tour thru the South November 18. Bookings at present extend to December 5 and will probably run thru to the end of the year.

Columbia, Victor Play Possum On Disk Deal Until Bosses Peep Up Petrillo's Sleeve

NEW YORK, Oct. 23.—Radio's welfare is still the No. 1 concern of RCA and Columbia executives in their dealings with the American Federation of Musicians and it is because of radio that Columbia and Victor Records and NBC Thesaurus refused to participate in the negotiations that led to agreement with AFM for the other four transcription companies.

Separate negotiations with the Federation were suspended by the three companies mentioned above and put off for a "couple of weeks" for "certain reasons."

The reasons may be boiled down to one simple point: Now that the principle of direct payment to a union has been virtually approved by the National War Labor Board thru participation of a WLB fact-finding panel in mediation that led to the present recording agreement, network moguls want to know whether the AFM intends to pull the same request on broadcasters.

And in spite of the fact that the disk men at Columbia and Victor suffer mounting severe headaches with every additional day of delay, the couple of weeks may stretch into months as the radio industry awaits the union's terms for a new contract, effective February 1, 1944.

Network Contracts the Joker

Negotiations for new network contracts were initiated by key union locals months back and some talks were held with radio officials, when without warning on September 9, the locals received wires from their national office instructing them to call off negotiations until further notice.

It has been explained in union circles that the suspension of negotiations was advised thru caution; to keep an ace in the hole in case the recording deal bogged down. Radio braintrusters do not think the explanation is quite that

simple and now they are sitting back, waiting to see whether it isn't an ace in the sleeve that the union is concealing.

If it is a demand for royalty payment to the AFM's "Employment Fund" that broadcasters fear, chances are their fears are without foundation. The union has just gone thru a bloody war that came off victoriously, but not without sacrifices of money, strength and prestige. Many of the Federation's officers are quick to admit that the organization is in no condition to pick a fight of the same proportions. The risk is too great and the possible gain too slight.

165 Stations Face Union Fight

However, if it is concern over unionization of the stations that do not yet employ musicians that has the radio industry walking slowly, then there is some basis for caution. The 165 stations mentioned frequently during the early stages of the WLB hearings as being the worst sufferers of the recording ban because the stations do not use live music, may shortly expect to hear from the AFM in that connection.

While those stations are located in territories previously beyond union jurisdiction, the Federation has since ruled that there is no longer any "neutral" territory and jurisdiction over all of the 165 stations has been awarded to various locals.

According to the Federation's records, 119 of these stations are network outlets and should the union decide to put them on an unfair list it could pull its members out of network studios if they fed music to the struck stations. The Federation was upheld in this kind of action in the recent WSAY, Rochester, case involving use of Mutual musical programs.

And the union believes it has found another trump card in the newest agreement with the transcription companies. As the union interprets clause 18, musicians could be pulled out of transcription studios if the companies refused to withhold its commercial transcriptions from struck stations. Since 46 of the 165 stations do not receive network feeds and all of 165 depend almost entirely upon transcribed programs, some of the Federation's officers believe they are well fortified with persuasive arguments against recalcitrant radio stations.

New AFM Contract Won by Four E.T. Firms But Triumph Is Doubted by Some Cynics

NEW YORK, Oct. 23.—After debating commas, periods and semicolons with the AFM attorneys for two weeks, four of the five transcription companies remaining in the WLB case came to an agreement with the musicians' union this week. Even at that, the final signing was delayed six hours beyond the time designated, Wednesday (20), while the lawyers ironed out the last whereas.

And there are two schools of thought on whether the E.T.-ers won anything worth having in the contract they consummated.

They succeeded in securing, in writing, the pledge that the present union scales for recording dates will remain unchanged until October 20, 1945. But there is a question in some minds whether the disk firms wouldn't have been better off under the terms of the Decca agreement, where continuance of the present union scale was implied for the length of the contract, until December 31, 1947.

A no-strike clause was also written into the new agreement, but it specifically covers recordings for transcribed library services only, and leaves the union morally free to pull a strike against all other recordings. Again, in the Decca pact, mention of strikes was omitted and might have placed the Federation in an untenable position with the WLB if it had violated the agreement by striking.

"Fund" Wins Public Sanction

Even the hot-potato "Employment Fund" the union fought to set up now has the blessings of the recorders who battled it by their ringing in an advisory committee of two persons to be selected by the National War Labor Board, removing it from the realm of union politics, and also removing it from public censure.

The transcription people even forced the union to specify, black on white, that it will use the fund "only for the purpose of fostering and propagating musical culture"—which is certainly going to cement the AFM with the public.

The other changes are minor ones and the agreement, together with Decca's, shortly will be passed on by the WLB fact-finding panel to the parent body, inasmuch as the contracts may require approval under the wage stabilization law.

The new agreement was signed by Associated Music Publishers, C. P. MacGregor, Standard Radio and Lang-Worth. Other companies already signed with the AFM are Decca, World Broadcasting, WOR Recording, Empire, Capitol, Continental Record Company, Blue Note Records, Plastic-Tone Records and De Luxe Production Company.

NBC Thesaurus withdrew from the recent negotiations, but did not withdraw from the case, and requested the panel to retain jurisdiction.

CAROLINA COTTON PICKERS set for a week at the Apollo Theater, New York, opening Friday (29).

★★ DID YOU KNOW? ★★

- ★ The amazingly new MELLOWAY ARRANGER actually "puts it on paper" for you!
- ★ Banishes transposing—mistakes—guesswork?
- ★ Gives you 4 and 5 part harmony for all instruments simultaneously.
- ★ 15 different chord combinations for EVERY NOTE in the scale.
- ★ Each chord combination is written in score form.
- ★ Each on a separate chart and
- ★ No piano is needed to make successful orchestration with the MELLOWAY ARRANGER.
- ★ It's yours—now—for a ONE DOLLAR BILL.
- ★ They're going fast—so don't delay.

MELLOWAY MUSIC PUBLISHING CO.
600 Michigan Theatre Building Dept. 6
DETROIT 26, MICHIGAN

MARUSCHKA
(MA-RÖÖSH-KA)

COLORED BANDS AND ORCHESTRAS
Available for immediate engagements. Union. Well organized, 6 to 14 pieces. Buyers, Promoters, WRITE, WRITE or PHONE now.
FERGUSON BROS. AGENCY, INC.
328 N. SENATE, INDIANAPOLIS, IND. — RILEY 5767

The New "V-MAIL" NOVELTY HIT SONG
Featured by Carl Schreiber's Orchestra. Available November 1st. Jobbers, order now.
UNIVERSITY MUSIC PUBLISHERS
4432 University Ave. Chicago

If It's in 'TUNE-DEX' It's An Important Tune!

Canadian \$ Beckon U. S. Orks

Across-the-Border Cities Now Regular One-Night Stands; Cold Canucks Like Music Hot

NEW YORK, Oct. 23.—Canada is looming as fruitful territory for bands in the East with a couple of weeks open time and a yen for one-night money. Toured infrequently in the past by American bands, it is rapidly becoming a regular port of call these days, with about a week's time for the average visiting band and two weeks of one-nighters for the proven money-makers.

Year round Canuck Mart Kenney and His Western Gentlemen tour the provinces drawing from 3,500 to 4,500 paid admissions to the door, and Bert Niosi, billed as Canada's "King of Swing," does almost as well. However, where American bands are concerned, Canadian tastes run to the sultry rather than sweet.

Duke Ellington opens in Montreal November 15 for his second visit in a short time, and Cab Calloway goes north two weeks later. Hal McIntyre played the same spots a couple of months ago, and Les Brown, Jerry Wald and Jan Savitt have also been recent tourists.

Dough Is Good

Natives shell out for Yankee music, and \$1,000-a-night guarantees are now the established minimums for traveling bands, the bigger names receiving considerably more. Montreal, Toronto, London, Kingston, Ottawa, Hamilton, Kitchener and a few other key cities are the regular stopovers, and a few judiciously booked one-nighters on this side of the border licks the transportation headache.

Besides the single engagements, two clubs in Toronto, the Tic Toc and Kingsway, have been furnishing plenty of employment to our bands, usually small and colored. Fats Waller, "Lips" Page,

Snub Mosely, Coleman Hawkins and John Kirby are among those who have played the spots for two weeks or more.

REGINA, Sask., Oct. 23.—George Hamilton, grandstand booker of Winnipeg, is going for name-band promotions now and has built up a circuit to include Winnipeg, Regina, Saskatoon and Edmonton. Plans to get Fats Waller, Vaughn Monroe, Lawrence Welk, Count Basie and Joe Venuti for appearances this winter.

First outfit over the route was Fletcher Henderson who played to good business. His trip included a two-night stand at Edmonton, where the coin is flowing freely, and return stops at Saskatoon and Winnipeg. Henderson's Regina date attracted 1,100 to the Trianon ballroom at \$1.10 each.

Tommy Ryan Gets Blue Barron Band

NEW YORK, Oct. 23.—Tommy Ryan, ex-Sammy Kaye vocalist, opens at the Edison Hotel here Thursday (28) in front of Blue Barron's band. Ryan became "ex"-Kaye Monday (18), when Mrs. Maria Kramer, operator of the Edison, completed arrangements for the new tie-up, and Kaye gave Ryan a release on his contract which had about three more years to run.

Barron, who reported for army service this week, shares in the band billing and retains a piece of the band, his sister Clarisse looking after his interests with power of attorney.

Jerome at Pelham Heath

NEW YORK, Oct. 23.—Henry Jerome moves back to the Pelham Heath Inn here November 2 for an indefinite run, replacing Bob Astor. Jerome closed the spot last July, after a 10-month engagement.

Palitz Handling Recording for Army "V Discs"

NEW YORK, Oct. 23.—Pvt. Morty Palitz is now handling recording dates for the Army V Disc label, the same job he held with Columbia Recording before his induction seven weeks ago.

First shipment of V Discs went out October 10 to all our overseas bases with 30 12-inch records in each kit. Pressings are made by all record companies with plants on the East Coast and the army pays only for materials used. Platters are made from an unbreakable plastic compound requiring no shellac.

About 30 disks cut by live talent, pressed from old masters or taken off the air, will be sent each month but army men in charge hope eventually to have all recordings made by live talent. All performers contribute their services free, Tommy Tucker, Sammy Kaye, Benny Goodman, Morton Gould, Raymond Scott, Marian Anderson and Teddy Wilson already having completed recording sessions. Kits include pop, hillbilly, military, religious, semi-classical and classical music. Pop tunes, which make up about 70 per cent of each month's releases, are mostly standards, many servicemen overseas being unfamiliar with the latest hits.

Project is directed by Capt. Robert Vincent and is under the supervision of the Special Service Division of the War Department.

ASCAP's Income, Melons Mounting; Juke Box, Factory Fields Seen as Future Founts

NEW YORK, Oct. 23.—ASCAP members attending the semi-annual membership meeting here yesterday, heard Deems Taylor, president of the Society, and John G. Paine, general manager, paint a rosy picture of the organization's present activities and future prospects.

Income for the first nine months of 1943 has reached \$4,722,552, a gain of \$511,831 over the same period last year. Royalty distribution for first six months totaled \$2,363,323, \$280,000 better than last year's first six months, and the third quarter melon amounted to \$1,317,989, the best quarterly cut since 1940.

The bulk of the receipts come from the Society's 871 radio licensees, a gain of 181 for the year. The total of remaining licensees has dwindled somewhat with the curtailment of pleasure driving, altho wired music contracts have increased by 83, for a total of 385.

The present policy of licensing all spots, no matter how small, using music, was reported to have brought under ASCAP coverage virtually every music user in the country. Only 44 are claimed still outside the fold, and these are cur-

rently embroiled in copyright infringement suits.

Ruling of the Florida Supreme Court giving ASCAP a clean bill of goods for operation in the State, will bring the Society an additional \$65,000 a year in revenue.

Two New Fields Being Prospected

The period following the war is expected to increase ASCAP's annual take considerably by infiltration into the juke box and factory music markets. The highest court in England recently ruled that factory use of music constituted a public performance, and the ruling was followed by a deal between the Royal Treasury and the British Performing Rights Society whereby the British Society granted a blanket contract for all factories, receiving 25,000 pounds in English money yearly.

By agreement, this covers the duration period only, and after the war the British Society will presumably be free to arrange a different deal. ASCAP, too, is looking ahead to the time when factories in this country will no longer be engaged in war work, and is laying the groundwork now by extensive advertis-

Billie Rogers Has Yen for Own Band

CHICAGO, Oct. 23.—Billie Rogers, girl singer-trumpeter, is planning to form a male band and is talking it over with one of the booking offices. Miss Rogers, who leaves the Woody Herman band Wednesday (27), will marry Jack Archer, former manager of the Herman outfit and now a contact man for Mills Music here. Archer recently received an honorable discharge from the army.

ing and promotional work in that field.

The 1909 Copyright Law, which specified that music on coin-operated machines did not constitute public performance unless admission to the premises were charged, is expected to be tested in two suits prepared by ASCAP and already in the courts.

While these are admittedly test cases, and will probably be fought thru to higher courts whatever the decision, Paine expressed confidence that the final decision will be in ASCAP's favor.

Universal Pays 17½Gs for "Always"

NEW YORK, Oct. 23.—Value of old copyrights to song publishers is highlighted by Universal Pictures' \$17,500 payment for use of Irving Berlin's "Always," the highest price ever paid by a film studio for the use of a single song. Tune will be sung by Deanna Durbin in a new flicker.

Warner Bros. paid \$12,500 to use "Over There" in "Yankee Doodle Dandy" and \$10,000 has been laid on the line a couple of times by MGM for single songs. In the case of Universal, as well as the others, price is paid for use of the one picture only, all rights reverting to the copyright owner.

THE HIT SONG THAT'S IN THE HEART OF THE COUNTRY...

THE THINGS THAT MEAN SO MUCH TO ME.

THE THINGS THAT MEAN SO MUCH TO ME

LYRIC BY BEN RALEIGH
MUSIC BY BERNIE WAYNE

BROADCAST MUSIC, Inc.
580 FIFTH AVENUE, NEW YORK
JIMMIE CAIRNS • EDDIE JANIS • IRVING TANZ • ELMORE WHITE

ON THE STAND

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

Tony Pastor

(Reviewed at Hotel Lincoln, New York)

TONY PASTOR is playing out an old contract for this room, doubling from the Paramount and for the length of the theater engagement, working the late session only at the hotel. Coming in at the tall-end of a tough workday, the band is naturally not at its freshest but the boys make up for it in enthusiasm.

The balance is predominantly brass, four trumpets and three trombones against three rhythm and four saxes (five with Pastor), and as a result, the band is heard to best advantage in the jumpers. Stubby Pastor (the kid brother) on trumpet and Forgy Cohen on trombone are strong men on the horns, playing good jazz with plenty of guts and spirit.

Ballads are the weak spot in the Pastor library. There are plenty of them, but as played, are no credit to the organization. Arrangements aren't particularly pretty and the beat is lamentably dragged. Johnny Morris keeps the drums moving but the bassist just about keeps up and the piano fades into oblivion.

Patti Powers is a flashy-looking blonde whose sophisticated singing style contrasts oddly with her girlishly be-ruffled costume. Needs much more experience and polish to become the Peggy Lee she emulates.

Pastor did no singing the evening caught but otherwise worked like a beaver. He takes all the tenor sax solos very nicely, indeed, and is on the beat every minute as he steers his band thru the books. His buoyant, bouncy fronting is the band's No. 1 asset.

Elliott Grennard.

Jerry Wald

(Reviewed at Hotel Sherman, Chicago)

SMALL, dark and handsome, Jerry Wald is a well-built, smartly-dressed leader with a lot of fem appeal. No dead-pan, he smiles, directs and plays clarinet almost as well as Shaw and Goodman, whom he admires so much. Wald has worked hard to build his outfit, and his men play with the confidence and poise of a top band. Chances are it will remain intact with its 13 4F members. Dance tempos are excellent and the floor is crowded every set.

Band plays a pretty ballad without dragging it down to a funeral dirge, and gets plenty of bounce into its pop-tune arrangements. Featured soloists include piano-man Andy Akers; tenor-man Bill Shine; drummer Irv Cottler, and trombonist Ralph Pfiffner.

Vocals are sung by young, good-looking Dick Merrick, who goes over like Sinatra—or almost—tho the lad deserves a better choice of material. Betty Bonney, a little gal with a pert skirt and neat pleat, rolls her eyes and chirps in a cute way. She is loaded with personality, but like dynamite without a fuse, doesn't quite come off. A little polishing up on the vocal chords would put this chick over.

Carl Cons.

Para Mulls Band Pix; Weitman As Ork Picker

NEW YORK, Oct. 23.—Paramount Pictures is reported ready to start using bands in its musical films, with Bob Weitman in charge of securing the bands. Studio, which used only one band last year (Milt Britton) has already signed Ozzie Nelson for its *Rhythm Ranch*. Practically all other major film companies have been using an increasing number of orks for pictures over the past year, but Paramount, which devotes a good portion of its production to musicals, has been one of the last to fall in line.

Weitman has had outstanding success operating the Paramount Theater in New York, which instituted a name band policy about seven years ago. If Paramount goes thru with its plan, Weitman should have little difficulty getting the names he wants. Very few orks are under contract to film companies, usually operating on a one-picture deal and those with contracts usually have a clause permitting them to work for other studios.

Specialty Song Publishers Fear Diskless Days

NEW YORK, Oct. 23.—Publishers who handle specialty-songs are wearing long faces these days, afraid that their material will be sluffed off by recording companies. Specialty songs are dependent upon records to start them off and most of the publisher's revenue comes from disk sales, sheet music sales meaning little.

Only ray of light for these pubs lies in the hope that "B" bands, who will not get a chance at the picture tunes and plug songs of major pubs, will be able to wax their stuff. Record firms will probably turn some of their production over to these bands, even if it is limited to a small percentage of former output. Publishers with novelty tunes are somewhat cheered by the fact that included in Decca's first release under its new AFM license are two sides waxed by Freddie (Schnickelfritz) Fisher—another version of *Pistol Packin' Mama* backed by novelty ditty *Wilberforce, Get Off That Horse*.

Bill Burton Signs Up Helen Forrest

NEW YORK, Oct. 23.—Management deal between Bill Burton and Helen Forrest was consummated this week on the Coast, with Miss Forrest setting December 1 as the date she will check out of the Harry James band. Deal was discussed as far back as two months ago, and was one of the reasons Burton trained out for the Coast last month.

ON THE RECORDS

Reviews of the latest record releases. Paragraphs in heavy type are designed for operators of automatic phonographs. Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By M. H. ORODENKER

ROSS LEONARD (Savoy 116)

And So It Goes—FT; V. (B Side)

Coupling with a hillbilly treatment for *Put Your Arms Around Me, Honey*, by

Hank Hill and His Hill Toppers (see *American Folk Tunes* column in Amusement Machines Section), Ross Leonard, New York nitery singer, carries the B side to introduce a pleasant and impressive love ballad in Nita Mitchell's *And So It Goes*. Taking it at a slow tempo, and getting full instrumental support from Buddy Kline's Savoy Eight sparked by a transcending piano stylist, Leonard's smooth baritone pipes serve in good stead to show off the song. With the piano flourishes flooding the instrumental background, Leonard lays down the opening chorus. The band picks up a second stanza with Leonard picking up (See ON THE RECORDS on page 67)

BELIEVE IT OR NOT By ROBERT RIPLEY

Registered U. S. Patent Office



LOU MARTIN
ORCHESTRA LEADER
HELD A NOTE ON THE OBOE
FOR 1 MINUTE, 26 SECONDS

Leon & Eddie's
NEW YORK

Direction:
SOL TEPPER
RKO Bldg., N. Y.

... And, Believe It or Not, Lou's Breaking Night Club Records, too!

9th YEAR
LEON & EDDIE'S, N. Y.
LOU MARTIN
AND HIS ORCHESTRA

and featuring
COCKTAIL AND DANCE
Sessions
every afternoon
under the direction of
LOU MARTIN

PHOTOGRAPHIC CHRISTMAS CARDS

FOR the profession. With your own photograph or sentiment included. As low as 10¢ each complete with envelopes (in quantities). Write for price list B and samples. Prompt service.

Largest Photo Reproduction House in U. S. A.

Supply Limited
Do Not Delay

MOSS PHOTO SERVICE

155 West 46 St.
NEW YORK 18, N. Y.

AND Here's a Xmas Package for You... And Forever...



BROADCAST MUSIC, Inc.

580 FIFTH AVENUE, NEW YORK

JIMMIE CAIRNS • EDDIE JANIS • IRVING TANZ • ELMORE WHITE

Roxy Leads Stem; Kaye, Kay, Tucker, 'Rosie' Terrific 115G; Duke, Horne, 72G; MH Big

NEW YORK. — Biggest noise on the Street comes from the Roxy, which is heading for its highest take in many months. Success story at that house indicates that the entire Stem is in good shape despite the fact that all the other houses with the exception of the State are holding on to their current bills.

The Roxy (5,835 seats; \$50,067 house average) opened Wednesday (20) with Danny Kaye, Beatrice Kay, Tommy Tucker's ork and *Sweet Rosie O'Grady*, and is building up to a gigantic \$115,000. This bill, one of the most expensive in its history, is easily worth the investment in view of the colossal gross. Last week, the third of Bert Lahr, Lucille Manners, Haakon and Bowman, plus *Wintertime*, knocked off \$60,000 which was preceded by \$83,000 and \$90,000.

The Paramount (3,664 seats; \$55,587 house average) into the second session of Ink Spots, Tony Pastor's ork and *True to Life* is ready to bank \$62,000 after knocking off a comfortable \$70,000 for the opener.

The Capitol (4,628 seats), with the second stanza of Duke Ellington's ork, Lena Horne and *Phantom of the Opera*, anticipates \$72,000 after knocking off \$85,000 in the initial session. This is one of the largest takes registered in this house and is due entirely to the stagershow, pic having received virtually unanimous pans.

The Strand (2,758 seats; \$39,364 house average), with the fourth round of Sammy Kaye's ork and *Thank Your Lucky Stars*,

is heading toward a passable \$32,000. Prior collections amounted to \$40,000, \$49,000 and \$56,000.

Radio City Music Hall (6,200 seats; \$94,403 house average) expects \$100,000 after kicking in with \$102,000 and \$110,000 in previous takes.

Loew's State (3,327 seats; \$22,856 house average), now with Herb Miller's ork and Ann Corio plus *Johnny Come Lately*, is expecting around \$30,000. Last week Hannah Williams, Jay C. Flippen, Diosa Costello and first run of *My Kingdom for a Cook* chalked up a good \$27,000.

Rain, Competish Crabs Philly Biz

PHILADELPHIA.—Week-end rains getting the week off to a slow start, Earle Theater (seating capacity, 3,000; house average, \$20,000) failed to make up for lost ground and fell below par for week ended Thursday (21). With Johnny Long's band not strong enough to carry the marquee alone, week hit a light \$17,200. Paula Kelly and the Modernaires made for light support, in spite of the billing making the act a Glenn Miller presentation. Ladd Lyon and Gene Williams and Patti Dugan out of the band rounded out the bill. *Adventures of a Rookie* on screen of little help.

Fay's Theater (seating capacity, 2,200; house average, \$10,000) faced heavier competish besides the rain in the reopening of the Lincoln Theater as a first-run Negro cinema temple and the opening of the all-Negro *Carmen Jones* production at the Erlanger Theater. With Cootie Williams's band and Billy Eckstein splitting the marquee, business for the week ended Thursday (21) also hit below par, barely reaching the \$9,000 mark. *Foot-light Glamour* the screen filler.

Rains Came to M'kee; Baker, Britton 15G

MILWAUKEE.—Rain and generally unfavorable weather during the week ended October 15 resulted in only a \$15,000 take for Bonnie Baker and Milt Britton at the Riverside Theater here (3,000 seats; 44, 50 and 75 cents). On screen, *Larceny With Music*.

Dante 23G in Hub; Majestic So-So 93C

BOSTON.—Business for Dante's *Sim-Sala-Bim* magic show slumped badly at the RKO-Boston (3,200 seats; 44-99 cents) stanza ended October 20, with a slow \$23,000 in the till. House average had been climbing steadily since last spring, but the Dante figure was somewhat under. Pic, *Honeymoon Lodge*.

In tune with reports from elsewhere around town, business was slow at the Majestic (1,655 seats; 44 to 99 cents), where *Radio Revels of 1943* was the attraction. Patrons dropped little more than \$9,600 at the wickets for stanza ended October 20. Rubinoff headlined, with Coley Worth, Estelle and Julio, the Fludays, Latasha and Lawrence, and Lorenzo Roberson also in the unit. Pic, *Sherlock Holmes Faces Death*.

Chico Marx \$15,500 At Natl., Louisville

LOUISVILLE.—Chico Marx and *Hollywood Revue* closed Thursday (21) at the National with a good gross of \$15,500.

The bill, which included Harry (Push-Em-Up) Burns, Chester Frederick and Company, Elizabeth Talbot-Martin and the Three Orantos, was the first at house (2,200 seats; 40 cents afternoons, 60 cents evenings and Sundays) without a name band. Earl Keller's pit ork handled music. On screen, *Melody Parade*.

Russ Morgan's band and regular acts opened Friday (22) with a better-than-average crowd for afternoon starter.

Hutton Tops Average In Milwaukee, 16G

MILWAUKEE.—Ina Ray Hutton and her all-male orchestra did somewhat better than average for the Riverside Theater (3,000 seats; 44, 50 and 75 cents) here for week ended October 21 with a \$16,000 take. On screen, *Hi-Ya, Sailor*.

Manager Eddie Weisfeldt reports that Monday night (amateur night) for the past several years has pulled the best crowds of the week, excluding Saturday nights.

Balto Hipp \$18,100

BALTIMORE.—A fine \$18,100 was grossed by Hippodrome week ended October 20, with bill headlined by Pat Rooney Sr. Also on bill were Cordan and Sawyer, Sharkey the Seal, the Six Marvellettes and De Val Merle and Lee. Pic: *The Fallen Sparrow*.

Tiny Hill Hefty 28½G; Big Week-End for Chicago

CHICAGO.—Tiny Hill, a long-time band favorite in the corn belt, has registered a hefty \$28,500 at the Oriental (3,200 seats) for week ended October 21. His recent Lucky Strike commercial, added to the school vacation due to the registration for ration book No. 4, helped the profitable gross. And, too, since the house upped its admissions, the figure has been around \$4,000 more per week. The Hill bill included Gus Van and Shaw and Lee, plus *Dangerous Blondes* on screen.

Chicago (4,000 seats) returned to stage-shows Friday (22) with a presentation show featuring Jack Durant, Harry Cool and Estelle Sloan. Big item is the screen product *So Proudly We Hail*, which will remain at least two weeks. Opening week-end was capacity.

Oriental started fine Friday (22) with Eddy Howard and orchestra, plus first run of Andrews Sisters in *Always a Bridesmaid*.

Prov. Met \$6,000; Fay's Good \$6,300

PROVIDENCE.—With name bands a scarcity, the Metropolitan here has found it necessary to go into seven acts of vaude for its week-end bookings, using local musical aggregations as substitutes for the name bands previously booked. Three days ending October 17 saw house do a \$6,000 gross, with June Preisser, Paul Lavarre and Brother, Ted and Art Miller, Keaton and Armfield, Hilton Sisters, Ford Benney and Bailey and Ed Drew's orchestra.

Fay's Theater, still using its regular six-act bills, had a good week ended Thursday (14) with take around \$6,300.

D'Artega 30G in SF

SAN FRANCISCO.—Golden Gate (2,850 seats) grossed a good \$30,000 week ended October 20, with bill headlined by D'Artega and his all-girl orchestra. Show held over a second week.

Welk Tops 3G in S. Bend

SOUTH BEND, Ind.—Lawrence Welk and band grossed a neat \$3,163 in four shows at the Palace Theater here Wednesday (20). Screen had *Petticoat Larceny*.

Cab Jives to Merry \$23,600 in Buffalo

BUFFALO.—The Buffalo (seating capacity, 3,500; house average for straight pix bookings, \$13,500) offered another week of name-band vaude, ended October 21, and hung up a very good \$23,600. Cab Calloway and all-sepia show were the flesh attractions. Pic, *Holy Matrimony*, okay, too.

Calloway's *Jumpin' Jive Jubilee* featured the Chocolateers, Fay Canty, Cholly and Dotty, Ralph Brown, the Cab Jivers, the Calloway Rug Cutters and the band's soloists, J. C. Heard and Jonah Jones.

Currently Buffalo features Dr. I.Q. on stage every Monday night for the next six weeks.

BURLESQUE NOTES

NEW YORK
PRIMROSE SEMON, emcee, is in her fourth week at the Red Mill. . . . HARRY J. CONLEY opens November 8 in Baltimore with Alfred L. Golden's comedy, *Lady Behave*. . . . SALLY KEITH forced to leave Boston hurriedly last week upon receipt of word from her home in Chicago of the death of her dad thru an auto accident. A month ago

she was called to the Windy City because of the passing of her mother. . . . EDDIE CASSELL jumped into *Something for the Boys* October 13 without a rehearsal to sub for Frankie Hyers, who was forced to leave due to a throat ailment. . . . DARIO AND ESTELLE, dance team with the Hagan show on the Hirst wheel, come from the niteries. Darlo, up to a year ago, had his own act known as the La Conga Dancers. . . . LOU POWERS, comic, making his reappearance in the East in a Hirst unit after five years in Western territory. . . . LARRY NORMAN, now Pfc. Larry R. Semenza at the new air base spot in Corvallis, Ore., is radio announcer and singer with camp's ork. . . . MARGARET HASTINGS, comedienne, held over at Meyer's, Hoboken, N. J.

LAMEE LANE, formerly in burlesque, is now Alma Killian in the office of the signal corps. She is learning to fly and recently passed her exam for a pilot's license in San Francisco. . . . BILLY HAGAN celebrating his 25th year in show business, during which he worked for just four ops, I. H. Herk, Izzy Hirst, Sam Kraus and Joe Oppenheimer. . . . GRACE DIEHL, in conjunction with the Four DePaul Sisters (Rose, Alicia, Loretta and Shirley), doubling at the Hudson, Union City, Pa., as a vocal quintet and in Fred O'Brien's ensembles. . . . INA

LORRAINE had a featured spot on the Midwest Circuit in Canton, O., where midnitters are on Friday, Saturday and Sunday, with one show a night the rest of the week. . . . EDDIE HOCHBERG has replaced Bernard Brown as head usher at the Huson, Union City, N. J. Brown has gone into the army. . . . ANNETTE ROSS now is Suzanne on the Hirst wheel. UNO.

AGVA To Stop Davis Date at Shangri-La

NEW YORK, Oct. 23.—American Guild of Variety Artists will continue the Shangri-La on its unfair list unless the spot indicates its desire to settle the \$500 claim against them by the Cheena De Simone Dancers. The spot has special dispensation to continue thru the present run of Ted Lewis while a settlement was attempted.

AGVA wanted the cafe to post the \$500 in escrow while the claim was arbitrated. So far no such action has been taken.

AGVA is contacting Benny Davis, skedded to open there Thursday (29), to ask him not to appear at the Shangri-La.

No Bar Drinking for Gals In Sioux City Is New Rule

SIoux CITY, Ia., Oct. 23.—Gals must do their drinking in booths and not at the bar.

Order here was issued by the chief of police to operators of taverns and night clubs. Altho the order did not specify what type of drinks the women could have in booths, hard liquor is illegal in Iowa.

Al Borde Opening Hollywood Office

HOLLYWOOD Oct. 23.—Al Borde, Chicago agent and booker will open an office here next month and commute between Chicago, Hollywood and New York, where he opened a branch a few months ago, putting Johnny King in charge.

Borde was in town last week looking for film names to top a musical show which he and Dave Wolper, of the Hurricane, New York, will produce.

Chi AGVA Local Has 1,200 Members

CHICAGO, Oct. 23.—AGVA held a meeting here Thursday (21) and Jack Irving, local head, revealed that this branch has a membership of 1,200. Some 200 of them showed up at the meet.

Irving also explained the workings of the 20 per cent withholding tax, and what deductions can be made by acts.

WANTED—DANCERS and STRIPPERS
Also Chorus Producer
MILTON SCHUSTER
127 N. Dearborn St. CHICAGO 2, ILL.
DATE BOOK READY NOW!

ACTS
Break your jump East or West!
One-Week Stands! Wire or Write
PALACE THEATER
Buffalo, N. Y.

Under New Ownership
FOLLIES THEATER
337 S. Main St.
Los Angeles 13, Calif.
Performers and Chorus Girls
Write or Wire

Wanted Chorus and Show Girls

Must be young, slender and attractive. Two shows daily. No midnitters. Transportation paid. Salary \$40 net per week.

Write or Wire GAYETY THEATER, MONTREAL.

ALLEN GILBERT, Producer

Girls in N. Y. City, apply A. & B. DOW, Brill Building, 49th Street and Broadway.

ACTS TO BE INDIE CONTRACTORS

AGVA ??s PISGA Claim of Majority At State Arb Hearing

NEW YORK, Oct. 23.—American Guild of Variety Artists, at a hearing before the State Mediation Board Friday, declared that it had more than 50 per cent of the membership of the Wirtz-Henie show, *Stars on Ice*, and was consequently the legal bargaining agent for the show.

AGVA then declared it was up to the Professional Ice Skaters' Guild of America to prove a majority.

PISGA, after AGVA signed the recent pact with Arthur Wirtz and Sonja Henie, disputed AGVA's right to bargain for the outfit, claiming most of the chorus on its rolls. PISGA did not indicate its next step at the hearing.

MCA 'Cavalcade' Unit for Vaude

OMAHA, Oct. 23.—MCA has organized a vaude unit, *Cavalcade of Stars*, for a tour of Midwest houses. Others will be built, if idea of selling units without names clicks.

This one is in charge of Hogan Hancock, who has been handling MCA's fair department, and broke in at the St. Charles Theater, New Orleans, last week, with the circuit of Singer houses, including the Orpheum here, to follow.

Line-up includes 12 Dorothy Byton Girls, Cy Landry, Caprino Sisters, Beth Dodge, The Novello's, and Gillette and Richards.

Treasury Mulling Change in Performer Status To Comply With MH Case; Cirks Pleased

Ruling Would End Threat of More Court Fights

NEW YORK, Oct. 23.—The Bureau of Internal Revenue is reported ready to declare performers working theaters and night clubs to be independent contractors. This step, according to legal

opinion here, is being taken to avoid the confusion resulting from conflicting decisions. They believe the Treasury Department's position in the matter of tax collection is becoming embarrassing to the government, acts and employers of talent.

Attorneys point to the fact that the courts, in the Music Hall case, which they claim to have had the weakest case among all the vaude theaters, have declared acts to be independent contractors. The Wage Stabilization Board in a few decisions has given performers the same status and the Griff Williams Case and numerous other decisions rendered by both State and federal courts also conform with that viewpoint.

To avoid further confusion, inside sources say, the BIR is ready to throw in the sponge on this battle.

Circuit theater attorneys and legal talent for the American Guild of Variety Artists have already made several trips to Washington to confer with tax officials and have come back with the belief that the inevitable is about to happen very soon.

Inside sources say that the Treasury Department has placed the matter in the hands of its legal department. Should that department okay the move talks will then be held with the Social Security agencies and finally with the Commissioner of Internal Revenue.

It is generally believed that the powwows will wind up with the declaration that performers, other than chorus and those working in acts or units owned and managed by an individual, will be indie contractors.

Attorneys claim that the government has taken the stand that acts are employees because it would be to the best advantage of the performer to be declared a wage-earner, as they would get the benefits of Social Security and Unemployment Compensation laws. However, that line of thought has been leading Treasury officials into many difficulties.

Union Insurance Plan

It is now felt that unions could institute a system of unemployment and disability compensation to take over where the government would leave off if it washed its hands of the whole matter.

Mortimer S. Rosenthal, AGVA associate counsel, declared that AGVA is not averse to setting up its own insurance plan, but this is something that will take some time to develop.

It is generally felt that circuit theaters would be willing to help AGVA institute its own insurance plan, even to the extent of paying the premiums while the act works its houses. The chain theater men believe offering such assistance would be worth the cost as AGVA would then be able to support the theory that acts are indies, which would therefore mean the end of expensive bookkeeping systems connected with collection of Social Security and withholding taxes.

Should the plan go thru, acts would revert to the old system of paying income taxes. Withholding would not apply to them and all previous rulings on that subject would be invalidated.

army via a medical discharge, returning to the booking business.

Here and There:

NORMAN LAWRENCE, baritone, staying over at the National Theater, Richmond, Va., for an indefinite run, doubling as singer and emcee.

MAARCYA GUNSETT, formerly of (See IN SHORT on page 24)

Peak Biz in All New Orleans Cafes

NEW ORLEANS, Oct. 23.—Evidence of wartime business boom in the New Orleans area where Higgins Industries, Consolidate Vultee and other huge ship and plane plants are hiring tens of thousands, is easy to find. All places of amusements are maintaining a waiting list and SRO is the rule except at the city's two vaude houses. The better-class niteries get all the business they can handle under food restrictions. Suburban spots fail to feel any possible effects of gas rationing. The crowds have plenty of money to spend and bills are run up to all-time record averages.

Several smaller niteries on the near-by Mississippi Gulf Coast report similar conditions. With importation of Cuban and Mexican liquors and six local breweries, this area is feeling less beverage pinch than other parts of the country.

AGVA Progress Slow in Miami

MIAMI, Oct. 23.—AGVA is still inactive in this area. Union members are played, but there is no insistence on the part of clubs that performers belong to AGVA when playing here.

Many local girls are used in chorus lines here and they are not affiliated with any organization.

8C Act Nut for New Morocco, Loop Spot

CHICAGO, Oct. 23.—Tom Chamales will spend \$600 to \$800 a week on three to four acts when he reopens his Morocco Cafe (formerly Green Mill) here November 3. In addition, he will use Don Pedro's 11-piece band and cocktail entertainment which will start afternoons.

Spot has been completely remodeled. Tommy Sacco will book.

Sinatra to Arenas?

NEW YORK, Oct. 23.—Arena Managers' Association is dickering with Music Corporation to have Frank Sinatra tour their arenas. MCA is reported as not being able to definitely okay the tour, as Sinatra will be at the Waldorf-Astoria Hotel until December 1 and may be held over.

AMA would like to have Sinatra play their spots late December or January.

If deal is made it will be on a guarantee and percentage basis for Sinatra, with the singer or his handlers supplying the rest of the show.

L. A. Agency Folds

LOS ANGELES, Oct. 23.—With Patrick & Marsh Booking Agency closing for the duration, Katherine Burns, with the firm for 18 years, has joined GAC here. Miss Burns will handle general booking, including casual dates, in addition to fairs and parks. GAC is launching the fair booking department here, a department which has not received much attention in the past.

Fraternal Orgs Monopolize Erie Talent-Music Picture

Attendance at Peak on Show Nights

ERIE, Pa., Oct. 23.—The Gem City of the Great Lakes has finally beaten a 15-year show jinx thru the medium of the old jinx itself in the form of fraternal organizations. The city has been without permanent talent spots since Kay Kyser shook up the midnight air of the old Cameo Restaurant.

Night clubs, restaurants and stage-shows alike have failed to draw business. One reason lay in the strong competition of local fraternal organizations with their own bars. Finally the local Loyal Order of Moose opened up a grillroom with a small dance floor and week-end dancing. The results of this move can only be shown in today's business. The Moose now runs a seven-night talent policy, using three to four standard acts together with a six-piece band. The near bankrupt BPOE chapter followed suit in new quarters with week-end dancing and shows. The Elks now follow a definite policy of three good acts Friday, Saturday and Sunday, together with a five-piece band. To date no less than 16 old

fraternal organizations have followed the trend in varying degrees. Each of these clubs averages two to three nights dancing each week and about six of them use talent in varying degrees. Some of the spots are doubling up on acts which finds one unit playing up to three and four clubs in an evening. Spots include well-known organizations as the Eagles, the Owls Club, Central Labor Union, Polish Falcons and numerous turnvereins and singing societies. Latest to follow this trend are the Veterans of Foreign Wars.

The only professional competition comes from Jack Barry's LaConga. Policy here is dancing six nights to four pieces, with two singles or a double for the talent bill. The place is easily outclassed by the fraternalists who can maintain low drink and food prices without cover. Their music and talent policies are their best to date. Thomas Thompkins, of the Elks' house committee, pointed out that memberships are on the increase and club attendance is at a peak on show nights.

IN SHORT

New York:

GERTRUDE NIESEN goes into the Elombamba December 30. . . . BEA WAIN has been inked for the Capitol Theater December 9 or 16. . . . TOMMY RIGGS is set for Loew's State November 11. . . . BOBBY LANE has a new partner, Claire Anderson, to replace Edna Ward. . . . LOU WALTERS will open his Latin Quarter show December 3. . . . IRWIN COREY has been renewed for an additional 10 weeks at Le Ruban Bleu. . . . JAY FERRARA is the new operator of the Queen Mary. Tonnie Gilbert will produce the line. . . . FAMOUS DOOR will open in a new location Thursday (28), with John Kirly and Lionel Hampton.

Chicago:

RADIO RAMBLERS (3) have been boosted from \$550 to \$750 per week on their holdover contract at the Colony Club. . . . CORRECTION PLEASE: Estelle Sloan, dancer at the Chicago Theater, is in for \$500 per week, \$50 more than reported. . . . BILLY CARR and Jessie Rosella have been given their third six-month holdover contracts at the Vine Gardens. Walter and Jean Brown will continue there thru November 15.

McINTYRE SISTERS (4) breaking in a vocal act at Helsing's Vedvil Lounge. . . . DeMAR AND DENISE moved into the Bismarck Hotel Friday (29). . . . MARCUS GLASER, of Charlie Hogan's office, is in 1A. . . . JACKIE LaFLEUR, former Panther Room model, starting out as a singer, and now on a training tour in army camps.

EDDIE SLIGH, GAC agent, lost his mother in Cleveland last week. . . . JOAN BARRY, dancer, goes into the Chez Paree November 12. . . . PAUL MARR again booking Pete Howard's Club Edgewood, St. Joseph, Mich., which reopens Monday (1). . . . THREE PRETENDERS repeating at the Hollywood Club, Kalamazoo, Mich. . . . PHIL D'REY back at Franke's Casino.

Philadelphia:

MURTAH SISTERS making their local niterie bow at Jack Lynch's. . . . MRS. O. D. MACK, local booker, has recovered from an eye operation. . . . MARTY BOHN, with Lee Bohn, set to open November 8 at the Swan Club, coming in from Baltimore's Club Charles. . . . RUTH DAVIES, absent from local theatrical circles for a year due to a nervous breakdown, has reopened her booking office, with Venice Grille one of her first accounts. . . . CORP. MICKY DIAMOND, local emcee, resumes his niterie career in Wilmington, Del., getting a medical discharge from the service. . . . LENNY ROSS back in town to top a *Krazy Kapers Revue* at DiPinto's Cabaret. . . . NEIL FONTAINE closing a long run at Jack Lynch's to do the singing chores next month at the Belmont Plaza Hotel's Glass Hat, New York.

THE DeMAYOS, dance duo, go in retirement, with the male member, Billy DeMayo, entering the booking office of Neal Belmont as a personal representative. . . . ALAN GALE set for a November 30 opening at Paul Young's Romany Room, Washington. . . . JOHN BARRY and the Alice Perrell Dancers off to Baker's Skyway Club, Jacksonville, Fla. . . . JOHN CROWLEY, released from the

Riobamba, New York

Talent policy: Dance and relief bands; floorshows at 8:30, 12 and 2. Management: Irving Zussman, manager, and Gertrude Bayne, publicity. Prices: \$2.50 and \$3.50 minimums.

With this show the Riobamba has revamped its presentation policy. The line

Satirizing the Well Knowns and You and Me



JOHN HOYSRADT

Starred at the MARK HOPKINS HOTEL

San Francisco

Personal Management JACK BERTELL, MCA, New York

is gone and in its stead is a decorative Latin troupe. Band is also new, Mickey Alpert having been moved in from Boston.

However, the reason for the vast opening night assemblage is Hannah Williams, who having preemed locally at Loew's State last week, moved on to this East Side nitery. According to the opening night audience, she clicked. Miss Williams, nicely gowned and possessing a pleasing set of tonsils along with a salable style, got off to a fine start with three current faves, and did two encores. She carries her own ork accompaniment in the Three Majors, who give her vocal background and a steady rhythmic beat. She wound up with the inevitable *Cheerful Little Earful* and walked off to a fine hand. She could, however, improve her delivery by abandoning the kittenish gestures at the close of her numbers.

Another newcomer that got off to a good start is Andy Andrews, who pulled the attention of the mob with a series of nicely delivered dissertations. Did a drunk number, a treatise on embarrassment, a bit on hay fever. Stuff is geared more for intine rooms, but he managed to whittle this larger room down to his size.

The Alfredo Torres Dancers, three femmes and a male, have some picturesque Latin routines, best of which is their bolero. They are nicely groomed, make a clean appearance and at times indulge in some accomplished flamenco work.

Dean Martin is the sole holdover, and his swoon style is still effective.

Mickey Alpert, the maestro, is the emcee and his intros are overlong. He displayed some bad taste on the opening night in getting reluctant celebs on the floor. His magnum opus was virtually forcing Mickey Bloom, a trumpeter, to give out on a strange horn. Highly insaniary, too.

Fernandez leads the rumba crew. Joe Cohen.

NIGHT CLUB REVIEWS

Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Production shows at 8:40 and 10:30; show and dance band; intermission organist. Management: William B. Dewey, managing director; Dorothy Dorben, producer. Prices: Dance admission \$1 (\$1.25 Saturdays); dinner from \$2.10; drinks from 50 cents; cover for dinner guests 50 cents (75 cents Saturdays).

Cafe Ballet, inaugurating the fall season in this smart room, is one of the best efforts yet produced by Dorothy Dorben, taking advantage of the currently popular trend toward commercially styled ballet routines. Employing classical music and orthodox ballet steps, she presents her line in lively, stimulating routines, lavishly costumed.

Climaxing each production number is the interesting ballet work of Byron Kay, formerly of Kay, Katya and Kay, and Louis Glenn, who not only display fine training but a solid style and delivery. Team is made to order for these numbers.

Three-act bill is rounded out by two repeaters: Jack Herbert and the Nelson Sisters. Herbert, comedy magician and emcee, is in fine stride with his line of funny gab, giving his familiar set of tricks a back seat. Keeps his patter up to date, taking advantage of timely topics and making entertaining use of them.

The Nelson Sisters (2) are tops in their "aerial ballet" effort (using a bar and trapeze rigging for sock, muscle-bending tricks. Thru it all, the girls maintain a feminine, graceful appearance, which makes the turn all the more amazing. This is one of the few novelty acts, incidentally, that can repeat the same routine and gain increasing attention.

Eddie Oliver and his augmented band still dish out show and dance music, with Ben Purcell and Ann Judson Jr. handling the vocals. Betty Grey is the intermission organist. Sam Honigberg.

The Bowery, Detroit

Talent policy: Dance and show band; shows at 9:30 and 12:30. Management: Frank Barbaro, manager; Peter J. Iodice, booker. Prices: Admission, 55 cents weekdays, 75 cents Saturdays and Sundays; drinks from 45 cents.

Show ran, literally, four hours without a break and without repeating an act. The Pat Walsh Girls have some nicely costumed line numbers, notably a waltz and *Paper Doll* bit. Credit goes to Benny Resh and his band for playing the show capably.

Charlie Carlisle, back as emcee this week, does about 90 minutes of gags, ad libbing, assorted clowning, kibitzing, picking out friends in the audience and alleged trumpet playing. He has a lot of new stuff from his experience in the army and holds the whole show together.

Edna Hardy shows grace in a lilting Spanish dance, more classy than usual for this spot.

Olive White, lively singer of novelties, like *This Dish Called Love*, does her own violin and trumpet solos and has a nice voice and personality.

Four Eilgins, three men and a girl, open with fast juggling and close with a novelty hat exchange, aided by audience volunteers.

Ashley and Ware open with a burlesque love duet, punctuated by some terrific knockabout tactics that go over big and throw in some straight dance work as well.

Johnny King, tenor, has the house singing with him, and himself handles romantic numbers and some novelties for a long session of vocals.

Three Heat Waves open with some ultra-speed harmony jive, with the girl following in vaudeville style with fast ballet specialties. One of the boys does fine imitations of famed trumpeters, and they close with a long string of child's games.

The Four Moroccans are a fast tumbling act with some unique pyramid work, handicapped here by low ceiling.

Raul and Eva Reyes work in their individual Latin style, with delightful, colorful rhythm. They can vary from a graceful *Begins the Beguine* to a wild comedy conga, working with their own two drummers in Latin style. Haviland F. Reeves.

Peabody Hotel, Skyway, Memphis

Talent policy: Dance band. Management: Col. Frank R. Scutt, vice-president and general manager; Roy D. Moore, business promotion manager and band booker; Josephine McKinnon, publicity director; Albert Prescott, room manager. Prices: Dinners from \$1.50; cover for non-diners, \$1.10, Saturday \$1.50. No drinks sold over the bar except beer and ale.

Continuing to enjoy patronage swollen to an all-time high by army and navy personnel stationed here and by war plant workers whose weekly wages now often exceed their peacetime monthly earnings, this spot, billed as "the South's most beautiful supper club," has this year done little redecoration except for painting. It continues with a policy of alternate name and semi-name bands, with occasional use of added talent.

Current attraction is Ernie Heckscher, his last stand before entering the army. He performed in his usual effectively pleasing manner. As band had no plans to continue together after he goes in, his high managerial ability is proved by keeping such a good group up to the last.

Especially amusing was the version of *Pistol Packin' Mama*, with canary Norma Rose brandishing a toy popgun with capable support from Joe DiGuilli, Harry (See NIGHT CLUB REVIEWS on page 24)

PRODUCERS—MANAGERS

!!!!HEADING

BACK EAST!!!!

RADIO AGENCIES—THEATERS

The Inimitable

THREE PEPPERS

★ Featured in ★

BILL ROBINSON'S SHOW

and

R. K. O. FEATURE PICTURE

"Lady Takes a Chance"

On Decca Records

JOLLY JOYCE

Earle Theater Bldg. PHILADELPHIA, PA.

Write Wire Phone Walnut 4677 Walnut 9451

The NOVELLOS



NOW ON TOUR WITH "CAVALCADE OF STARS"

- ★
- Oct. 29-Nov. 4 — ORPHEUM, OMAHA
- ★
- Nov. 5-7 — ORPHEUM, DAVENPORT
- ★
- Nov. 9-11 — IOWA, CEDAR RAPIDS
- ★
- Nov. 12-14—ORPHEUM, SIOUX CITY, IOWA
- ★

Personal Management DANNY GRAHAM

MUSIC CORPORATION OF AMERICA CHICAGO

TAYLOR and MICKIE TROUT

Hoop Rolling Comedians

A Comedy and Novelty Act in One. Have recently played with such name bands as Johnny Long, Herbie Kay, Sunny Dunham, Chuck Foster. Theatres: Tower, Kansas City; Bijou, Battle Creek; National, Richmond; Temple, Jacksonville; Pantages, Birmingham; Roxy, Atlanta; Orpheum, Omaha; State, Baltimore, Oct. 24-27th; Tower, Camden, Nov. 6-8th. Danny Graham, M.C.A., Chicago.

EDDIE SMITH Paramount Bldg. New York

ACROBATIC DANCER AND CONTORTIONIST SUPREME

RUBY RING

★

Thanks to TONY PHILLIPS and WILL WEBER

Personal Manager FRED MARTENS 1564 Broadway New York City 19

★

Just Completed! A Record Run of 17 Consecutive Weeks at Si Kaliner's CLUB BALI Philadelphia, Pa.

★

Opening "LATIN QUARTER" Boston OCT. 31

The Inimitable . . . The Identical . . .

TERRY TWINS

★ HARMONY SONGS RHYTHM BALLADS ★

Just Completed 18 Weeks SCARON MANOR, N. Y. Personal Mgr. HARRY BRENT 150 W. 46 St. N. Y. C.

Personally Managed and Directed by
Ronald Aaron Gerald
Hotel Touraine
Boston

Presenting Tommy Moran's Magnificent Club Showcase (Boston)
(New Club - Famous Club La Plaza New York City)

NEW YORK *Agrees* WITH BOSTON ON BLAKSTONE

EARL WILSON, N. Y. POST says— "More devastating than Dwight Fiske! I've been reading a lot about her in the trade papers and am happy to report she was NOT OVERSOLD!"

PAUL MARTIN, N. Y. WORLD-TELEGRAM says— "Cannot be listed as 'double entendre'—Sharp, well written, well sung! And directly to the point! MANHATTAN WILL KNOW MISS BLAKSTONE HAS BEEN HERE!"

LEE MORTIMER, N. Y. MIRROR says— "A Sockerool!"

GEORGE W. CLARKE, BOSTON RECORD says— "Nan the incomparable! . . . storm of applause soared over the room . . ."

JOSEPH F. DINNEEN, BOSTON GLOBE says— "Most versatile entertainer I think I have ever seen—a curious combination of Francis Faye and Hildegard . . . brings down the house!"

★
NEW WARDROBE
by
Wilma
N. Y. C.

NEW SONGS and STORIES
by
America's Greatest Writers

AVAILABLE THRU ANY
REPUTABLE AGENCY

The Rage of the Age



CAFÉDOM'S SMARTEST STAR!

MISS BLAKSTONE

VAUDEVILLE REVIEWS

Chicago, Chicago

(Reviewed Friday Afternoon, Oct. 22)

Short bill supporting *So Proudly We Hail* (in for two to four weeks) and marking the return of stageshows after a four-week absence during the *This Is the Army* run. Revue features Jack Durant, Harry Cool and Estelle Sloan, framed within a couple of opening and closing production numbers by the Dorothy Hild Girls (16).

Set against a colorful South American scene, the house band musicians in native costumes help fill up the huge stage. Line starts with a samba, bringing on Estelle Sloan, fiery ballet-tap dancer, who falls into the general atmosphere with a treader routine and for contrast follows with a coquettish bit to *Nobody's Sweetheart* and winds up strong to a medley of *Strutters' Ball* and *All the Things You Are*. The girl features exciting leaps and turns and works with the skill of a veteran.

Harry Cool, tall, talented baritone formerly with the Dick Jurgens band, walked on to a Sinatra hand and had a comparatively easy time with the crowded house of sweater girls. Did a crop of up-to-the-minute tunes and made a generally likable impression.

Following his final encore, Cool introduces Jack Durant, who walks on for a series of gags and a short acro dance. Durant doesn't work as hard as he used to, and maybe for good reason, as the laughs were many and the response impressive.

The girls close with a flamingo routine, supported by a Cool vocal and a speedy 16-bar Estelle Sloan finish. Four sopranos billed as the Swing Senoritas decorate the bandstand and pitch in with vocal interludes in several spots. Line also appears in Cool's spot for a bit of *Pistol Packin' Mama* background. Biz big. Picture can't miss.

Sam Honigberg.

O'Grady, which is a powerful customer-puller-inner. House at capacity when caught. Joe Cohen.

St. Charles, New Orleans

(Reviewed Friday Afternoon, October 22)

Ada Leonard fronts her all-girl ork in this show and, unlike unfavorable reflexions cast of late toward beautiful women who front deadpan aggregations, Miss Leonard has a group that shares her personality and talent. A bit strong on the brass for a small house the band goes well on the hot side, and is not a bit stingy with selections. There is a fine pianist, trumpeter, drummer and bass sax player, all of whom get their turn for solos.

Miss Leonard sings *Stormy Weather* and comes back with a torrid blues. Also accompanies the ork with some graceful ballet steps. Closing selection is done behind a screening of flying planes to the tune of *Comin' In On a Wing and a Prayer*.

Mark Fitzpatrick is a clever manipulator of strings in presenting his array of puppets. His clown act on a flying trapeze and miniature chair and table is both funny and fully appreciated. A figure skater and a minstrel are other puppets in the act.

The Three Kings, two girls and a fellow, smoothly move thru a tumbling act, topped off by the closing stunt when one of the girls is held up on a pole gripped only by bottom molars of the man.

Ned Haverly does a minstrel solo that is reminiscent of days gone by. He carries his sand supply for soft-shoe in his pockets and moves thru the shuffles and songs as he brushes up the grit.

This is the best show of the season to date, and Harold Minsky has improved the lighting and sound effects, and his settings are smart.

Phil Muth.

State, New York

(Reviewed Thursday Evening, Oct. 21)

This show gave the house management more than a few headaches. House had to make quite a few changes on account of the fallings of the headliners. Because of Herb Miller's deficiencies as an emcee, Bob Williams was pressed into service and Ann Corio's strip act was changed after the first show. As a result of the latter, Charlie Stewart, originally scheduled to do a single, moved in as a stooge for Corio in what was obviously a hastily written act. The results were as expected—n. g.

However, Corio is easy on the eye in her midriff costume and will probably prove her worth to the house by pulling in the ex-customers of the former Galey.

Roxy, New York

(Reviewed Wednesday Evening, Oct. 20)

Current extravaganza is a gem of a vaude show, the lavish Roxy bank roll having been put to good use by an investment in Danny Kaye, who makes his first appearance in a vaude in several years. Rest of the bill has some similiary fine numbers, with Beatrice Kay and Tommy Tucker's ork.

This batch of talent represents one of the most expensive vaude layouts on Broadway seen in some time. Management hadn't thought of D. Kaye when laying out the original prospectus. Consequently B. Kay was scheduled to headline, but when Danny came back from the Coast to mollify a harrassed draft board, Sammy Rausch put him to work at a huge sum while waiting around for induction.

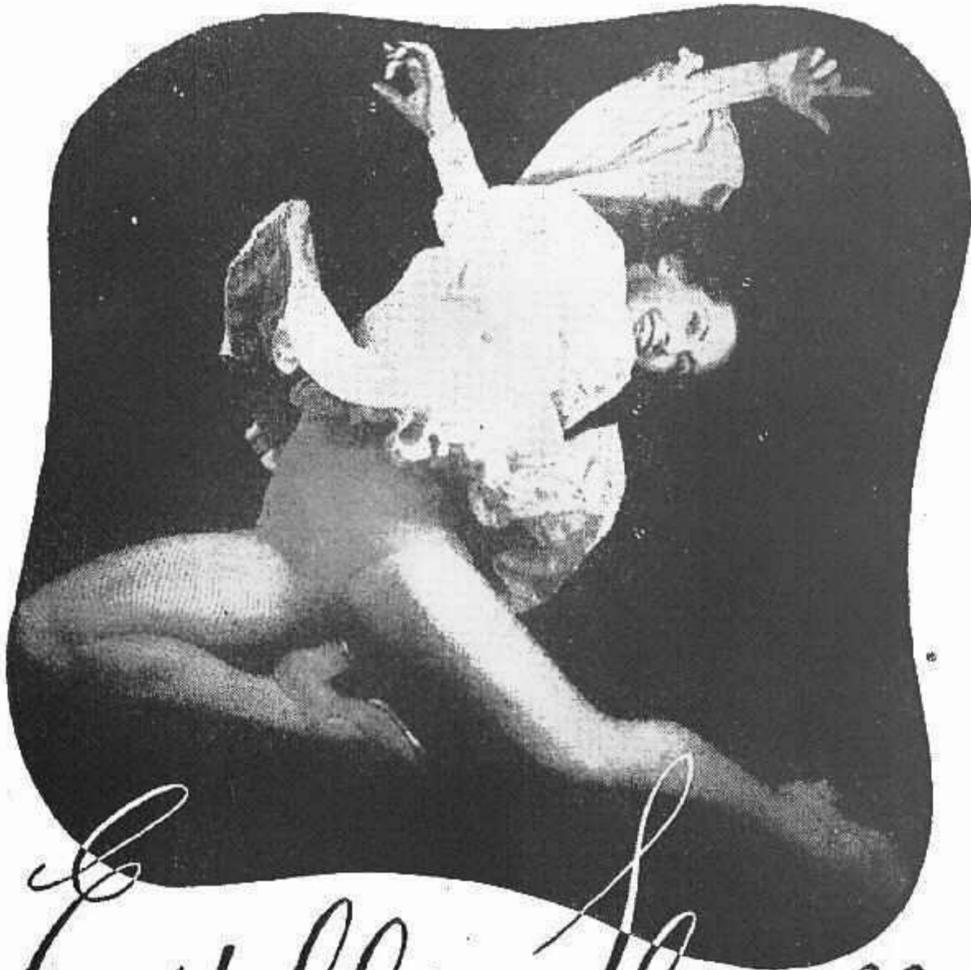
He made the house seem smaller than anybody has been able to do. Tribute to his ability to get to the audience is evidenced by the fact that the assemblage in this vast emporium knocked off its inhibitions to repeat the five phrases in his *Minnie the Moocher*. He also successfully put over his *Melody in Four F, Dinah* and his Latin double-talk number. He got the maximum out of the house.

Miss Kay was also in top-notch form, knocking off her gaslit era numbers with ease and certainty. There was some conflict between the bookings of the two K's inasmuch as B. Kay followed D. Kaye and also included an audience participation number in her repertoire. It didn't matter too much, as the house, by this time in a warm mood, sang along with the gay '90 diva. She similarly proved strong audience fodder.

Show in toto is one of the best buys on Broadway, in production, name and entertainment value. Tommy Tucker's ork with Amy Arnell, Don Brown and Kerwin Somerville in the solo parts making fine impressions. The ork got the benefit of beautiful production. Ork carriage has been disguised as a park bandstand to conform with the production ideas by the house staff.

Johnny McCord and Betty Lind are briefly spotted in the production numbers with a bit of semi-satirical ballet movements, while Olsen and Shirley provide more terps along with some beautiful acro work. Completing the talent line-up are the Gae Foster line which was in its usually fine form, and the Ben Yost Singers which lent itself nicely to the production.

Film for this run is *Sweet Roste*



Estelle Sloan

INGENIOUS · INTERPRETATIVE TAPSTER

JUST CONCLUDED CLUB ROYALE, DETROIT

NOW: CHICAGO THEATER (TWO WEEKS)

OPENING NOV. 19 · · · · · LATIN QUARTER, CHICAGO (FOUR WEEKS)

PERSONAL MANAGEMENT

BERT GERVIS, 203 N. WABASH AVE., CHICAGO

Phone: State 3350



RAYE

WEEK OCT. 28 — ORPHEUM THEATRE
OAKLAND, CALIF.

WEEK NOV. 10 — ORPHEUM THEATRE
LOS ANGELES, CALIF.

PERSONAL MANAGEMENT
EDDIE SMITH
PARAMOUNT BLDG., N. Y. C.

**RAYE
AND
PEDRO**

CURRENTLY
WARFIELD THEATRE
SAN FRANCISCO, CALIF.



PEDRO

Just Completed
5th Engagement
CAPITOL THEATER, Washington, D. C.

3 Weeks
LATIN QUARTER, Boston, Mass.
LOEW'S STATE, New York

PROFESSOR

Personal Management—HARRY GREBEN, Wood's Theater Building, Chicago.
East—Billy Diamond.

★ **BACKWARDS**

Opening
WALTON ROOF, Philadelphia, Pa., Oct. 28

Thanks to William Morris Agency

SAUL GRAUMAN'S
Musical Stairtone
Revue

FLASH, SOCK
ENTERTAINMENT

A BOX-OFFICE
BOOSTER

- New SMALLER Stairtone
- New SPECTACULAR Routines
- New ELABORATE Wardrobe

NOW PLAYING
LEADING THEATERS, CLUBS, HOTELS

Management
Frederick Bros. Artist Corp.

PRINCESS and BABY "A NEW BOX-OFFICE SENSATION"

YVONNE

"Psychic Wonders"

Write DOC M. IRVING
4313 Roosevelt Blvd., Phila.

Acts and Girls Wanted for
SOLLIE CHILDS

U. S. Army Shows
SIX TO TWELVE WEEKS
CONSECUTIVE FOR ACTS

Novelty-Comedy and Musical
Location for Piano Players and Managers.
Girls and set lines can work indefinitely, making
changes every six weeks.

SOLLIE CHILDS PRODUCTIONS
Baker Hotel Mineral Wells, Texas

Eltzinger and Republic theaters, homeless because of the LaGuardia-Moss burly ban.

Despite the unfinished state of the Herb Miller aggregation the ork has fine possibilities. The outfit, consisting of five saxes, three rhythm and four brasses plus Miller's trumpet, has arrangements that might have come out of brother Glenn's folio, and this young group does justice to them. However, they still have much to learn in backing a show. Their tempo wasn't entirely perfect for the acts.

Bob Williams, while not the best emcee or foil for Ann Corio, is nevertheless possessor of a good turn on his own. His dog act is one of the top displays of its kind. He has a new pooch which has worked itself nicely into Williams's scheme of things.

Rest of the bill is comprised of hoofers. Frances Wills, in the deucer, has some

Signs of the Times

Booker of a house in Michigan looked up his report on a submitted singer which he caught at a showing date and it read, "For New Year's Eve only, if stuck." He set the act anyway, explaining that business reaches New Year's Eve proportions almost daily. And besides, he was stuck.

When Mort Infield, Chicago agent, quoted Booker Paul Marr the club date price of the Libonati Trio, Marr said it wasn't enough and actually paid \$25 more.

The AGVA contract with Chicago theaters reads that acts earning less than \$500 be paid pro rata for each show over 30 performed within a week. Chicago Theater is now paying \$350-\$450 acts \$500 or more and probably coming out ahead in the end. For business is so big that the house has to do five and six shows a day.

fine acro stunts, and Georgie Moore, whose rhythms were spoiled by the ork, has a facile and imaginative dance style which uses various tempi nicely tied together into a first-rate turn. Got a good band.

Bill also has a couple of singers named Baxter, who come with the ork. Connie, who would look better if she dismantled that feathery headpiece, comes up to ork vocalist standards with *I Heard You Cried Last Night* and *Night and Day*, while Danny impressed with his baritone of *Build a Stairway to the Stars*.

Film is *Johnny Come Lately*. Biz okay at show caught. Charles Carrer was added the following day to round out the bill. *Joe Cohen.*

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, Oct. 20)

Charlie Spivak and orchestra should draw heavily from the juke box set who like their jive on the jump side. Show got off to a fast start, with Spivak and the boys wrapping up a neat arrangement of *I Know That You Know*, with the maestro taking bows for his trumpet work. Band makes good appearance.

Roger Bacon, Spivak's new vocalist, has good mike voice, and with a few added tricks of showmanship should prove a definite asset to the band. He did a creditable job on *White Christmas* and *My Ideal*.

Spivak and the boys took a back seat while Roy Benson did some above-the-average sleight-of-hand stuff. Working easily, Benson clowning his way thru a repertoire of good tricks, garnering plenty of applause for his efforts.

Band came back with a sock arrangement of *Swing Low*, and encored with *I Only Have Eyes for You*, both greeted lustily by Spivak fans.

Andy Mayo was on with his Pansy the Horse. Pantomime was cute but didn't draw too much reaction from the crowd. Personable femme acted as stooge and dressed the act nicely.

Irene Daye, personable and statuesque blonde, did a grand job of warbling with the Spivak aggregation. Her renditions of *Musie Master* and *My Heart Tells Me* were well sold, but she topped it all with her handling *Too Young* or *Too Old*.

Kirk and Madalyn scored handily with their screwball antics. Most of the heavy work was done by Kirk, who put across a few gags that went well with the audience. Wind-up found Kirk and his femme partner doing a burlesque adagio.

Spivak turned on the heat for his closing number, getting all the kids off their hands for *One o'Clock Jump*. Entire band got the spotlight on this one, with drummer getting most of the applause. Spivak took the trumpet on the last chorus and wound things up nicely.

On screen, *A Gentle Gangster*. *Dean Owen.*

Oriental, Chicago

(Reviewed Friday Afternoon, October 22)

Smoothly running show, thanks to the winning emcee style of Eddy Howard, singing band leader who is playing a return date with his orchestra. He fronts a group that dishes out commercial,

HUMORISTOCRAT

TOM O'NEIL Held Over Again! HELSING'S VODVIL LOUNGE Chicago

THANKS TO TWEET HOGAN

WANTED

Strong B. O. Stage Attractions with adv. access. for Fri.-Sat. A natural 1200-seat modern house. Standard Acts, contact Betty Bryden Office, Fox Bldg., for our regular 5-Act Sunday Bill.

LAKWOOD THEATRE

14249 East Jefferson Detroit, Mich.

versatile rhythms, properly balanced thruout the bill. And Howard himself is an entertainer. The guy takes a hand in the brass section, strums a guitar in the *Pistol Packin' Mama* novelty, and in the closing spot peddles a series of tunes, including some of his originals, that register solidly because of the quality of voice and sincerity of delivery.

Also in solo spots are Roy Bast (sax), who sings novelties in okay style, and Joe Capelli, who gets a few laughs with his *Short, Fat and 4F* because he resembles the title of the tune.

Calgary Brothers, Elizabeth Talbot-Martin and the Balabanow Duo round out the show. The Calgary boys are still sock with their controlled aerobic funatics, tops in their line. The drunk routine is a fine novelty for any audience.

Elizabeth Talbot-Martin, last seen in this house in the abbreviated *Meet the People*, is a talented caricaturist of people, with mannerisms and expressions that are perhaps a bit too smart for a mass audience. Her physical comedy, however, has widespread appeal. Does Bette Davis, Mrs. FDR, Garbo, and Almee McPherson reciting *Where Has My Little Dog Gone?* She should ascan the Almee bit, for she is no longer in the limelight and her inclusion brings a lull in the act. Said lull is removed when Elizabeth returns with her sharp satire of various cafe singers.

The Balabanow Duo retain the structure of the original Balabanow act when it was more populous. Play large and small accordions and feature dance specialties, the girl with a toe-tap routine and the boy with hard jump tricks for a wind-up.

Biz healthy end of first show. On screen, first run of *Always a Bridesmaid* with the Andrews Sisters. *S. H.*

Olympia, Miami

(Reviewed Wednesday Afternoon, Oct. 20)

Current offering has six acts for the first time since Manager Al Weiss Jr. introduced a full-week policy.

Ravell and Ranous opened in an adagio act, followed by physical culture poses and finger stands. A sensational balancing duo, and received a great hand at the close.

Howard and Theresa Wilson scored heavily in their trumpet duets. Fast-moving pair also offer impersonations of leading ork directors, making a big hit.

Joe, Lou and Marilyn Calts occupy the next slot. The brother and sister offer

a sound hoofing act, with Marilyn doing a good Russian ballet. Marilyn then introduced her dad, and the old man wows with an old-time soft-shoe specialty. Trio closes with some new steps to much applause.

Wally Johl, baritone, did right well with *Donkey Serenade*, *People Will Say We're in Love* and a medley of military numbers. After repeated encores, he closed with *Old Man River*.

Joe Rio, emcee, proved as funny as always, but Joe could brush up his act a bit, as it is very familiar to Olympia patrons.

The Rutons closed with their dog act, first time here, and earned good applause.

Film, *Let's Face It*. Biz very good this show. *L. T. Berliner.*

FOLLOW-UP NIGHT CLUB REVIEW

CAFE SOCIETY DOWNTOWN.—Barney Josephson exhibited another find at his Village showshop who made an uncertain debut in this spot. Phyllis Stewart is a personable item with a basically good voice, but on her opening night, her nervousness was sufficient to cause her to give out with quite a few clunkers. But as she remained on the floor, she began to get ahold of herself and at the completion of her allotted numbers did well enough to warrant two earned encores.

Miss Stewart started off with *Embraceable You*, Cole Porter's *Love for Sale* and wound up her regular turn with *Man I Love*. She impressed as being on more familiar ground when she encored with rhythm numbers.

Rest of the show has two sock items with Pearl Primus, coffee-colored interpretive dancer, who now seems ready to move into the swanky Cafe Society Uptown, and Mary Lou Williams, a versatile key pounder who could similarly delight the uptown patronage.

Eddie Haywood's ork provides the dance inspiration here. *J. C.*

DIFFERENT! UNUSUAL! SOPHISTICATED!
MYSTIC CRAIG
Fashions in Magic
THEATRES • CLUBS • HOTELS
Direction:
ROGER E. MURREL
137 W. 48th St., N. Y. C.
CURRENTLY USO TOUR

Now Available
SHEILA GUYSE
The Lovely New Sepia Singing
Discovery
Exclusive Management
ROLLO S. VEST ENTERPRISES
1715 St. Antoine St. DETROIT 28, MICH.

McNALLY'S BULLETIN No. 16 PRICE ONE DOLLAR

For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Reviews, Radio and Dance Bands, Entertainers. Contains: 16 Monologues, 8 Acts for Two Males, 7 Acts for Male and Female, 38 Parodies, Ventriloquist Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 10 Minstrel First-Parts, Overtures and Finale, 41 Monobits, Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags. Remember McNALLY'S BULLETIN No. 16 is only one dollar; or will send you Bulletins Nos. 10, 11, 12 and 16 for \$4.00, with money-back Guarantee.

WM. McNALLY
81 East 125th Street, New York

Specialist in NIGHT CLUB Costumes
We specialize in principal and chorus line costumes serving the finest clubs in the country. RENTAL OR SALE. Will cheerfully send estimate.
COLLINS CREATIVE COSTUMES, INC.
825 BROADWAY, NEW YORK
GRA-7-3878 Est. 25 Years

WIGS BEARDS MAKE-UP
FREE CATALOG
F. W. NACK 209 N. State St. CHICAGO, ILL.

SUCCESSFUL SINGERS USE COACHING AND ARRANGEMENTS by **FLORRIE JAYE**
(Also Arranging for Dance Acts)
Write: 5109A Clarendon Rd., Brooklyn, N. Y. Phone: Union 3-8843, Union 3-7778.

ACTS, SKITS, GAGS, MINSTRELS
GAMBLE'S 4 BIG BOOKS OF PARODIES, COMEDY MATERIAL AND MINSTREL MATERIAL, ALL FOR \$2. WITMARK COMPLETE MINSTREL SHOW, \$10. BIG COLLECTION OF Blackouts, Skits, Stunts, CLEVER REPLIES, \$5.
E. L. GAMBLE, Playwright
East Liverpool, O.

NAT D. RODGERS WANTS
Good Comedian, strong Straight Man, young Talking Woman for Army Camp Units playing Louisiana and Mississippi. Long run if you have the stuff and good, clean material. ALSO Piano Player, man or woman. Must read, fake & transpose. Wire
NAT D. RODGERS
Astor Hotel ALEXANDRIA, LA.

STANDARD AND NOVELTY ACTS WANTED (in fact, any good act desired!!) for Night Clubs, Conventions, Banquets and Theaters. Write—Wire—Come In!
RAY S. KNEELAND
Amusement Booking Service
A.G.V.A. Franchised
418 Pearl Street BUFFALO 2, N. Y.

TOPNOTCH COLORED TALENT
For Night Clubs, Hotels, Theaters, Cocktail Lounges and Radio. Write, Phone, Wire.
Colored Radio Artists' Ass'n THEATRICAL BOOKING AGENCY
3458 S. State St., Chicago—Ph. Vic. 7817.

FRANCES WILLS
Currently
LOEW'S STATE, NEW YORK

NOW Booking leading Hotels and Cafes throughout the country, South America and Mexico. All types of Acts wanted. Contact us immediately by mail and enclose photographs.
TALENT DIVISION: ROOM 402
LATIN AMERICAN PUBLISHING CORP.
1776 Broadway • New York 19, New York

MOST NEWCOMERS FROM HARLEM

Negro Musikers Prefer Cocktail Field; More \$\$

PITTSBURGH, Oct. 23.—Since the decline of the one-nighter business due primarily to transportation difficulties, Negro musicians have been deserting large bands to join or organize small units. According to records maintained by booking agencies, new Negro units joining the cocktail field are three times the number of white newcomers.

The trade sees logic in this trend. Negro bands have been the hardest hit on the road, unable to use their cars for long jumps and finding it exceedingly difficult to secure living accommodations, particularly in defense towns. Also, the money available in the cocktail field is far more attractive than the salaries paid them by the larger bands on the road. Within a small combo, too, the Negro musician has the opportunity to stand out on his own and can follow a more informal style of working than in a large organized outfit, where each man must adhere to a rehearsed routine.

It is this unorthodox style maintained by small Negro combos that is mostly responsible for the terrific popularity enjoyed by them in the field.

Colored Units Dot Loop;

Roy Eldridge Into Preview

CHICAGO, Oct. 23.—Most of the Loop's cocktail spots are now featuring colored talent, and operators say that those units definitely build business for them. Latest to bring in Negro entertainment is Martin's Preview Lounge which opens Roy Eldridge (6) tonight (23), alternating with the Estrolitos, Latin trio moving over from that chain's Town Casino. The Eldridge outfit, coming in from New York, runs over \$750 per week and is the most costly unit yet to play this new spot.

The Schwartz-Greenfield lounges concentrate on Negro musicians. Capitol Lounge has Snub Mosely (6) and the Scat Man (Sherman Carothers), quintet. The Brass Ball features the Music Masters (3), while the Hollywood Show Lounge is using Clarence Browning, boogie-woogie pianist.

The Joe Sherman-Danny Goldberg gold mine, the Garrick Lounge, uses more colored units than any other spot in town, going in for jazz musicians and boogie-woogie pianists and singers.

In addition, Dorothy Donegan, pianist, is back in a feature spot at the Latin Quarter.

A Solid Sender—A Solid Seller

FREDDIE REED

A Sensation at the Piano.
And His Sophisticated Songs.
Currently

MIAMI HOTEL
Dayton, Ohio
Mgt.

Music Corp. of Amer.



If You're Important to the
'Cocktail' Entertainment Field

TUNE-DEX

Is Important to You!

THE DON JACKS

A stage show & dance orchestra all in one.

3rd Repeat Engagement
CROWN LOUNGE, Chicago,
Mgt. General Amuse. Corp.

PROFILES



BOB SANDO SWINGTET

Bob Sando is a veteran in the musical field and boasts of extensive training, with a bachelor's degree in music from the Cincinnati Conservatory of Music to show for it. He features his clarinet and tenor sax and was employed for a number of years by several name bands.

He started his present outfit, The Swingtet, as a sustaining feature over the Columbia network, and has branched out into the cocktail field. The boys concentrate on subtle swing arrangements and novelty vocals. Currently playing a hold-over engagement at the Bowl Lounge, Springfield, Ill. Managed by Frederick Bros.' Music Corporation.

\$750 Names Click In Peoria Subway

PEORIA, Ill., Oct. 23.—Name policy in Tony's Subway here is clicking so well that Booker Larry Lux (Chicago) has instructions to keep on booking them, limiting the price to the vicinity of \$750.

Nick Lucas started the policy, followed by Fifi D'Orsay. Gus Van comes in week of November 2. Lucas has been set to repeat for two weeks beginning December 21.

MILWAUKEE, Oct. 23.—Al Lopez, leader of a Latin trio at the Schroeder Hotel here, has been drafted into the navy. Combo has been taken over by John Alfio and will be identified as the Rumba-airs. Outfit has signed up with CRA in Chicago.

Combo Bookers Now Eye Niteries Talent to Replenish Units Lost To Clubs; Cafes Building Units

NEW YORK, Oct. 23.—Cocktail lounges which have long been supplying talent for niteries and vaude dates are now getting a pretty fair share from niteries. This turnabout has been evidenced at local Cafe Society Uptown, which has proved to be a developing ground for cocktail lounges. Practically every trio that worked that spot in a relief capacity is now making the rounds of the lounges.

In fact cocktail bookers now make this a regular stop in an effort to pick up new units.

So far Cafe Society Uptown has been instrumental in producing the Eugene Field Trio, Ellis Larkin Trio, Ammons and Johnson, Meade (Lux) Lewis and Billy Moore. Each of these have had long-term engagements here and by the end of their run had been approached

M'w'kee Lounge Op Adds Another Spot

MILWAUKEE, Oct. 23.—N. F. Costarella installs a talent policy in his new Downbeat Lounge here Monday (1), headed by King Perry (6), colored outfit. A local intermission trio will be used until another road unit can be set. Costarella is also the operator of the La Conga, which has been booked in Opalita and Garcia, Latin combo, for \$250 per week. Deals set thru Bert Gervis, Chicago.

CRA Inks Two More; Doll Trio Up to 4C

CHICAGO, Oct. 23.—CRA here has added two more units to its bulging list. Office has signed up Mary Frances Kincaid, pianist, now at the Mark Twain Hotel here, and Evelyn and Larry, guitar-accordion duo, at the local Kentucky Lounge.

The Dollodians (3), another CRA outfit, stay over at the Brown Derby at \$400 per week.

Ravazza's Pianist Joins Miller Unit in Milwaukee

MILWAUKEE, Oct. 23.—Marvin Miller, guitarist, has augmented his trio to a quartet and moves into the Schroeder Hotel here Monday (1) as the Minto-Miller quartet.

New addition is Jack King, pianist, who has left the Carl Ravazza band at the Blackhawk Cafe, Chicago, to join the unit.

Estrolito Males in 4F

CHICAGO, Oct. 23.—The Estrolitos (3) will continue in the cocktail field now that both males in the outfit have been 4D by army doctors. Guitarist Vic Conchola was rejected some weeks ago, and Jimmy Nuzzo, sax-clarinet, got his turndown this week. Sister Anne Nuzzo completes the trio, now at the Town Casino here.

Film Role for Singer

HOLLYWOOD, Oct. 23.—Otho Gaines, bass singer of the Delta Rhythm Boys, has been given a featured dramatic role in *The Impostor* to be produced at Universal Pictures here by Julien Duvivier, with Jean Gabin as star. Gaines will play the Negro sergeant engineer in the Free French Army, who draws plans for a Congo jungle camp and airfield, setting for action in the film.

S stands for "special" personal representation for your unit. Write today for full details
MIKE SPECIAL
48 West 48th St. New York, N. Y.

JAY MARSHALL

MASTER OF CEREMONIES
USO Tour

S In Demand Everywhere

The OWEN SISTERS

The Nation's Most Popular Girl Trio
THE COVE, Phila., Pa.

DON SEAT

Quintette

2 Girls—3 Men

SANDY'S, Paterson, N. J.

SIX YOUTHFUL DYNAMOS

Jerry Montana

and his

Versatile Orchestra

THE AQUARIUM, N. Y. C.

S King of the Organ
Bill Thompson Trio

and

Carol Horton

ERIE PRESS CLUB, Erie, Pa.

VELVET TONED MARION MAYE

N. Y.'s Newest Singing Sensation!

S Two Tons of Dynamite
DOT & DASH

COLUMBIA HOTEL, Portland, Maine.

Tall—Tuneful—Terrific MOLLY CRAFT

Versatile Singing Pianist

TAHITI ROOM, Phila., Pa.

S 3 Blondes
3 Voices
3 Instrumentalists
DALE SISTERS
20TH CENTURY CLUB, Phila., Pa.

S Sweetheart of
Piano and Song
AUDREY THOMAS
TRAINING TABLE, Newark, N. J.

S A Must on Your List
PAT TRAVERS
and
THE MEN ABOUT TOWN
QUEEN MARY, N. Y. C.

S "Comedy Bombshell of Song"
MARIA LOPEZ
On tour with
Dave Ellman's Hobby Lobby Review

S **SID PRUSSIN**
NOW IN HIS 1st YEAR WITH
UNCLE SAM

REVIEWS

Paul Parks and His Playmates

(Reviewed at Valley Lodge, North Hollywood, Calif.)

Paul Parks, pianist, has been associated with small combos for several years. The one playing here was organized only several months ago. Unit holds together well.

Parks paces the group, with Dick James hitting out on bass. Harold Leiberman is featured on violin and Bob Norris on guitar. Parks is a good ivory tickler, and with the blending of the other three instruments turns out a good brand of music. Norris shines on solo work. James on bass and Parks combine choruses from time to time for good effect.

Outfit does a nice job vocally, with Parks taking over the blue-noted tunes and novelties and James the ballads.

Crew makes a nice appearance and has a good library. However, little is done to sell the unit. Talent is plentiful here, but a good shot in the arm of showmanship would boost the outfit to a top position.

Sam Abbott.

The Music Masters

(Reviewed at Brass Rail, Chicago)

Entertaining colored trio, particularly suitable for the more informal cocktail spots with a good market for five tunes. The boys, together for three years, are young and make a clean appearance. They are Cleveland Nickerson, accordion (unusual instrument for a colored lad); Clarence (Scotty) Brown, guitar, and William Raby, bass. All sing, with solos sold by Nickerson, who concentrates on rhythm and scat numbers, and by Brown, who handles ballads and novelties.

Trio punches out all the way and in every number. Their sets here are nicely balanced.

Sam Honigberg.

Freddy Baker Quartet

(Reviewed at the Cove, Philadelphia)

Freddy Baker, guitarist with the top swing bands of the day, settled down to quartet confines several years ago with the Curt Weiler Quartet. When the army

tagged Weiler, Baker inherited the unit. Dedicated to the individualism in their playing, providing hot solos that are pure sorcery on their stringed instruments, the quartet heightens its individualism in vocal callsthenics.

On the instrumental end, it is Baker's guitar and Earl Comfort's fiddle that make the combination. In keeping with the le jazz hot character is Len Parker's piano and John Gormley's bass. Vocal selections attracting the most attention are their originals, all offered up in swing choir style. Comfort also dishes out genuine comedy numbers of original origin.

Maurie Orodener.

Off the Cuff

EAST:

KIDOODLERS have shifted from Mike Special to William Morris management. . . . ANGIE BOND TRIO moved into the Chelton, Philadelphia.

KERRY NOLAN, of the piano vocal team of Kerry Nolan and Mary Love, has been inducted into the navy. . . . BUDDY HESS TRIO and the Three Clefs new at Wilson's Musical Lounge, Philadelphia. . . . MEN OF MELODY locate at the Topper Cafe, South Merchantville, N. J. . . . PHIL JAMES and the Rhythmaires alternating with Jessie Griffith, accordion, at Brown's Log Cabin, Pennsauken, N. J. . . . THREE JACKS AND A JILL new at Hotel Majestic Bar, Philadelphia. . . .

VINCENT BRAGALE'S small band takes over at Philadelphia's Warwick Hotel. . . . ANGIE BOND TRIO back in Philadelphia at the "164," with Betty King, piano-vocals, holding over. . . . PENNY AND FRANCINE, piano-vocal duo, augment the talent roster at the Cove, Philadelphia. . . . MANNY SMITH, piano and songs, set at the Old English Bar of the Abraham Lincoln Hotel, Reading, Pa. . . . MORRIS MOSELY'S MUSIC at the Gem Cafe Musical Bar, Philadelphia. . . . JOE ROSE, former piano single, preems his trio at Philadelphia's Melody Inn. . . . THREE JIVES AND A JUMP take over at the Crystal Musical Bar, Philadelphia. . . . BILLY HAY, pianist at Eddie Mitchell's, Philadelphia, inducted into the army. . . . MURIEL BORELLI, accordionist, at the Mirror Bar of Hotel Penn, Trenton, N. J. . . . LOUMEL MORGAN TRIO draw an indefinite holdover at Mort Casway's Musical Village, Philadelphia.

THE GINGER SNAPS, colored four-some consisting of three girls and boy pianist, have opened a run at Chin's, Cleveland, following eight months around the Philadelphia area.

DALE SISTERS, after a long run at Niel Dieghan's, opens Wednesday (27) at the 20th Century, Philadelphia. . . . ROSE GORDON, newly signed to Mike Special and featured on NBC's *Salute to Youth*, goes into Bentley's, New York, October 31. . . . IRVING FIELDS ORK stays on at Bentley's until January 8.

Philly Adds Two Talent Spots; Two More on Way

PHILADELPHIA, Oct. 23.—The Old Grad, a mid-town pub taken over recently by Pop Orsatti, is being converted into a mirrored musical bar, with Arthur Ganger, who designed some of the better lounges around town, in charge of the decorations. Carmen's Lido Venice re-opened last week with a musical bar setting, bringing in the Paul Curry Trio and songbird Beulah Frazier.

The mid-town Linton's Restaurant will become the Copacabana, with Harry Linn making it his fourth musical oasis in town. O. P. Stevenson, operating the Hotel Normandie Grille, will open a second lounge in the mid-city sector.

Looking Ahead

NEW YORK, Oct. 23.—With cocktail talent being scarce, sometimes a booker has to go to extremes to line up new units. Mike Special has his eye on something that may materialize in about 1950. Don Seat, heading the quintet at Sandy's, Paterson, N. J., became the father of a son last week.

Special and his assistant, Jean Rose, had themselves named god-parents.

FREDERICK BROS. MUSIC CORP.
FANFARE of FAMOUS COCKTAIL UNITS
 NEW YORK CHICAGO HOLLYWOOD

A Show Stopping Combination
 Currently
CHIN'S VICTORY ROOM, Cleveland

LENNIE JOE FRANKIE
THE NOV-ELITES TRIO

JACK STEPHENS
Outstanding and Versatile Organist-Pianist
 Currently
ROSE BOWL LOUNGE, La Salle, Ill.

A Smartly Styled Unit
 Consistently Playing the Better Lounges.
 3 Men and a Girl.
 Opening Nov. 8
TROCADERO CLUB, St. Paul

BILL AKIN'S CONTINENTAL FOUR

The FOUR BARONS
America's Smartest Instrumental and Vocal Quartet
 Currently
TAMPA TERRACE HOTEL, Tampa, Florida

"Music for Your Moods"
 Presenting a Repertoire of More Than 1500 Songs
 Held Over
ROSE BOWL LOUNGE, Chicago

Bob THE Sue FORSYTHES

JOHNNY DAVIS
HIS PIANO Varieties in Sweet and Swing
 Currently
EL CAPITAN, Redding, Calif.

Radio and Army Camp Favorites
 Ace Instrumental and Vocal Trio.
 Currently
THEATER TAVERN, Logansport, Ind.

THE TUCKER SISTERS

STEP WHARTON
THAT POWERFUL PIANO PERSONALITY VERSATILE-UNUSUAL-TERRIFIC
 Currently
LORD LANSDOWNES LOUNGE, Dayton, Ohio

An Unsurpassed Musical Unit
 Currently
HELENE CURTIS LOUNGE, Charleston, South Carolina

THE JACK WEDELL QUARTET

EDDIE POWELL
Sophisticated Songs and Stories
 At the Piano
 Currently
OASIS CLUB, Sioux City, Iowa

Featuring Novelty Vocals in French, Spanish and English
 Currently
SPORTSMEN'S CLUB, Peoria, Ill.

MIKE MCKENDRICK'S INTERNATIONAL TRIO

BOB SANDO SWINGTET
Solid But Subtle Swing
 Currently
THE BOWL, Springfield, Ill.

The Mr. and Mrs. of Song Requests "You Name It and We'll Play It"
 32nd Week
GOLD FRONT CAFE, Cheboygan, Mich.

RED & CLAIRE CLARK

MARY ANN FOLEY
Youthful Screwball at the Piano
 Playing the better cocktail rooms in the middlewest

For Dancing and Listening Pleasure
 Currently
WHITE CITY CLUB, Springfield, Ill.

ELI COTTRELL SWING QUARTET

AL PIERSALL'S "THREE KINGS OF RHYTHM"
SENSATIONAL SEPIAN JUMP TRIO
 Currently
CRAGIN LOUNGE, Chicago

MARVIN MILLER
 His Guitar and Outstanding Tenor Voice
DEMAND RETURN ENGAGEMENT
SCHROEDER HOTEL
 Milwaukee
 Direction Consolidated Radio Artists

Sepian Sensation of Boogie Woogie
DOROTHY CARROLL
 Singing Songs in a Modern Manner
 Currently
THREE DEUCES, Chicago
 Direction CRA

IN SHORT

(Continued from page 17) Maereya and Rene Gunsett, now in St. Louis looking for a partner. Rene is a private, stationed in Africa. . . THE GOLDEN PAIR filling a two-week date at the 400 Club, St. Louis. . . CHICO MARX experimenting a vaude act with Harry Burns. Played the Palace, Fort Wayne, Ind., over the week-end, following the National, Louisville.

LLOYD AND WILLIS are at the Hippodrome, Baltimore, following a week at the Adams, Newark, N. J. . . MATA AND HARI are back in fold after a 10-week vacation in Hollywood, during which time they rehearsed new routines. They go into the Roosevelt Hotel, New Orleans, November 11 for five weeks, before heading east.

PROFESSOR BACKWARDS opens at the Walton Roof, Philadelphia, October 28. . . HAWKANE AND LANYA opened Monday (25) at the Windmill, Charleston, S. C.

DAN AND LORA VALADON together again after an absence of five years caused by Lora's illness. Have closed a tour for USO and are heading east.

In the Armed Forces:

DON JULIAN, of Julian and Marjori, into the army. For the past year, team has limited itself to club dates in the San Francisco area, where Julian doubled in a defense plant.

PANCHO ROCHELLE of Pancho and Danita, into the army September 27. He split up the act while at the Vine Gardens, Chicago.

PAUL WING (and Toy) reports to Fort Dix, N. J., November 6.

NIGHT CLUB REVIEWS

(Continued from page 18) DuPraw and Herby Walsh. Miss Rose is a pleasant warbler and easy to look at. Food and service are as good as can be expected in wartime.

Ted Johnson.

Club Bali, Miami

Talent policy: Show and dance band; floor shows at 8:45 and 12. Management: Wingy Grober. Prices: Dinners from \$1.50.

Spot is scoring with Ramona, seasoned radio and club performer, who offers songs with her own peculiar piano accompaniment. Receives big applause.

Glen and Bus offer good entertainment. Somber-faced Bus plays a violin, while Glen talks, sings and tingles his guitar. The boys made a hit here.

Wally John has a pleasing baritone voice and is doing very nicely. Cesar and Rosita satisfy in Latin-American dances. A nicely dressed act.

Dave Lester and ork provide the music. This spot is near downtown, and in the heart of the hostelrys housing the sailor contingent in training, from which it draws plenty of biz. L. T. Berliner.

Hotel Netherland Plaza, The Patio, Cincinnati

Talent policy: Show and dance band; floorshows at 7:15 and 11:30 (extra show on Saturday); no Sundays. Management: Max Schulman, hotel manager; Oscar Kline, room manager; Amy V. Pace, publicity. Booker, Esther Silsbee, CAC. Prices: Dinners from 90 cents; drinks from 25 cents.

Altho the liquor shortage and scarcity of red points may prove annoying at times, this popular, one-flight-down bistro, the only hotel-operated room in

ACTS, CHORUS GIRLS

Plenty Work in South. Send Photos. Lowest Salary and Full Description.

ASSOCIATED ARTISTS, INC.

Barnett Bldg. Jacksonville 2, Florida

ACTS--ACTS--ACTS

Can Break Your Jump in Route Either Coast. Contact

TOM DRAKE AGENCY

712 Midland Bldg. KANSAS CITY, MO. Phone: Victor 6029 Hazel Randall—Associates—Bob Sperry.

town offering a steady diet of three acts and a band, continues to attract the medium-bracket spenders in mobs. And the reason is no secret—the spot's cuisine, popular prices and palatable entertainment adds up to a good buy. The act famine has cut in a trifle on the quality of the shows in recent months, but not sufficiently to bring a squawk from the trade. Current layout isn't up to par, but the patrons wacked palms merrily nevertheless.

Billie Hayes, cute and energetic lassie, gets things rolling with machine-gun tapping in which she misses nary a lick. Doffs her slacks to return a little later on in soubret attire for a corking toe-tap routine. Was well received, and needs only a few tips on showmanship to be at her best.

Les Lester, 18-year-old vent, totes an interesting dummy and displays okay vent technique, but needs an act. Present offering consists of a series of standard gags, and most of them familiar, delivered without any semblance of continuity. Kid has looks and appearance, and needs only routining to put him on the right track.

Dwight and Gordon, male voices, with one accompanying on the accordion,

started slowly but warmed up sufficiently near the wind-up to pull a goodly measure of applause, thanks to a crowd that was in the mood for song. Their voices are easy to listen to, but they need a punchier opening. Not until the accordionist gives out on Pistol Packin' Mama does the audience wake up. Younger lad puts good voice to Headin' for the Blue Horizon, Paper Doll and You'll Never Know, but lacks aggressiveness and zip. Team would do well to gear their act to the tempo set by the accordionist, who does a swell job of accompanying on the squeeze box.

Bill Harrington, in addition to emceeing in okay fashion, leads the six-piece ork capably in both the dance and show chores. The band's instrumentation is better adapted to this low-ceilinged room than some of its predecessors.

Bill Sachs.

New Owner for Balto Spot

BALTIMORE, Oct. 23.—Warren's nitery is now under ownership and management of Jack Sweeney. Opening bill under new ownership is headed by Billy Stone and Nanette, Leo Bateman, Roberta and Jack Decker's ork.

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

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

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

A

- Amazing Mr. Ballantine (Plaza) El Paso, Tex., 29-31, t; (Worth) Fort Worth, Nov. 5-8, t. Amorese, Ruth & Billy (La Martinique) NYC, nc. Anderson, Ann (Palace) Cleveland, t. Anderson, Lyle (Circle) Hollywood, nc. Andre, Andree & Bonnie (Beverly Hills) Newport, Ky., cc. Apus & Estrellita (Earle) Phila., t. Argentine Duo (Firemen's Show at Arena) St. Louis 22-31. Arnaut Bros. (Hurricane) NYC, nc. Arres, Don (La Conga) NYC, nc.

B

- Bagley, Eleanor (Village Vanguard) NYC, nc. Balabanows, The (Oriental) Chi., t. Baldwin & Bristol (Rex Grill) Lowell, Mass., nc.; (Crystal Lounge) Lowell, Nov. 1-6, nc. Banks, Sadie (Old Rumanian) NYC, nc. Bary, Jean (President) St. Louis, h. Barry, Joan (Tic Toc) Milwaukee, nc. Barton & Brady (Trocaadero) Henderson, Ky., nc. Bates, Peg Leg (Capitol) NYC, t. Baxter, Bobby (Kentucky) Louisville, h. Beck, Gerie (Gayety) Baltimore, t; (Gayety) Washington 29-Nov. 4, t. Belmont, Dale (Louise's Monte Carlo) NYC, nc. Belmore, Barbara (Latin Quarter) NYC, nc. Bergen, Jerry (Hurricane) NYC, nc. Berry Bros. (Zanzibar) NYC, nc. Elaine, Dorothy (Nicollet) Minneapolis, h. Blakstone, Nan (Shangri-La) Boston, nc. Bono, Marie (Jefferson) St. Louis, h.

C

- Boran, Arthur (National) Richmond, Va., 4-10, t. Brasno, Richard (Lookout House) Covington, Ky., nc. Britton, Pamela (Latin Quarter) NYC, nc. Britton, Sherry (Leon & Eddie's) NYC, nc. Brooks, David (Versailles) NYC, nc. Brown, Walter & Jean (Vine Gardens) Chi., nc. Burns Twins & Evelyn (National) Louisville, t. Burton's Birds (Lotus) Washington, re.

D

- Galgary Bros. (Oriental) Chi., t. Callahan Sisters (Royale) Detroit, nc. Cappiello & Mario (Village Barn) Hartford, Conn., nc. Carlisle, Charlie (Bowery) Detroit, nc. Carter & Moreland (Palace) Cleveland, t. Chadwicks, The (Nicollet) Minneapolis, h. Chocolate Bards (Kelly's Stables) NYC, nc. Chords, The (Orpheum) Omaha 22-28, t. Claire, Vera (Phillips) Kansas City, Mo., h. Claudet, Marguerite (Whitecomb Sulphur Springs) St. Joseph, Mich., h. Conrad, Cliff (Embassy) Brooklyn, nc. Cool, Harry (Chicago) Chi., t. Corday & Triano (Versailles) NYC, nc. Corey, Irwin (Ruban Bleu) NYC, nc. Cortez, Florez (Te Pea) Miami, nc. Costello, Jimmy (Tic Toc) Milwaukee, nc. Crespi, America (Havana-Madrid) NYC, nc. Cross, Criss (Versailles) NYC, nc.

D

- Daniels, Marion (REO-Boston) Boston, t. Dante & Co. (Temple) Rochester, N. Y., t. Davis, Roy (885 Club) Chi., nc. Davis, Shorty (Earle) Phila., t. Dean & Brock (Sawdust Trail) NYC, nc. De Croff, Ann (Astor) Montreal, nc. Del Rio, Diane (Kitty Davis) Miami, nc. DeMar & Denise (Bismarck) Chi., h. De Marco, Renee (Statler) Detroit, h.

- De May & Moore (Leon & Eddie's) NYC, nc. Dennis & Sayers (Walsh's) Pawtucket, R. I., t.-re. Dennis Sisters (Hurricane) NYC, nc. De Vries, Sharon (Alpine Village) Cleveland, nc. Dewey Sisters (Tower) Kansas City, t; Spokane, Wash., Nov. 1-13. Dombey, Ken (Puritas Springs Perk Rink) Cleveland, p. Donegan, Dorothy (Latin Quarter) Chi., cl. Dorsay, Pitt (Tony's Subway) Peoria, Ill., nc. Doss, Benny (Army Camp Show) Hattiesburg, Miss. Dowling, Elaine (Idle Hour) Charleston, S. C., nc. Doyle, Eddie & Amy (Lyric) Mobile, Ala., t. Doyle, Mary Jane (Phillips) Kansas City, Mo., h. D'Ray, Phil (Casino Cafe of Tomorrow) Chi., nc. Drake, Robert & Little Jeanne (Klub Hawaii) Albany, N. Y., nc. Drayton, Danny (Palace) Columbus, O., t. Drew, Daryce (Orpheum) Minneapolis, t. Durant, Jack (Chicago) Chi., t. Dwight & Gordon (Patio) Cincinnati, nc.

E

- Edwards & Arden (Tic Toc) Milwaukee, nc. English, Ray (Lookout House) Covington, Ky., nc. Evans, Bob (Beverly Hills) Newport, Ky., cc.

F

- Farrell, Jack (Tic Toc) Milwaukee, nc. Fitzgerald, Ella (Zanzibar) NYC, nc. Florella & Bovette (Orpheum) St. Paul, t; (Orpheum) Davenport, Ia., 29-31, t. Foley, Bernice (Lookout House) Covington, Ky., nc. Frisco, Joe (Club 18) NYC, nc. Fuller, Bob (Lookout House) Covington, Ky., nc.

G

- Gialante & Leonarda (Mayfair) Boston, nc. Gardner, Grant (Savoy) Oakland, Calif., h. Gaye, Gloria (K Grill) Syracuse, N. Y., nc. Gaynor & Ross (Beverly Hills) Newport, Ky., cc. Gilman & Lawer (Tower) Kansas City, t. Ginger Snaps (Chins) Cleveland, cl. Goodenough, Forrest (Pierre) NYC, h. Gory, Gene & Roberta (Kitty Davis) Miami Beach, Fla., nc. Grandfather's Swing Follies (Lookout House) Covington, Ky., nc. Guill-Guill (Greenwich Village Inn) NYC, nc. Guy, Cheryl (Lido) San Francisco, nc.

H

- Hall, Marjorie (51 Club) NYC, nc. Hanneford, George, Family (State Fair) Shreveport, La., 23-31. Harding & Moss (Dixie) NYC, h. Harrison & Fisher (Latin Quarter) NYC, nc. Hart, Burneta (Jefferson) St. Louis, h. Hatten, Alma (Congress) St. Louis, cl. Hawthorne, Irene (Versailles) NYC, nc. Hayes, Billie (Patio) Cincinnati, nc. Hazard, Hap, & Mary (Naval Air Station) Corpus Christi, Tex. Heat Waves (Swan) Phila, nc. Honning, Pat (Paramount) NYC, t. Herbert, Jack (Edgewater Beach) Chi., h. Hibbert, Bird & LaRue (Royale) Detroit, nc. Hickson, Hal (Club 18) NYC, nc. Higgins, Peter (Tower) Kansas City, Mo., t. Hill, Dorothy, Girls (Chicago) Chi., t. Hinds, Nina (Bellerville) Kansas City, h. HoGray, Bee (Tower) Kansas City, t. Hollywood Pin-Up Girls (Orpheum) Denver, t. Horne, Lena (Capitol) NYC, t. Howler, Winnie, Dancers (Iceland) NYC, nc. Hoystradt, John (Mark Hopkins) San Francisco, h. Hutton, Marion (Palace) Columbus, O., t.

I

- Iberia, Linda (El Chico) NYC, nc. Ink Spots (Paramount) NYC, t. James, Ida (Circle) Hollywood, nc.

POLLY JENKINS AND HER MUSICAL PLOWBOYS (U. S. O. T. T. #20) For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Ellen, N. Y.

Jaxon, Great (Rialto) Anderson, S. C., 27, t. (Modjeska) August, Ga. 28-30, t; (Victory) Charleston, S. C., Nov. 1-3, t. Johnson, B. & F. (State) NYC, t. Jones, Allan (Palace) Cleveland, t. Jules & Webb (Mayflower) Akron, O., h.

The Boy With the Romantic Voice FRANK LESTER NOW—7th Week, SWAN CLUB Philadelphia JOLLY JOYCE Earle Theater Bldg. PHILADELPHIA, PA.

K

Kay, Dolly (Greenwich Village Inn) NYC, nc. Kellerman, Mimi (Latin Quarter) Chi., cl. Kelso, Joe (Mayfair) Dayton, O., t. Kent, Martin (Coq Rouge) NYC, nc. Knight, Evelyn (Plaza Royale) St. Louis, nc.

L

Lu-Cellia (Versailles) NYC, nc. Lane, Muriel (Henry Grady) Atlanta, h. Labato, Paddy (Stevens) Cleveland, c. Larkins, Ellis Trio (Blue Angel) NYC, nc. Laska Sisters (Beverly Hills) Newport, Ky., cc. Lathrop & Lee (Earle) Washington, t. Lawlor, Terry (Belmont Plaza) NYC, h. LaZellas, Aerial (Nite Spot) Dallas, nc. Layton's Dogs (Rio Casino) Boston, nc. Lee, Bob (Wivel) NYC, re. Leit & Felts (Continental) St. Louis, h. Lester & Irmajan (Madrid) Louisville, nc. Lester & White (Patio) Cincinnati, nc. Le Verde, Leon (3700) Cleveland, nc. Lewis, Joe E. (Copacabana) NYC, nc. Lewis, Ralph (Chase) St. Louis, h. Little Tough Guys (Orpheum) Minneapolis, t. Lloyd & Willis (Hippodrome) Baltimore, t. Loring, Lucille (Town Tavern) Rockford, Ill., nc. Lorraine, June (Glenn Rendezvous) Newport, Ky., nc. Los Ojodos (Havana-Madrid) NYC, nc. Louis & Cherie (Holland) Eugene, Ore., nc; (Post St.) Spokane, Nov. 4-6, t. Louise, Phyllis (Monaco's) Cleveland, nc. Lowe, Hite & Stanley (RKO-Boston) Boston 28-Nov. 4, t. Lydia & Joresco (Hollenden) Cleveland, h. Lynne, Carol (Biltmore) NYC, nc.

M

McGowan & Mack Ice Revue (Chase) St. Louis, h. McIntyre Sisters (Helsing's) Chi., nc. Mack, Mae (Bellerive) Kansas City, h. (See ROUTES on page 33)

Advance Bookings

THE ALBINS: Oriental, Chicago, Nov. 5 (week). BELLE BAKER: Rio Cabana, Chicago, Nov. 18 (four weeks). EDGEWATER BEACH HOTEL, Chicago: Glover and LaMae, Dan Harden, Nov. 5-25. LENNY GALE: Capitol, Washington, Dec. 10 (two weeks). FAY AND GORDON: Statler Hotel, Boston, Nov. 15 (four weeks). BEE KALMUS: Florentine Gardens, Hollywood, Nov. 17 (indefinitely). MERRY MACS: National, Louisville, Dec. 17 (week); Oriental, Chicago, 24 (week); Riverside, Milwaukee 31 (week). MATA AND HARI: Roosevelt Hotel, New Orleans, Nov. 11-Dec. 15. PAUL MOORE: La Martinique, New York, Nov. 3 (four weeks). THE NOVELLOS: Orpheum, Omaha, Oct. 29-Nov. 4; Orpheum, Davenport, Ia., 5-7; Iowa, Cedar Rapids, Ia., 8-11; Orpheum, Sioux City, Ia., 12-14. ORIENTAL, Chicago: Jeanne Carroll, Nov. 5 (week); Blackstone, Borrah Minevitch's Rascals, 26 (week); Jane Withers, Dec. 3 (week). BILLY RAYES: Blackhawk Cafe, Chicago, Nov. 17 (four weeks).

O. D. MACK THEATRICAL ENTERPRISES 609 Shubert Bldg. PHILADELPHIA, PA. Phone: Kingsley 9012—Jefferson 1509 Exclusive Manager JACKIE DE MARCO Tap Dancer Now at Wagon Wheel, Darby, Pa.

Putting Teeth Into Reading the Riot Act to Scalpers

Twice within recent weeks members of the Code Enforcement Authority, joint committee of the League of New York Theaters and Actors' Equity, formed to combat over-charging by brokers, together with "appendages" of the legitimate theater industry, have been invited downtown to see License Commissioner Paul Moss brandish the big stick.

On September 22 the watchdogs of the theater's ticket code plus some 30 to 40 representatives of the licensed ticket agencies of New York heard the commissioner lay down the law to the brokers. He warned that scalpers must cease over-charging at once or be put out of business by his department. He ordered the brokers to keep books from now on and called on the public to cooperate by reporting cases of over-charge. Three weeks later, on October 13, he did a repeat performance for the benefit of stewards of several exclusive clubs about town, at which time he tossed out the thought that the middleman who passes along an illegal fee is just as "guilty" as the agent who sold him the ticket.

As usual, the dominant reaction to the commissioner's little let's-get-acquainted-with-the-statute parties was a complete and overwhelming surprise. The brokers certainly knew nothing about scalping. Seventy-five cents—that's what the law says and that's what they charge. To listen to them it must have been a few other guys named Joe. The four administrators of the legit ticket code who represent the League and Equity had no idea why they were sent for either. The Authority hadn't requested an audience with the commissioner. It did contribute the opinion, however, via Paul Dullzell, one of the Equity members of the body, that perhaps the public was equally guilty. He suggested that "something ought to be done to the law to reach the buyer, too." "Pending any such revision," he added, "the Authority, very lenient with offenders in the past, is in the mood to become much tougher with subsequent violators."

The club stewards were not only confused but hurt. What could they do?, they asked. The brokers had them by the throat.

Since February 10 of this year, when Supreme Court Justice Samuel Null threw out a motion of the ticket brokers for an injunction against the commissioner, the right to license New York City brokers has been vested undisputably in the office of the Commissioner of Licenses. Within his jurisdiction lies the full legal and police power to enforce the State ticket law.

It should not be the sole responsibility of Code Enforcement Authority to ride herd on the 35 or 40 licensed agents who serve the Broadway area. The League, which is one-half of GEA, is primarily interested in filling as many seats as possible in the houses of its manager-members. Equity, the other half, is a union of actors with the professed purpose of keeping as many of its members employed for as long a period as possible. By its own admission the Authority has been over-lenient with code violators. It is not to the best interests of both to deny tickets to brokers for long periods of time.

Nor can the commissioner depend too much on the public. That segment of it which plunks down \$8.80 and more for a \$4.40 seat takes a peculiar pride in its ability to buy its way into the front pews. It is not likely to be playing finger-man for the License Department.

If the commissioner is serious about scalping the scalpers the time is now ripe to put some punch behind the scalp act. In the nine months since Mr. Moss was given unquestionable jurisdiction in the matter, only one agent has had its license suspended. The effect has been so negligible that it is hardly likely that the boys even took time out from their curb marketing to take cognizance of the occurrence.

Don't let them kid you, commissioner. It's not enough to amend the law to include the public among the guilty. If over-charging is to be wiped out, the statute should not overlook those elements within and without the theater who "aid and abet" the naughty-naughty proclivities of the ticket brokers.

Bookkeeping and squealing won't solve your problem, commissioner.

"Mom's Day" Socko In San, 3-Week 38G; N. Y. Billing Altered

SAN FRANCISCO, Oct. 23.—*Mother's Day*, which tip-toed into the Geary only to develop into a smash hit overnight, wound up its career (16) with a take of \$38,000 at end of the third week. Show is set to open in New York October 27.

NEW YORK, Oct. 23.—When *Mother's Day* preems here next Wednesday (27) it will be under a new handle, *Slightly Married*. Picture money. Picture style re-billing.

Gil Miller Checks Out of 'Outrageous'; Meloney on His Own

NEW YORK, Oct. 23.—Gilbert Miller has bowed out as co-producer with William Brown Meloney of Rose Franken's new play, *Outrageous Fortune*, currently on tryout in Boston. Miller office here confirmed that Miller wanted to close the

play this week and have a re-writing job done on it before its New York opening. Meloney, the author's husband, preferred to let it come in as is.

Latest reports are that the play will come in within two weeks tho not to the Royale where it was originally carded.

7 Feagin Schoolers Give "Retirement"; 4 Stand-Outs

NEW YORK, Oct. 23.—As their senior class talent showcase, the Feagin School of Dramatic Art Thursday night (21) presented *Ladies in Retirement*, by Edward Percy and Reginald Denham, in the school theater at Rockefeller Center.

Under Robert Henderson's direction, the seven young thespians in this murder melo made a very creditable showing, with honors going to Jane Moultrie and Mary Jean Holmes as the crazy Creed sisters, Vivienne McGaughey in the lead as Ellen Creed and Ken Herman, the lone male in the cast. All of them showed definite promise, with the first two turning in good character work in none-too-easy roles. Others in the cast were Ann Mooney, Edith McCormick and Diana Foster.

The next production is skedded for November 16 and 18. The play will be chosen later. F. G.

"Artists" Drops in Hub, 24½G; "Porgy", "Patriots" Up, 22 & 16; "Kiss" 14G; "Fortune" Flop 8½

BOSTON, Oct. 23.—Boston's legit business remains steady and good.

Artists and Models dropped to \$24,500 this week as against \$30,000 at opening week at Opera House.

Porgy and Bess looks \$1,000 better this

week than last at the Shubert. The figure is \$22,000.

Gross of *The Patriots* was also hiked a G to \$16,000 for second week at the Colonial.

Old Faithful is the term for *Kiss and Tell* at the Plymouth, the sixth week drawing a solid \$14,000.

The only really bad news out of the Hub is the poor showing of the new Rose Franken piece, *Outrageous Fortune*, which played a week at the Wilbur to a weak \$8,500.

Broadway Stock Finds Material Not Available

Opens With "The Petrified Forest"

NEW YORK Oct. 23.—The new stock venture under the aegis of Mary Elizabeth Sherwood, skedded to open at the New Amsterdam Roof November 1, is having tough sledding trying to find plays to fill out a contemplated 10-week season.

Opener, Robert E. Sherwood's *The Petrified Forest* is set, and is due to open Monday night (25) at the Chapel Hill Theater, Great Neck, L. I., coming into the New Amsterdam Roof the following Monday. Plan is to have the plays do a week in each house.

Meanwhile the search for a second play is proving an ace headache, with playwrights nixing efforts to release their work for Main Stem stock showing.

First of the no-men was Theater Guild's Lawrence Langner, who turned thumbs down on a production of *Pursuit of Happiness*, of which he is co-author. Excuse was that he was considering possibilities of turning it into a musical (*The Billboard*, October 9). The same situation occurred when efforts were made to get *Room Service*, the owners claiming they too had musical ideas about their play's return to Broadway.

Further search revealed that no plays by Eugene O'Neill, Emyln Williams or Noel Coward can be done in stock on Broadway, tho rights may be obtained for doing them in outlying districts far from the big money audiences. Permission for G. B. Shaw plays will be given only if the full castings is presented for O. K. beforehand.

Recently *New York Sun's* drama ed, Ward Morehouse, suggested a stock revival of *Kismet*, but that is out, too, as MGM has just finished the movie version.

Present possibilities are for Samuel Raphaelson's *Accent on Youth* as follower to *The Petrified Forest* or a play by the company's p. a., Ned Armstrong, *Crosstown Bus*, originally set for later in the season. An unpublished thriller by Reginald Denham is also in the cards. So far none of the plays on available lists fit the season.

Comedy Vs. Tragedy --Osborn for Pisc As "Voyage" Stager

NEW YORK, Oct. 23.—Clash of views as to how the Theater Guild's *The Innocent Voyage* should be directed has led to the resignation of Erwin Piscator as stager and the taking over by Paul Osborn, who adapted the play from Richard Hughes' novel, *High Wind in Jamaica*. Opening is skedded for the Belasco November 12.

Difference arose over whether the comedy aspects or a build-up to the tragic ending of the play should be stressed, with Piscator plugging for the latter and Osborn for the humor. Parting was amicable, according to Piscator and Lawrence Langner, Guild official, and the former is due to take over another Guild possibility, the Czech comedy, *Good Soldier Schweik*, if and when the property is cleared by the Allen Property Custodian.



Legit Review Percentages

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.

"Othello"—100%
YES: Barnes (*Herald-Tribune*), Chapman (*News*), Coleman (*Mirror*), Garland (*Journal-American*), Kronenberger (*PM*), Morehouse (*Sun*), Nichols (*Times*), Rascoe (*World-Telegram*), Waldorf (*Post*).

"The Naked Genius"—22%
YES: Coleman, Garland.
NO OPINION: None.
NO: Barnes, Chapman, Kronenberger, Morehouse, Nichols, Rascoe, Waldorf.

BROADWAY OPENINGS

THE PLYMOUTH

(Opened October 21, 1943)

THE NAKED GENIUS

A comedy by Gypsy Rose Lee. Staged by George S. Kaufman. Settings by Frederick Fox. Costumes by Billy Livingston. Company manager, Louis Epstein. Stage manager, Franklin M. Heller. Press representatives, Lewis Harmon and Frank Goodman. Presented by Michael Todd.

- Honey Bee Carroll
- Angela
- Stuart Tracy
- Williams
- Fred-eric
- Shop Girls
- Alonzo
- Drunk
- Pansy
- Lollie Adams
- Albassi
- Sam Hinkle
- Charles Goodwin
- Myrtle McGuire
- Mrs. Thompson
- Mrs. Davis
- Miss Holmes
- Emily
- Gladys
- Teddy Martin
- Sally Martin
- Joan Blondell
- Pauline Myers
- Millard Mitchell
- Byron Russell
- Rex O'Malley
- Eleanor Prentiss
- Kay Buckley
- Antel Rousseau
- Anton McQuade
- Phyllis Povah
- Bertha Belmore
- Georgia Sothorn
- Lewis Charles
- Donald Randolph
- Doro Merande
- Emily Ross
- Frieda Altman
- Edmonia Nolley
- Rosemary Rice
- Mary Ashworth
- Gil Mawson
- Bernice Maison

- First Judge
- Second Judge
- Judge Taylor
- Mr. Goodwin
- Mrs. Goodwin
- A Moving Man
- Life Man
- A. P. Man
- State Trooper
- A Man
- James Moore
- William Torpey
- John Souther
- Judson Langill
- Marie Louise Dana
- George Cotton
- Tom Daly
- Ralph Lewis
- Robert Downing
- Ralph Glover

Gypsy Rose Lee knows her G-string. She also knows the characters in and around the burly wheel. She has been able to pin them down on paper twice for a fat sale. But there seems to be a lot of difference between getting 'em into print and putting 'em on a platform. Her deb at making with the stage words comes a prattfall.

With *Naked Genius*, the tale she has to tell concerns the same kind of knights and ladies of the grind houses who stalked the pages of *The G-String Murders* and *Mother Finds a Body*. But this time her stripper heroine is not bedeviled by odd bodies lying about. She's just written a book—that she didn't write. In a fit of pique with her manager she decides to marry her publisher and finally airs him for the guy who belongs to

her own world. Put some clothes on the gal and make her a sales person in a bargain basement and it's a notion that might win first prize in the drama club competition of the senior class at Miss Titwilliger's Finishing School.

Apparently, Gypsy intended another *You Can't Take It With You* with burly overtones. She has festooned *Genius* with a parade of extraordinary guys and femmes (31, count 'em!). All of them are a bit wacky and some of them are funny. There's a swish hat designer, a toilet duenna who sells hot underwear as a side line, a frustrated opera singer with a flair for G-string needlework, a subordinate stripper name Alibassi ("you know, because she works in white paint.") and, of course, Gyp's favorite character, mama, the ex-tights queen with an unholy delight in mixing in slightly shady transactions. She has built for a smash, wacky finish with one of the craziest weddings ever seen on any stage.

On paper it sounds like a set-up for a new laugh hit. Perhaps that's what fooled Mike Todd and likewise George Kaufman. But somehow, behind the foots, it doesn't come off. There are bits that are standouts, such as Rex O'Malley's queening it over the hats and the bridal gowns, Doro Merande's ladies-room pirate, Georgia Sothern's authentic job as a bumps-gal and Phyllis Povah to give mama just the kind of a lift she needs. All good players, in there battling every minute to make *Genius* seem funnier than it is and, while they are on, succeeding. In spite of whatever George Kaufman has been able to do, the intervals add up to long lulls.

Joan Blondell, as the gal who has her memoirs ghosted, is orb-filling both in negligee and a stripper's bridal dress. She has mastered the G-string march. But she isn't easy at it and seems to realize it herself. It's all in fun and she's just too nice a gal to be doing that sort of thing. Millard Mitchell's pitch at a character from the burly fringes hit much nearer the mark. Gypsy, of course, has made her hero a right guy with a heart of gold, but Mitchell's "Duffy's Tavern" delivery puts steam into the corny spots.

It is to Gypsy's credit and also to George Kaufman's that they didn't want *Genius* unveiled on Broadway. Whatever happens to it is right in Mike Todd's lap. Under ordinary conditions it would zip off as fast as a stripper's shoulder-strap. But with everybody gone mad to get their money down at the town's playhouse turnstiles, with the pic rights already sold to 20th Century-Fox for a walloping \$350,000, and a daily five grand advance sale, who can tell but what a flash of genius may have struck Todd even if it missed the show.

Bob Francis.

SHUBERT THEATER

(Opened Tuesday, October 19, 1943)

OTHELLO

A tragedy by William Shakespeare. Produced by Margaret Webster. Associate producer, John Haggott. Settings and lighting by Robert Edmond Jones. Music by Tom Bennett. Company manager, John Yorke. Conductor, Milan Hartz. Press representatives, Alfred H. Tamarin and June Greenwall. Presented by the Theater Guild.

- Roderigo Jack Manning
- Iago Jose Ferrer
- Brabantio Averell Harris
- Othello Paul Robeson
- Cassio James Monks
- Duke Robert E. Perry
- Lodovico Philip Huston
- A Messenger Henry Barnard
- First Senator Jack De Shay
- Second Senator Graham Velsey
- Third Senator John Ireys
- Desdemona Uta Hagen
- Montano William Woodson
- First Soldier at Cyprus Sam Banham
- Second Soldier at Cyprus Eugene Stuckmann
- Third Soldier at Cyprus Bruce Brighton
- Emilia Margaret Webster
- Bianca Edith King
- Gratiano Robert E. Perry
- Senators, Soldiers, Servants and Citizens: Martha Falconer, Timothy Lynn Kears, David Koser, John Gerstard, Jeff Brown, Albert Hachmeister, Ronald Bishop.

Margaret Webster swung back into Broadway with another of her slick and streamlined Shakespearean productions, this time giving Paul Robeson his longed-for innings in the title role of *Othello*. He emerges impressively, often stirring and always interestingly, but his portrayal of the simple, honest Moor driven mad with jealousy, is uneven and takes quite a while to grow into a performance that merits the huzzahs and hosannas which come with the final curtain. He gets there, mind you, but for the first act it's an uphill climb against the standout characterization of Jose Fer-

rer's Iago. That's a performance, brother! This show is a surefire long run.

In the early scenes Robeson shows that he's still conscious of his fame as a singer whose lush, rich tones with power to spare can fill any hall anywhere. In the first half of the play his voice booms musically in startling contrast to those of his fellow actors, and he seems to concentrate more on vocal tones than on acting. He recites the musical lines as a musician rather than as an actor. This is very noticeable in the jealousy scene when he is pitted against Ferrer's superbly subtle, cynical, scheming malevolence. Ferrer, who talks his lines more in prose than in poetry, makes himself far more creditable as a character than does Robeson here. The latter, between spurts of cadenced oratory, nibbles the scenery more than the part demands.

But, with the rise of the second-act curtain, Robeson the singer takes a back seat, and Robeson the actor gets into his stride. He builds up to a terrific climax and even tho, in the final scene, with bodies lying around like throw-rugs all over the joint, and the pace lagging to the point where everyone is "an unconscious time a-dying," he turns in a tremendous performance, dominating the stage and gathering the kudos.

At that, however, Ferrer's Iago is the performance folks will be talking about for the run of the play and for a month o' Sundays after that. His crafty, evil Ancient, masking his villainy under a bluff, cynical cloak, is grand and gripping to watch. He's got 'em all fooled

from first curtain until his unmasking.

Uta Hagen makes the usually dim part of Desdemona sparkle. She invests the character with dignity and pathos and packs a wallop in her final death scene. Margaret Webster, taking a hand in the proceedings, plays Emilia, and thru most of the play makes her a pert, knowing wench, tho in the closing gore-fest she takes a hunk or two of scenery between her molars. James Monks' Cassio is okay, tho at times a mite stilted. Jack Manning's swish daudy Roderigo puts a novel twist on this characterization and deserves a hand, as does Edith King for her bouncing trollop, Bianca. Philip Huston's dignified Ludovico, William Woodson's Montano and Robert E. Perry's Duke are effective.

In condensing the long tragedy into two acts, Miss Webster has done a neat job, altho if the pace of the first act were kept thruout the second, the death scene wouldn't seem quite so long. That last scene, despite the constant action on stage, has its hanging moments.

Maybe it's war priorities, but Robert Edmond Jones's sets seem pretty meager dressing for this production and lend little atmosphere to the show. The costuming is excellent and highly colorful. For a change, this time a Shakespeare production gets incidental music that is more than a series of meaningless fanfares. Tom Bennett has written a careful and effective mood music score that blends smoothly with the production.

Frank Gill.

Out-of-Town Openings

Erlanger, Philadelphia

(Opened October 19, 1943)

CARMEN JONES

A modern opera in two acts and five scenes by Oscar Hammerstein II, based on Meilhac and Halvey's adaptation of Prosper Merimee's "Carmen." Music by Georges Bizet with new orchestral arrangements by Robert Russell Bennett. Staging and lighting by Hassard Short. Libretto directed by Charles Friedman. Choreography by Eugene Loring. Settings designed by Howard Bay. Costumes designed by Raoul Pene duBois. Orchestra directed by Robert Russell Bennett. Choral direction by Robert Shaw. Press representative, Wolfe Kaufman. Presented by Billy Rose.

THE CAST: Napoleon Reed, Robert Clarke, Carlotta Franzell (or Elton J. Warren), Jack Carr, Luther Saxon (or Buell Thomas), Muriel Smith (or Inez Matthews), Sibol Cain, Edward Roche, William Jones, Cosy Cole, Melvin Howard, Charles Swain, June Hawkins, Jessica Russell, E. S. Tyler, Dick Montgomery, Glenn Bryant (or William Franklin), Robert Clarke, William Woolfolk, George Willis, P. Jay Sidney, Everett Lee, Alford Pierre, Tony Fleming Jr., Fredye Marshall, William Dillard, Melvin Howard, Tony Fleming Jr.

Just as the musical purists cried out in vain when the Tin Pan Alley mob started to put Tchaikovsky on *Hit Parade*, it's a certainty that the operatic purists are going to let out a howl when they find out what Billy Rose did to their beloved Bizet's *Carmen*. Regardless the weight of pros and cons that will be coming, the fact remains that the unblushing Rose has created a freak attraction that packs all the ingredients that make for good music, good theater and good box-office—and all without the use of elephants.

It should be emphasized that *Carmen Jones* is not a swing or jazz version of the classic, altho such transposition in parts would be in complete harmony with the libretto, and certainly help to pace a slow-moving first act. Save for minor rephrasings and cuts, Oscar Hammerstein has seen to it that Bizet's original score is kept intact, but has taken full liberty, however, with the libretto and lyrics. Hammerstein drew the idea for this all-Negro presentation from a concert performance of the opera several summers ago at the Hollywood Bowl, given there without benefit of sets or costumes.

There have been various English translations of *Carmen* before, and even Charlie Chaplin satirized the epic in the silents years ago. But this Rose edition strikes a tangent that is as different as it is delightful. The cig factory in Seville becomes a parachute factory in a Dixie village where the sensuous Carmen Jones is employed. Don Jose becomes a military policeman named Joe. His true love, Micaela, is tagged Cindy Lou. Billy Pastor's Cafe takes the place of the inn at Lillas Pastia. And Escamillo, the toreador, is now a prize fighter named Husky Miller. Yet, it is still the same tragic love affair that proved so fatal

to both Carmen and Don Jose.

Program notes credit swing phopphet John Hammond for his "invaluable assistance" in rounding up this large cast for Producer Rose. However, the Hammond influence is conspicuous by its absence save for the drumnastics of *Cosy Cole* for the cabaret scene. Even here, the stage is properly set for a jam session that would make the *Carmen* music really kick out. Again, the cabaret scene, which has all the color but little of the spirit of the Harlem hotteries, could enjoy another much-needed lift in a Billie Holiday hitting out on one of the arias. And an Eddie South would count for much more in the country club scene in the second act instead of the concert fiddler, whose schooled scraping of the strings was too nervous for comfort.

Therein lies the production's one glaring weakness that will undoubtedly be covered up during its trying-out weeks. Obviously, the cast assignments were handed out on the strength of singing talents alone, for many in the large cast showed all traces of being on a theatrical stage for the very first time. As a result, much of the singing and acting is overstrained rather than smooth-flowing and running. And this apparent lack of stage experience on part of the chirpers makes for stiff and stilted performance that continually drags down the running action of the entire opera.

Nonetheless, the singing as a whole is excellent, and in some instances, match cards with high operatic standards. Even if they can't disport themselves properly on the boards as yet, the assembled cast can sing. And the voices of 20-year-old Muriel Smith and Carlotta Franzell go a long way toward blanketting the thespian indiscretions of the many others in the large cast.

Miss Smith, in title role, is easily the hit. Both in spirit and song, the part is tailor-made for her talents. Thanks to her fluency, she gives the production at this early stage virtually all of its professional gloss to keep it from becoming a mere conservatory recital.

Sharing such honors, but solely on strength of her soprano voice with its crystal-clear and bell-tingling tones, is Carlotta Franzell, as Cindy Lou. On more than one occasion, her articulate aria pipings made for deserving show-stoppers.

Completely overshadowed and disappointing is Luther Saxon, as Joe. Overly restrained, and at other times too forceful, much of the fine lyrical qualities of his voice are dispelled. Moreover, he manifests a total lack of sincerity for the important part he is called upon to portray. Just as Husky Miller wonders what such a luscious and toothsome Carmen can see in such a drab and listless Joe, so does the audience.

Most creditable and often breathtaking is the staging, lighting and color scheme of scenery and costumes of Has-

sard Short. In fact, the efforts of those behind the scenes are of a high order. Once the on-stage cast comes up to those accomplishments, Billy Rose will be ready to brave Broadway and be sure to come out on top again—and all without the need of an elephant.

Following its two-weeker in Philadelphia, show moves to Boston for three weeks before Broadway opening. For the record, this is not the first all-Negro presentation of *Carmen*. In May, 1931, the Drury Opera Company of "All-Colored Artists" offered the Bizet classic at the Metropolitan Opera House in Philadelphia in its grand opera setting.

Maurie Orodnenker.

Wilbur Theater Boston

(Opened Monday, October 18, 1943)

OUTRAGEOUS FORTUNE

A drama by Rose Franken. Staged by the author. Setting designed by Raymond Sovey. General manager, Harry Fleischman. Company manager, Peter Davis. Press representative, Wallace Munro. Production stage manager, Buford Armitage. Presented by Gilbert Miller in association with William Brown Meloney.

- Mrs. Harris Maria Ouspenskaya
- Dr. Andrew Goldsmith Edouard Franz
- Madeline Harris Margalo Gillmore
- Mary Mabel Taylor
- Bert Harris Frederic Tozere
- Julian Harris Brent Sargent
- Kitty Fields Adele Longmire
- Barry Hamilton Dean Norton
- Crystal Grainger Elsie Ferguson
- Cynthia Margaret Williams
- Gertrude Goldsmith Margaret Hamilton

Undoubtedly Rose Franken meant the title of her new play, *Outrageous Fortune*, to be fraught with significance. Back to *Hamlet* she goes to identify this place in which every one of 11 characters is overwhelmed by the "slings and arrows of outrageous fortune." Some feel the weight of racial prejudice, others are torn by neuroses or sexual abnormalities, or stifling frustration, or frightening heart disease, or the imagined millstone of family. Not one escapes the heavy hand of fate or unfortunate circumstance.

In the beginning Miss Franken bravely tackles, then sidesteps the problem of anti-Semitism when her argument swiftly degenerates into an understanding apology for homosexuality. Meanwhile, both are embroidered with the many side issues recited above. Miss Franken has failed to meet squarely any of the problems she has set herself. Rather than develop to conclusion any of these pinacles on which many an artist has pinioned himself, she has slid off in a welter of confusion. But still there is ample evidence of an honest striving for expression, for there are scenes of remarkable sensitivity and characters who occasionally send out flashes of earnest reality.

Miss Franken has set her play in the Long Island home of the substantial Harrises. Neither pride in his child nor the love of his wife prevents Bert Harris from feeling some subtle sense of loss. His wife Madeline is weighted by the eccentricities of her mother-in-law and worried by a suppressed longing for her young protegee, Barry Hamilton, who, in turn, is tormented by an evident but finally false femininity. Julian Harris, Bert's adored younger brother, does not even try to hide his tendencies while his engagement to Kitty Fields crashes and drives her to attempted suicide. Into this morass of conflicts is thrown the brilliant family doctor, Andrew Goldsmith, whose religion has lost him a hospital post, and the middle-aged but mysteriously glamorous Crystal Grainger, whose wisdom, patience and inner strength solve some of the problems and complicate others before she goes off to the library to die of a heart attack.

Justifiably, the actors seemed perplexed by their roles. None could be clearly defined, altho Maria Ouspenskaya drew an affectionate portrait of the elder Mrs. Harris; Frederic Tozere made a manful and enquiring Bert, and Margalo Gillmore a nervous Madeline. In her return to the stage after 10 years' absence, Elsie Ferguson modulates from the fascination of matured glamour to sheer histrionics. Her musical voice is sometimes exciting in its beauty, sometimes barely audible. But the real quality of acting is to be found in the quiet distinction of Edouard Franz in the minor role of Dr. Goldsmith.

Bill Riley.

(Withdrawn for repairs after Saturday, 23.)

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

A

Agnew, Charles (Troadero) Evansville, Ind., 18-29, b.
Akin's, Bill, Continental Four (Hollywood Lounge) Rochester, Minn., nc.
Allen, Bob (Arcadia Grill) Canton, O., nc.
Allen, Bob (Palace) Columbus, O., t; (Palace) Cleveland 29-Nov. 4.
Allen, Red (Garrick Stagebar) Chi., nc.
Andrews, Gordon (18 Club) NYC, nc.
Andrews, Ted (Butler's Tap Room) NYC, nc.
Angelo (Iceland) NYC, re.
Armstrong, Louis (State) NYC, t.
Arturos, Arturo (Park Central) NYC, h.
Astor, Bob (Pelham Health Inn) NYC, nc.
Atkins, Boyd (Faust) Peoria, Ill., nc.
Auld, George (Commodore) NYC, h.

B

Baker, Don (Algiers) NYC, cb.
Baker, Ken (Casino) Hollywood, nc.
Baker, Jimmy (Silver Dome) Marinette, Wis., nc.
Banks, Billy (Fair Park Casino) Greensboro, N. C., nc.
Bar, Vic (Olympic) Seattle, h.
Bardo, Bill (Topper) Cincinnati 30-31, b.
Barnet, Charlie (Park Central) NYC, h.
Baskie, Count (Earle) Phila., t.
Basile, Joe (Fair) Columbia, S. C.
Baum, Charlie (Riobamba) NYC, nc.
Benson, Ray (Baker) Dallas, h.
Bergere, Maximilian (La Martinique) NYC, nc.
Blue, Bobby (New Roof Garden) Leesville, La., 18-30.
Bondshu, Neil (Blackstone) Chi., h.
Borr, Mischa (Waldorf-Astoria) NYC, h.
Bothie, Russ (Agnus) Chi., b.
Bratcher, Washie (Washington) Washington, h.
Brandon, Bob (Gibson) Cincinnati, h.
Brandwynne, Nat (Staller) Detroit, h.
Brawley, Gus (Mamie's Grotto) Milwaukee, nc.
Breese, Lou (Chez Parca) Chi., nc.
Brigode, Ace (Pla-Mar) Kansas City, b.
Brown, Les (Palladium) Hollywood, b.
Bruch, Les (Glenn Rendezvous) Newport, Ky., nc.
Burke, Ceale (Bal Tabarin) Hollywood, nc.
Burns, Bill (Cadet) Camden, S. C., nc.
Busse, Henry (Palace) San Francisco, h.

C

Cabin Ork (Three Deuces) Chi., nc.
Calloway, Cab (Palace) Fort Wayne, Ind., 29-31, t.
Capello, Joe (Jimmy Kelly's) NYC, nc.
Carolina Cotton Pickers: New London, Conn., 27; New Haven 28; (Apolo) NYC 28-Nov. 4, t.
Carter, Benny (Jantzen Beach) Portland, Ore., 29-Nov. 11, p.
Cavallaro, Carmen (Staller) Washington, h.
Chatman, Christine (Oklahoma City 30; Wichita, Kan., 31; Hutchinson, Nov. 1; Dodge City 2-3.
Chavez, Eduardo (Folies Bergere) NYC, nc.
Chester, Bob (Trianon) Southgate, Calif., h.
Chiquito (El Morocco) NYC, nc.
Christian, Eddie (Cricket) Los Angeles, nc.
Cisne, Dick (Rice) Houston, h.
Claridge, Gay (Merry Garden) Chi., nc.
Codelban, Cornelius (Casino Russe) NYC, nc.
Coleman, Emil (Mocambo) Hollywood, nc.
Conn, Irving (Queen Mary) NYC, re.
Conover, Johnny (Bradford Terrace) Rye, N. Y., h.
Cortez, Jose (Latin Quarter) NYC, nc.
Courtney, Del (Tune Town) St. Louis, b.
Cragg, Francis (Hermitage) Nashville, nc.
Cummings, Bernie (Kentucky) Louisville, h.
Curbelo, Jose (La Conga) NYC, nc.
Curbello, Fausto (Stork) NYC, nc.
Curbelo, Herbert (Riobamba) NYC, nc.

D

D'Arcy, Phil (Rogers' Corner) NYC, nc.
Dawn, Dolly (Esquire) Montreal 18-30, nc.
Dennis, Dave (Hurricane) NYC, nc.
Dickman, Harry (Colonial) Hagerstown, Md., h.
Dinorah (Greenwich Village Inn) NYC, nc.
Dobbs, Harry (Swan) Phila., nc.
Donahue, Al (Coliseum) Tulsa, Okla., 27; (Municipal) Kansas City 30, a; (Meadow Acres) Topeka, Kan., 31, b.
Dorsey, Tommy (Pennsylvania) NYC, h.
Drake, Edgar (Blue Moon) Wichita, Kan., until Nov. 12, b.
Dunham Sonny (Orpheum) Minneapolis, t; (Orpheum) Sioux City, Ia., 29-31, t; (Corn Palace) Mitchell, S. D., Nov. 1.
Durham, Eddie (Savoy) NYC, b.

E

Eddy, Ted (Iceland) NYC, nc.
Edwards, Jack (Belmont Plaza) NYC, h.
Ellington, Duke (Capitol) NYC, t.
Ernie, Val (Detroit Athletic Club) Detroit, nc.
Eyman, Gene (Lowry) St. Paul, nc.

F

Farber, Burt (Netherland Plaza) Cincinnati, h.
Fellows, Bob (Pirate's Den) Hollywood, nc.
Fields, Shep (Orpheum) Omaha, t.
Finch, Freddie (Mary's Place) Kansas City, Mo., nc.
Flo Rito, Ted (Roseland) NYC, b.
Fisher, Freddie (Blue Heaven) Los Angeles, nc.
Flindt, Emil (Paradise) Chi., b.
Foster, Chuck (Casa Loma) St. Louis 25-Nov. 4, b.
Four Spaces (Villa Riviera) Long Beach, Calif., h.
Fox, Roy (Riobamba) NYC, nc.
Franz, Ernest (Place Elegante) NYC, nc.
Fraser, Harry (Aloha) Brooklyn, nc.
Fuson, Bob (Elks' Club) Newbern, N. C., nc.

G

Gasparre, Dick (Monte Carlo) NYC, nc.
Gilbert, Johnny (LaSalle) Battle Creek, Mich., h.
Glass, Bill (Algiers) NYC, nc.
Gold, Marty (Folies Bergere) NYC, nc.
Goodman, Benny (New Yorker) NYC, h.
Grace, Sam (Casa Manana) Albuquerque, N. M., nc.
Grant, Bob (Plaza) NYC, h.
Grant, Johnny (Wind Mill) Charleston, S. C., nc.
Grant, Rosalie (Essex House) NYC, h.
Grassick, Bill (Wardman Park) Washington, h.
Gray, Glen (Earle) Phila 29-Nov. 4, t.
Gray, Zola (Frank Palumbo's) Phila., nc.
Grey, Chauncey (El Morocco) NYC, nc.
Grimes, Don (Henry Grady) Atlanta, h.

H

Haas, Ala (Rogers' Corner) NYC, nc.

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; cl—cocktail lounge; h—hotel; nc—night club; p—amusement park; ro—road-house; re—restaurant; t—theater.

Hamilton, George (Chanticleer) Baltimore, re.
Hampson, Lionel (Famous Door) NYC, nc.
Harold, Lou (Bal Tabarin) NYC, nc.
Harrington, Bill (Patio) Cincinnati, nc.
Harris, Rupert (Plantation) Nashville, nc.
Haseltine, Stan (Candlelight House) St. Louis, re.
Hawkins, Coleman (Kelly's Stable) NYC, nc.
Haven, Bee (Showboat) Jacksonville, Fla., nc.
Heath, Andy (Plitah's) Wilmington, Del., c.
Heatherton, Ray (Biltmore) NYC, h.
Reckscher, Ernie (Peabody) Memphis, h.
Henderson, Fletcher (Madrid) Louisville, nc.
Herman, Woody (RKO-Boston) Boston, t; (Capitol) Washington 28-Nov. 3, t.
Hernandez, Frank (Casablanca) Palm Beach, Fla., cl.
Hill, Tiny (Riverside) Milwaukee, t.
Hines, Earl (Armory) Akron, O., 28; (Paradise) Detroit 29-Nov. 3, t.
Hinsley, Jimmy: Grand Haven, Mich., 28; Grand Rapids 29; Muskegon 30; Detroit 31.
Hoctor, Gene (Lookout House) Covington, Ky., nc.
Hoff, Buddy (President) Kansas City, h.
Horton, Aub (Princess) Los Angeles, b.
Horton, Harry (Wive) NYC, re.
Howard, Eddie (Oriental) Chi., t.
Howeth, Eddie (Palms) Lake Charles, La., re.
Hudson, Dean (Palomar) Norfolk, Va., b.
Himber, Richard (Palace) Cleveland, t.
Hummel, Jack (Gloria) Columbus, O., nc.
Hutton, Ina Ray (Orpheum) Omaha, t.

International Sweethearts of Rhythm: Nashville, Tenn., 27; Morganfield, Ky., 28; Louisville 29; (Sunset Terrace) Indianapolis 30-31, nc; Hamilton, O., Nov. 1.

Jackman, Sherwood (Book-Cadillac) Detroit, h.
Jacquet, Russell (Eldorado) Houston, b.
Jagger, Kenny (Sportsman Club) Indianapolis, nc.
James, Jimmy (Rainbow) Denver, b.
Jerome, Henry (Lincoln) NYC, h.
Johnson, Charlie (Small's Paradise) NYC, nc.
Johnson, King (Sheraton) NYC, h.
Jordan, Louis (Swing) Hollywood, nc.

Kari, Sax, Combo (Lyon's Grill) Oklahoma City, nc.
Kassell, Art (Bismarck) Chi., h.
Kaye, Don (Olympic) Seattle, h.
Kaye, Sammy (Strand) NYC, t.
Kendis, Sonny (Copley Plaza) Boston, h.
Kent, Peter (New Yorker) NYC, h.
Kinney, Ray (Book Cadillac) Detroit, h.
Kirby, John (Famous Door) NYC, nc.
Koch, Eddie (Charlie's Hi Hat) Daytona Beach, Fla., nc.
Kolax, King: Auburn, Ala., 27; Albany, Ga., 28; New Orleans 31; Shreveport, Nov. 1.
Korn Kobblers (Rogers Corner) NYC, nc.

La Banie, Nick (Club 400) St. Louis, nc.
Lande, Jules (Ambassador) NYC, h.
Landre, Johnnie (Scottie's Tavern) Southern Pines, N. C., nc.
Lang, Lou (Belvedere) NYC, h.
Lansberry, Hal (Diamond Horseshoe) NYC, nc.
LaPorte, Joe (Old Roumanian) NYC, re.
LeBaron, Eddie (Troadero) Hollywood, nc.
Lee, Cecil (Zombie) Detroit, nc.
Leeds, Sammy (Primrose) Newport, Ky., cc.
Lefcourt, Harry (Rogers' Corner) NYC, nc.
Leonard, Harlan (Alabama) Hollywood, nc.
LeRoy, Howard (Whitcomb Sulphur Springs) St. Joseph, Mich., h.
Lewis, Jack (Swan) Phila., nc.
Lewis, Ted (Hurricane) NYC, nc.
Light, Enoch (Belmont Plaza) NYC, h.
Lombardo, Guy (Roosevelt) NYC, h.
Long, Johnny (Plymouth) Worcester, Mass., t; (Adams) Newark, N. J., 28-Nov. 3, t.
Lopez, Vincent (Taft) NYC, h.
Lunceford, Jimmie (Royal) Baltimore, t; (Castle Farm) Cincinnati 30, nc.
Lutcher, Nellie (Royale) Los Angeles, nc.
Lyman, Abe (Terrace Room) Newark, N. J., nc.

McCune, Bill (Beverly Hills) Newport, Ky., cc.
McGrew, Bob (Kansas City Club) Kansas City, Mo.
McGrane, Don (Latin Quarter) NYC, nc.
McIntyre, Hal (State) Harrisburg, Pa., 28-30, t.

ADVANCE BOOKINGS

GEORGE AULD: Raymor Ballroom, Boston, Oct. 22; Biltmore Hotel, Providence, 23; Ritz Ballroom, Bridgeport, Conn., 24; Apollo Theater, New York, 29-Nov. 4.
TINY BRADSHAW: Charleston, W. Va., Oct. 23; Bluefield, W. Va., 24; Johnson City, Tenn., 25; Charleston, S. C., 26; Brunswick, Ga., 27; Savannah, Ga., 28; Columbia, S. C., 29.
EDDIE DURHAM: Waterbury, Conn., Oct. 24; Portsmouth, Va., 25; Charleston, S. C., 27; Greensboro, N. C., 28; Durham, N. C., 29; Newport News, Va., 30; Norfolk, Va., 31.
DUKE ELLINGTON: Roseland, Taunton, Mass., Nov. 11; City Hall, Portland, Me., 12; Auditorium, Worcester, Mass., 13; Forum, Montreal, 15; Auditorium, Ot-

McIntire, Lani (Lexington) NYC, h.
Madriguera, Eric (Folies Bergere) NYC, nc.
Mann, Mill (18th Hole) NYC, nc.
Manone, Wingy (Babalu) Hollywood, nc.
Manzanares, Joe (La Salle) Chi., h.
Martell, Paul (Arcadia) NYC, b.
Mastio, Dave (St. George) Brooklyn, h.
Marcelino, Muzzy (Florentine) Hollywood, nc.
Martin, Freddy (Ambassador) Los Angeles, h.
Martin, Lou (Leon & Eddie's) NYC, nc.
Martin, Marty (Folies Bergere) NYC, nc.
Martin, Perry (Niccollet) Minneapolis, h.
Martini, Ben (Club 51) NYC, nc.
Masters, Frankie (Biltmore) Los Angeles, h.
Masters, Freddie (Enduro) Brooklyn, re.
Matthey, Nicholas (Russian Kretchma) NYC, re.
Mauthe, Chic (Glenn Rendezvous) Newport, Ky., nc.
Maya, Don (Havana-Madrid) NYC, nc.
Melba, Stanley (Pierre) NYC, h.
Messner, Johnny (McAlpin) NYC, h.
Miller, Eddie (Palladium) Hollywood, nc.
Miller, Freddy (St. Regis) NYC, h.
Mills, Johnny (Candee) Syracuse, nc.
Molina, Carlos (Del Rio) Washington, nc.
Monchito (Versailles) NYC, nc.
Monroe, Vaughn (Commodore) NYC, h.
Monte, Mark (Plaza) NYC, h.
Morales, Nino (Stork Club) NYC, nc.
Morgan, Russ (National) Louisville, t.
Morris, George (Armando's) NYC, nc.
Munro, Dave (Utah) Salt Lake City, h.

Nagel, Freddy (Aragon) Ocean Park, Calif., b.
Newton, Charlie (Gables Inn) Pleasantville, N. J., nc.
Nicholas, Don (Venice) Phila., c.
Nichols, Red (Sweet's) Oakland, Calif., b.
Noone, Jimmie (Streets of Paris) Hollywood, nc.

O'Hare, Husk (Cambridge) Chi., h.
Ohman, Phil (Mocambo) Hollywood, nc.
Olmán, Val (Versailles) NYC, nc.
Ortiz, Eddie (Panama) Los Angeles, nc.
Osborne, Will (Roosevelt) New Orleans, h.

Pafumy, Joe (Belmont Plaza) NYC, h.
Panchito (Versailles) NYC, nc.
Parker, Ray (Village Vanguard) NYC, nc.
Parks, Paul (Valley Lodge) N. Hollywood, nc.
Pastor, Tony (Paramount) NYC, t.
Paul, Frankie (Washington) Indianapolis, h.
Paul, Toasty (Vine Garden) Chi., nc.
Paulson, Art (New Yorker) NYC, h.
Peplito (Havana-Madrid) NYC, nc.
Perry, Ron (St. Moritz) NYC, h.
Pettl, Emilie (Ambassador East) Chi., h.
Powell, Teddy (Flagler Gardens) Miami, re.
Prager, Manny (Child's) NYC, c.
Pripps, Eddie (Latin Quarter) Chi., nc.

Rapp, Barney (Claridge) Memphis, h.
Read, Kemp (Ann's Kitchen) Newport, R. I., nc.
Redman, Don (Zanzibar) NYC, nc.
Reinhart, Dick (Backstage) San Francisco, nc.
Reisman, Leo (Waldorf-Astoria) NYC, h.
Resh, Benny (Bowery) Detroit, nc.
Rey, Alvino (Casa Manana) Culver City, Calif., nc.
Ricardel, Joe (Tavern-on-the-Green) NYC, nc.
Richter, Joe (Happy Hacker's) Los Angeles, nc.
Riley, Mike (Radio Room) Hollywood, nc.
Roberts, Dave, Trio (Copacabana) Newark, N. J., nc.
Rogers, Harry (Half Moon) Brooklyn, h.
Rosal, Anita (Belmont Plaza) NYC, h.
Rogers, Ralph (Monte Carlo) NYC, nc.
Roth, Don (Rice) Houston, h.
Ruhl, Warney (Hollywood) Kalamazoo, Mich., nc.
Russell, Snookum (Plantation) Hollywood, nc.

Salter, Lou (Miramar) Santa Monica, Calif., h.
Sandler, Harold (Rogers' Corner) NYC, nc.
Saunders, Hal (Belmont-Plaza) NYC, h.
Schreiber, Carl (Avalon) Chi., b.
Sears, Walt, Californians (Packers Palladium) Green Bay, Wis., nc.
Seiger, Rudy (Fairmont) San Francisco, h.

Shaw, Bob (Walkover) Brockton, Mass., nc.
Shaw, Maurice (Chateau Moderne) NYC, nc.
Sherwood, Bobby (Park Central) NYC, h.
Siry, Larry (Stork Club) NYC, nc.
Smith, Russ (Stork) NYC, nc.
Spitalny, Maurice (William Penn) Pittsburgh, h.
Spivak, Charlie (Pacific Sq.) San Diego, Calif., 29-31, t.
Stevenson, Bobby (Casanova) Detroit, nc.
Straeter, Ted (Edison) NYC, h.
Strand, Manny (Earl Carroll Theater) Hollywood, re.
Strigle, Earle (Seelbach) Louisville, h.
Strong, Benny (Muehlebach) Kansas City, Mo., h.
Strong, Bob (Chase) St. Louis, h.
Stuart, Nick (Jefferson) St. Louis, h.
Sykes, Curt (Trianon) Seattle, h.

Tatum, Art (Three Deuces) NYC, nc.
Perry, Bob (St. Regis) NYC, h.
Torres, Ramon (El Chico) NYC, nc.
Towne, George (Nell House) Columbus, O., h.
Trace, Al (Dixie) NYC, h.
Travers, Vin (Diamond Horseshoe) NYC, nc.
Tucker, Tommy (Astor) NYC, h.

Valleau, Boyd (Jubilee) Oshawa, Ont., Can., h.
Van, Garwood (Troadero) Hollywood, nc.
Venuti, Joe (Frohes) Miami, nc.
Victor, Frank (Dixie) NYC, h.

Walzer, Oscar (Fifth Ave.) NYC, h.
Watkins, Sammy (Hollenden) Cleveland, h.
Waples, Bud (Ansley) Atlanta, h.
Weeks, Anson (Aragon) Houston, b.
Williams, Cottle (Savoy) NYC, h.
Williams, Griff (Palmer House) Chi., h.
Williams, Sande (Warwick) NYC, h.
Wilson, Dick (Coo Rouge) NYC, nc.
Wilson, Teddy (Cafe Society Uptown) NYC, nc.
Wingert, Doug (Sycamore Grill) Buffalo, nc.
Winton, Barry (Essex House) NYC, h.
Womack, Louisville, Ky., 30.
Wright, Charles (Drake) Chi., h.

Young, Eddie (Cosmo) Denver, h.
Zarin, Michael (Waldorf-Astoria) NYC, h.

N. Y. TIMES OPERA

(Continued from page 3)

selling job and proved that the theater can become a powerful merchandising medium. Playwrights have sold their novel ideas for years and the public has dug down for the privilege of being sold; there seems to be no sound reason why manufacturers can't also use the stage on a regular basis.

Show never lost sight of its selling aim, yet did not sacrifice good entertainment at any time. A soft gray velvet curtain with silver letters reading Fashions of the Times, Second Edition, greeted the early audience. The proscenium arch was a photographic montage of New York City scenes—ranging from blowups of the designers' studio, to the cutting room, to the finished product on the backs of citizens.

Frances Bemis rates kudos for production and direction and Paul Morrison for set design and lighting. An organ, skillfully fingered, furnished the accompaniment. Actress-manikins from the Conover and Powers agencies showed that the production had been painstakingly rehearsed. Of the 50-odd performers, John Griggs and Jean Colbert, of radio, and Andre Mann, Peggy Bady, Bruce Bradford, Beatrice Foster and Robert McKeller, of the stage, were the only actual pro actors.

The newspaper bought out the entire house at \$1.65 a head, distributed the tickets, and turned the \$4,500 gross over to the Greater New York War Fund. From every point of view the show was a success—good entertainment, fine selling job, with sweet charity benefiting nicely.

THIRD WICKET MAN

(Continued from page 3)

Sellers' Union yesterday (22). Under the set-up a three-man board, which will include Brock Peemberton as a permanent member representing the League, will consider advisability of augmenting individual box-office staffs in cases brought to its attention by the union. One representative of the union and one from the house involved will round out the committee. If the decision is favorable to the union, the third man will remain as long as the gross is 85 per cent of capacity.

Treasurers had asked for blanket addition of one man per ticket window. No wage increase was requested in this year's negotiations.

Several theaters, including those housing Oklahoma and One Touch of Venus, have voluntarily added a third man.

PHOTO REPRODUCTIONS

Now doing work for FRED ALLEN, GLEN GRAY, HARRY JAMES, HELEN FOSTER, etc. Quantities as low as 5¢. Write for Price List. 100—\$6.60. MOSS PHOTO SERVICE, 155W.46.N.Y.C.

Roadshow Films

SUPPLIES 16mm. & 35mm. EQUIPMENT

Communications to 25 Opera Place, Cincinnati 1, O.

ROADSHOWMEN

COMPLETE 16mm. Sound Programs

The largest selection in the world. Projectors supplied at reasonable rates. Lowest rental and large selection guarantee.

Ideal Pictures Corp.

28 East 8th Street
CHICAGO 5, ILLINOIS
(or any of its branches or affiliates)

MAKE MONEY SHOW MOVIES IN YOUR OWN OR NEARBY COMMUNITY

Tire, gas restrictions will keep people home. We furnish everything: talking picture projector and finest pictures. Cash in on this big opportunity. Write Now! Southern Visual, Dept. B-1, Memphis, Tenn. **\$19.50 STARTS YOU**
EXPERIENCE NOT NECESSARY

WANTED

16MM. Sound Cameras, Studio Equipment and Supplies, Musical Films with or without rights, Music rights for Picture Productions.
WALTER VINES
912 N. Vermont Ave. Lakeland, Fla.

MOGULL'S SOUND-SILENT 16 & 35 MM. RENTALS

Nationwide Service

Westerns, Musicals, Features, Religious, Sports (New Dempsey, Louis releases), Travel, Cartoons. Largest selection for roadshowmen at rentals that GUARANTEE liberal profit! Write for complete list! WE BUY SOUND-SILENT-PICTURE-GRAPHIC Cameras, Film, Accessories, P.A. Systems, Accessories. Top Cash Paid Quickly! Heart of Radio City
59 W. 48th St., N. Y. (19)

16 MM. RELIGIOUS SUBJECTS 35 MM.

Westerns, Actions, Selected Shorts. Wanted: 16MM. Sound Projectors.

OTTO MARBACH, 630 Ninth Ave., N. Y. City

WANTED TO BUY

16MM. Sound Features, Comedies, Cartoons and Novelties. Must be in good condition. No junk. Give full particulars. Write, do not wire.

F. REETH

1220 So. Oniada St. APPLETON, WIS.

NEW in 16 MM. Sound

6 MICKEY ROONEY

2 Reel Comedies
Formally Released by RKO

SIXTEEN M. M. PICTURES, INC.

1600 Broadway NEW YORK, N. Y.

35 MM. SOUND FEATURES

50 of the best independent product on the market today. Stamp for list. One set Simplex R.C.A. Sound Semi Portables, \$1500.00.

MINOT FILM EX.

Millbridge, Maine

WANTED 16mm. SOUND AND SILENT PROJECTORS

Highest Prices Paid

ZENITH 308 West 44th St. NEW YORK CITY

WANTED TO BUY

1 16MM. Sound Talking Picture Portable Outfit, used. Also Religious Pictures for same outfit.

N. J. PERDUE

420 E. William St. SALISBURY, MD.

War Prisoners Of Both Sides Get Movies

YMCA Handles Details

NEW YORK, Oct. 23.—In an effort to increase entertainment for Allied prisoners in Nazi war camps, the YMCA has purchased 20 16mm. projectors in Switzerland and has shipped them into Germany. Since war conditions make it difficult to import new films, only those American or British films at present in Germany are used for the prisoners, according to Darius Davis, YMCA international exec in charge of war prisoners' films.

At the same time a tentative agreement has been reached with Allied and German governments for the exportation of 75 Nazi films for use in war camps here and in Canada. Some films will also be sent from England to Germany via Geneva. Meanwhile Nazi prisoners here are being regaled with whatever German films happen still to be in this country. As many of the prison camps here are near military bases, Davis said, equipment used in these bases are loaned for showings to prisoners. Hence some of the films shown here are in 35mm.

The best films, Davis declared, are picked off by the United States Government for propaganda purposes so that, so far, only oldies are being shown in war camps. Prisoners on both sides are demanding their own countries' films rather than films of the countries in which they are being held.

Requests for sound films have come from both sides of the Atlantic, but so far the high cost of sound equipment has kept these requests unanswered.

Non-political subjects, travelogs, comics and features, as well as educational films, are being shown in war prisoners' programs.

Davis said that no effort had been made to send films into Italy prior to the collapse of the Mussolini regime, since Italian authorities were far more difficult in their dealings with YMCA authorities than were the Nazis. Use of 16mm. film in Germany for war prisoners has been going on since the summer of 1941.



NEW AND RECENT RELEASES

(Running Times Are Approximate)

SILENT VILLAGE, released by British Information Services. A memorial to the people of the Czech village of Lidice. The film, utilizing the populace of a small town in Wales, points a strong finger at the Nazis and portrays the action which shocked the world. Running time, 35 minutes.

BEFORE THE RAID, released by British Information Services. An exciting account of actual incidents which took place in a fishing village in occupied Norway. Actors are those people who have escaped from Norway and are now in England doing their bit to help defeat the Axis. Running time, 36 minutes.

Editor's Note: The above films are available at any British Information Services office or British consular office.

CUTTING IT SHORT

By THE ROADSHOWMAN

THE OLD GAG of dreading looking at the host's picture albums has been modernized—with the twist that the modern version, using films, are enjoyable. The cartoon strip *Mr. and Mrs. —*, on Sunday, October 3, depicted the mister, anticipating a joyful evening at home, being told by the missus that they're to visit the Saplings. The mister visualizes a boresome album-viewing evening, but is gratified in the strip's end when Sapling brings out a movie projector and shows movies of beach scenes, complete with leg art.

RECENTLY PUBLISHED by the British Information Services is a 72-page illustrated booklet on "Life in Britain Today." Which fact gives us a chance to mention that a number of excellent British information films are available at all British Information Services offices. Films may be also had at British consular offices. Features usually run over a half hour and are available for a small service fee.

W. DAN BROWNING JR., manager of the Ideal Picture Company, Richmond, Va., has asked police here to aid in a search for two reels of films he "left in a doorway and forgot." Browning left the films in a building entrance, walked away and forgot them. He valued the films at \$50.

A REQUEST of the Office of Emergency Management, channeled to the film industry thru the OWI, places the industry in the peculiar role of potato salesman. It seems that the fall crop tubers is to be plentiful, and the OEM wishes to encourage housewives to buy these in preference to other starch foods.

Consequently, Hollywood is having a group of stills prepared, using top-flight stars, showing the stars eating potatoes, hauling potatoes, buying potatoes, etc.

SMPE Working on Standardization of 16mm. Equipment

NEW YORK, Oct. 23.—The Signal Corps Photo Center reports that a meeting of the Society of Motion Picture Engineers Standards Committee was recently held in New York in response to a request by the armed services for aid in preparation of standards and performance specifications for 16mm. photographic equipment and supplies.

The Society has been active for some time in formulating 16mm. standards particularly with reference to film, sprockets and standard equipment apertures. A further need of standardization

ANFA Meeting

NEW YORK, Oct. 23. — Two principal speakers at the ANFA fall banquet, October 27 at Hotel Sheraton, New York, will be Bertram Willoughby, of Ideal Pictures Corporation, Chicago, and Harry Kapit, of Walter O. Gutlohn, Inc., New York.

The meeting, for members only, will bring out discussion of the industry as it is today. Plans for the future welfare of the business will be considered.

All members are urged to attend by the executive officers who stress that the meeting will have much bearing on the future of the industry.

in the 16mm. field is keenly felt by the armed services in their work of procuring and testing 16mm. equipment.

Among the subjects considered to be of immediate concern included the need of adequate test films and performance specifications on 16mm. projectors and 16mm. processing and printing operations. Four sub-committees were appointed to act under the Standards Committee as follows: (1) Cinematography, (2) Sound Recording, (3) Film Processing and Printing, (4) Projection.

Among those representing the Society of Motion Picture Engineers was Donald E. Hyndman, engineering vice-president, and F. T. Bowditch, chairman of the standards committee. The services were represented by Lieut. Col. R. McGuire Pierce, United States Marine Corps; Major Frank E. Cahill Jr., Major S. D. Lund, Lieut. Lloyd T. Goldsmith; Lieut. Boyce Nemece, of the Signal Corps; Major George Groves, of the Air Corps, and Lieut. Gordon Chambers, United States Navy.

For Complete Coverage of the ROADSHOW FIELDS Use the CHRISTMAS SPECIAL

NOVEMBER 27, 1943

This big issue with its many special articles and features provides the best possible reader attention for everyone selling products or services to Indoor Show People. The extra distribution assures the most complete coverage of all divisions. Advertise in the Christmas Special and get quick, direct results.

FORMS GO TO PRESS

Wednesday, Nov. 17

Mail Your Advertising Copy Today

The Billboard Pub. Co.

25 Opera Place, Cincinnati 1, O.

Roadshows and Theatres

Make Money with our Choice WESTERNS, RELIGIOUS and SPECIAL Features. Greatest 16m/m Library. Prices you can afford to pay. BIG FREE LIST.

SOUTHERN VISUAL EQUIPMENT CO.

492 So. Second Street Memphis, Tenn.

16 MM. SOUND FILM BARGAINS
Shorts—\$4.00 a Reel and Up.
RELIGIOUS FILMS OF ALL KINDS
All in Good Condition—Send for Lists.
MULTIPRISES—P. O. Box 1125
Waterbury, Conn.
WE BUY 16MM. FILM & PROJECTORS

E. L. Paul Has List of 900 Reps From J. R. Waite Up to Present

Kansas City, Mo.

Editors *The Billboard*:

Every real repster should thank *The Billboard* for setting aside a page devoted to repertoire and tent shows. But that is about all most of us do to help the good work along—just give thanks. We don't put out any effort to send in news items. I know that I have been especially remiss in this matter. I could have written a lot of stuff that would have been interesting to the old-timers, as I have a list of more than 900 bona fide repertory companies, dating from the days of James R. Waite down to the present time. And what a flood of memories a look at that list evokes!

Nine hundred companies seem a lot, but they are only a fraction of those which have been organized during that time. Nine thousand would not be too large an estimate. An actor has never lived who did not at some time or other get a yen to manage a show, and most of them have tried it. Usually the results were disastrous. The list I have is of companies that went out year after year, and stayed out. Companies that often carried a carload of scenery and had a line of special paper, and which were household words in their territories.

A library of interesting books could be written about the managers and actors who lived in a circumscribed world of their own in "the old days." And they were the salt of the earth! And what characters many of these old-time managers were! Jake Simons! Remember him? He used to organize in Chicago, and tramped thru Michigan and Wisconsin. It was said that he would never engage an actor who could not play poker. Every salary day Jake organized a poker game and, somehow or other, when the game was over all the dough he had put out in salaries was back in his grouch bag. Every manager had some special peculiarity that set him apart from all the others, until he became a tradition.

And that great bunch of shows that came from Iowa! The Crow Sisters, Ben and Cora Warner, Frank King and Chick Perkins, Clint and Bessie Robbins, Jolly Della Pringle, the L. D. Sweet Company, Sam and Florence Hunt, the Callicotte Comedy Company, Francis Labadie, O. D. and Carrie Woodward, Chase-Lister, the Trousdale Bros., Hickman and Bessey and, of course, the Spooners and Paytons, to name just a few. And nearly every State east of the Rocky Mountains had a quota of similar companies which were State institutions, and whose names were better known by the citizens than the names of their own congressmen. In the East there were Katherine Rober, Ulie Ackerstrom, Irene Myers, Thomas Shea, Jerre McAuliff, Maude Atkinson, Aubrey Stock Company, Jessie May Hall, Edwin Arden Players, Lillian Lewis, the Balfour Players, the Bennet-Moulton Show, Himmelein's Ideals, the Chester Devonde Company and many others. From such shows came many who later

became stars of stage and screen, and many for one reason or another passed into oblivion.

The names of most of these old rep shows will soon be forgotten, but it was a good and interesting life, and those of us who have lived it look back upon it with most happy memories. And the drama itself will live while life lasts. The horse opera, the tank drama, the blood and thunder thriller can never come back because they never went away. They were only transferred from the stages of the Stair & Havlin Circuit to the silver screens of the motion picture houses. There are those who believe that the "speaking stage" will return in something like its old-time glory. To these, *The Billboard* is doing a special service in keeping alive its repertoire page. Long may it wave!

E. L. PAUL.

Rep Ripples

MR. AND MRS. RALPH MOODY (Hazel McOwen) hopped from Cincinnati to Columbus, O., last Thursday (21) to attend the funeral of Harry North, who with his late brother, Sport, operated the old North Bros. Stock Company. North, who retired from the business in 1927 to settle in Columbus, died there suddenly last week. Further details in Final Curtain, this issue. The Moodys have for the last several years been residents of Cincinnati, where Ralph is on the staff of Station WLW in the dramatic and production end. . . . **DONALD (SKIPPY) SMITH** is readying his Melody Lane Players for circling around Grand Rapids, Mich. . . . **KING AND HAZEL FELTON**, since winding up the season recently with the Brooks Show, have been keeping busy on convention and private party dates in the Des Moines area with their magic turn. In addition, Hazel has been emceeing for several units operating around the town. The Feltons had planned to open a full-evening school show in November but their agent, William Oliver, took ill, and the trek has been postponed until after the first of the year. King and Hazel have taken delivery on a new 12-foot Schellero trailer for winter use. Their big National trailer has been stored until spring at their country plan in Des Moines.

HAROLD AND JEANETTE CARLSTROM are now residing in Los Angeles, with Harold putting in 10 hours a day at North American Aircraft in Englewood, Calif. . . . **MR. AND MRS. AL DE CLERQ**, formerly with various tab and rep organizations, are in Hollywood. . . . **J. Y. LEWIS**, now hitting around the 70 mark, is another who is making the movie metropolis his home these days. Lewis, who formerly operated his own tabs over the Gus Sun Circuit and who played in Nebraska and Iowa with his rep and tab outfits years ago, is still doing his old waltz clog, and is currently at a club in San Pedro, Calif. . . . **JACK PRICE**, veteran of the rep and tab field, has turned magician and is now working Midwestern clubs. . . . **DAN SINGLER**, after a stay in the hospital on the Coast, is recuperating at the home of Joe Marlon in Hollywood, and hopes to get back into harness soon. . . . **BOB BAILY** and Otavia Powell, Jess and Leota Sund, Grady and Dot McClure and the Feltons recently bumped into the Guthries, formerly of the Tilton & Guthrie Show. They now operate a picture house in Dows, Ia. . . . **HUBERT NEVINS** was drafted recently but failed to pass his physical. He's back on the road with a roadshow. . . . **THE FELTONS**, King and Hazel, were the featured vaude act with the Neil and Caroline Schaffner Players in Ottumway, Ia., week of October 11. . . . **N. E. HERAN** opened his school and hall show at Mount Vernon, Ore., October 20, for a swing thru Oregon and Washington. He presents scenes from *The Octoroon* and other plays arranged by E. F. Hannan.

CHARLES FEAGIN, well-known Midwestern repster, is now a private first class in 730 T.S.S., Bks. 148, at the Lincoln (Neb.) Air Base, where he frequently joins the other professionals stationed there in putting on shows for the soldier lads. Charley says nothing makes him happier than to receive mail from the old gang. . . . **ALDER'S SHOW**, two-

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.

MAGIC

By BILL SACHS

BERT ALLERTON leaves the Pump Room of the Ambassador East Hotel, Chicago, for the month of November, opening at the Stuyvesant Hotel, Buffalo, November 1. He returns to the Ambassador East December 1. Allerton made *Life* magazine, issue of October 18, as part of a spread given to the Pump Room by *Life* photographers. . . . **HAL HAVILAND** opens October 26 at the Academy Theater, Lynchburg, Va., for eight weeks of Southern time. . . . **RAYMOND SCHEETZ**, during his recent engagement at the Orange, Tex., high school for Harry Byrd Kline, attracted a crowd of 3,800. The show was presented in the school's football stadium. . . . **W. BECKMAN**, Montreal mystifier, completes 20 weeks in the States with an engagement at Brownie's Marble Bar, Rochester, N. Y., November 1-7. He returns to the States in December for Lou Weiss, New York agent, who has him tentatively set for three months in Florida. . . . **MARQUIS THE MAGICIAN**, after winding up Ohio dates for Bob Shaw, of the Gus Sun Booking Agency, returns to the Deep South this week with a full-evening show of eight people. The DeMaraise Sisters have returned to the Marquis fold, and Allen Scharmacher, now on the Ringling-Barnum No. 2 advance car, is due back soon. . . . **NEW YORK RING NO. 26**, IBM, staged its third annual *Magic's-a-Poppin'* at the Barbizon-Plaza Concert Hall, New York, October 16. Featured were Dell O'Dell and Charles Carrer. Others on the bill were Mystic Craig, Rev. Martin C. Eiz, Marvin Erens, Richard, Al Minder, Al Robbins and Arthur Elmer, emcee. Program was under the supervision of Bob Novak, assisted by Ralph W. Read, Ziggy Hurwitz, Dick Milbauer and Milton Herman. . . . **A STORY** and picture on Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Highway Patrol, appears in the November issue of *True Detective Magazine*. . . . **HARRY BJORKLUND** is president of the newly organized Hocus Pocus Club made up of Twin Cities magicians. Arthur C. Nelson is secretary-treasurer. . . . **GILBERT SAMPSON**, of Halifax, N. S., who mixes magic and comedy, is donating his services as an entertainer for members of the armed forces thru Nova Scotia. He works in both French and English. . . . **GEORGE DEXTER**, featuring a Latin brand of magic, is current at Weber's Hofbrau, near Camden, N. J.

NOEL LESTER, after winding up on theater dates in the East for the Arthur Fisher office, is en route with a USO unit in California, doing 45 minutes of magic, consisting mainly of large illusions. John J. Hill is unit manager. . . . **LA FOLLETTE** is set for the winter on private club dates in the New England area. . . . **VERNON RUSSELL** (Lloyd Priddy) is doing a magic double with a fem assistant in the New England and Eastern States. . . . **NEWT HALL** is sporting a navy shoot suit these days, while his wife Beanca carries on with

people school trick, reports success in the Ardmore (Okla.) sector. . . . **HOMER LEE BOWENS** pencils from Dunn, N. C., that Winstead's Mighty Minstrels is enjoying good business down the home stretch, with the troupe slated to fold its canvas November 1. . . . **FROM CLEVELAND** comes word of the passing there October 12 of the veteran rep and Tom trouper, Burt Stoddard, who in recent months has appeared with his wife, Lucille Lewis, with the Ralph Young Players in the Ohio metropolis. Stoddard put in 43 years in show business. Further details in Final Curtain, this issue.

The Billboard

The World's Foremost Amusement Weekly

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

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

Publication Office: 25-27 Opera Place,
Cincinnati 1, O. Phone: MAin 5306.

EDITORS: Claude R. Ellis, Leonard Traube,
Walter W. Hurd.

ASSOCIATE EDITORS: Lou Frankel, Nat Green,
Elliot Grennan, Sam Honigberg, Joseph M.
Koehler, William J. Sachs.

OFFICES:

New York—Joseph Csida, Manager, 1564
Broadway, New York 19, N. Y. MEdallion
3-1615.

Chicago—Maynard Reuter, Manager, 155
No. Clark Street, Chicago 1, Ill. CENTral 8480.
St. Louis—F. B. Joerling, Manager, 390
Arcade Bldg., St. Louis 1, Mo. CHEstnut 0443.
Hollywood—Sam Abbott, Manager, Room
218, 1509 Vine Street, Hollywood (28), Calif.
HOLLYWOOD 1866.

Philadelphia—7222 Lampport Road, Philadel-
phia, Pa. MADison 6895.

England—Edward Graves, Cromwell House,
Fulwood Place, London, W. C. 1.

Australia—Kevin Brennan, City Tattersall's
Building, 198 Pitt Street, Sydney.

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

Member of Audit Bureau of Circulations.

CIRCULATION RATES: Twenty-five cents per
single copy on all newsstands. Subscrip-
tions: \$4 for six months, \$7.50 per year,
\$12.50 for two years, \$16.50 for three
years. Rates in foreign countries or to
men in the Armed Forces on request.



Derbyshow News

(Communications to BILL SACHS,
Cincinnati Office)

PEE WEE AND ANN PINKER are now aiding in war work in St. Louis and want to see lines here from their friends. The Pinkers tell that Skippy Skidmore and Lee Sullivan are in the army.

SGT. DALE THORPE wants friends to know that all is well with him. He's playing in a dance band now that the army band with which he was connected is inactive since the New Georgia campaign. He bemoans the lack of wine, women and song, but is looking forward to the victory hour.

INQUIRIES HAVE REACHED the desk on Zeka Youngblood, Ernie Young, Eddie Leonard, Wiggles Royce, Jackie and Eloise Youngblood, Joe Puccinelli, Lou Barnett, Kate Trimble, Mary Jane Collins, Johnny Anderson, Pete Trimble, Frank Major, Gil Dickerson, Larry and Hilda De Corrado, Jack and Mary Duval, Ruth Johnson, George Harrington, Archie Gayer, Rajah Bergman, Kenny Neidl, Dave Ackerson, George W. Pugh, Tony Marsh, Johnny Hughes, Woodrow Webster and Louise Kraft.

FOR SALE

42x62 Two Push Pole Tent, waterproof, 12 oz. 3k. blue, 8 ft. sidewall, stage end raised 12 feet. Practically new. Price \$700.00.

E. P. CLAY
HAMPTON, GA.

ACKER—Samuel N., patent attorney and husband of Edna Acker, director of the Congress of American Indians, in Washington Sanitarium August 25 following a brief illness.

BAKER—Frank J., 73, former Pittsburgh theatrical producer, in that city recently. For many years he had been employed by the H. J. Heinz Company there, where he directed entertainments. He was also organizer of the Thronburg Players, Pittsburgh community theater.

BAKER—Lee, 85, father of Taft Baker, a member of the Four Spaces, currently playing the Riviera Room of the Villa Riviera, Long Beach, Calif., at his home in Macon, Ga., September 28 following a brief illness. Funeral in Macon. Survived by nine children.

BARKER—Elmer, 67, retired theater manager, in Chillicothe, Ill., October 18. Survived by his widow, a daughter and two sisters. Services October 21 at the Whitbeck-Wheeler Funeral Home, Belvidere, Ill., with burial there.

BASCOM—John Raymond, 42, rodeo pick-up man, in Raymond, Alta., recently. Surviving are his widow and four children.

BERGEN—Nellie, 77, mother of Edgar Bergen, ventriloquist, at the California Hospital, Hollywood, October 18. Survived by two sons and a sister.

BLANKENSHIP—Neal, 60, theater operator, in Bogata, Tex., October 13 of a heart attack. Survived by a son, Ray, former general agent and secretary of Russell Bros.' Circus.

BONITA—Belle (Walker), 53, snake charmer, lion trainer, lecturer and dancer, at Huber's Museum, New York, while doing her dog and snake act October 6. She started as a bareback rider in circuses and became known as the "Girl in Silver." Both she and her husband, Andrew P. Walker, assistant day manager at Huber's and former noted horse trainer, have been associated with almost every big circus and carnival in the country. Burial in the family plot in Evergreen Cemetery, Long Island.

BONNEY—Alvero G., retired theatrical manager, at the United States Veterans' Facility, Bath, N. Y., October 14. He was a close friend of Sarah Bernhardt and was credited with having discovered the late Francis X. Bushman when the latter was playing stock in Camden, N. J. For many years he was associated with the Shuberts and managed theaters for them at Providence, New York and Camden.

BOSZARDT—William J., 72, operator of Muskego Beach Amusement Center, Waukesha, Wis., the last 18 years, at the beach hotel October 19. Surviving are his widow, Nellie; a son, Marine Lieut. Andrew, and a daughter, Mrs. Milton Slater.

Isaac (Ike) Libson

Isaac (Ike) Libson, 67, veteran theater owner and general manager of the Cincinnati office of RKO-Midwest Corporation, died in Jewish Hospital, Cincinnati, October 24, of a heart ailment. The son of Polish immigrants, he entered show business in Pittsburgh, his first affiliation being with the John Harris Amusement Company there.

During the early days of his career he did about every chore to be done about a theater and during summers operated museums and Penny Arcades at Atlantic City. After several years with the Harris interests he went to Cincinnati and opened a nickelodeon. Libson later became the partner of Ben L. Heldingsfeld, the originator of some of Cincinnati's first large theaters. This partnership arrangement lasted for 15 years until Libson sold his interests to RKO and retired. Two years later he reentered the theater field assuming the position he held with RKO at his death. He also had an interest in another company, the Libson-White chain of suburban picture houses in Cincinnati and Dayton, O.

Survived by his son, Sgt. Robert L., stationed with the army at Fort Monmouth, N. J.; a daughter, Mrs. Julius J. Fischer, and three sisters, Florence, Mrs. Ethel Stickler and Mrs. Sadie Hytowitz. Services at the Well Funeral Home, Cincinnati, October 26, with burial in Adath Israel Cemetery there.

The Final Curtain

BUNDY—Thomas, burlesque book producer and character-straight man, at his home in Newark, N. J., October 15 after a lengthy illness. For a long time he managed backstage and out front at the Howard, Boston. About 20 years ago he worked for the Minskys at the National Winter Garden, New York; for Charles Schwartz at the Oxford, Brooklyn; for the Hirst Circuit, and Columbia and American wheel units. Services in Newark October 19. Survived by his widow, Edna (Hotcha) Dec.

BUSHMAN—Mary J., 96, mother of the late Francis X. Bushman, movie star, at her home in Baltimore October 16.

CARROW—Lee, owner of the Lee Theater, Carson City, Mich., October 17 of a heart attack. He was in the theater business in Michigan for a quarter century, owning many theaters, including a small circuit. He also had a theater-seating business for years. He was a brother of Roy Carrow, salesman for 20th Century-Fox Pictures in Michigan, and Edward Carrow, operator of the Lyons Theater, South Lyons, Mich.

CLARK—Fred, 56, veteran burlesque producer, at St. Luke's Hospital, Chicago, October 18 following a lengthy illness. He started in show business in St. Louis, his home town, operating tab units and later was a producer on the old Columbia burlesque wheel; among his better known shows was *Let's Go*. He also had

Brandell, executive secretary of The Friars. Surviving is a sister.

HALSTEAD—Benjamin H., 67, fair executive, October 19 at Petoskey, Mich., of a heart attack. He was on the Michigan State Board of Agriculture, in charge of all State and county fairs, from 1933 to 1939, and its chairman for part of that time. Survived by his widow and three children. Interment in Greenwood Cemetery, Petoskey.

In Memory of

WARREN F. HOLTON

Who Passed Away October 25, 1941,
at Vancouver, B. C.

Beloved Husband and Father of

THE HOLTONS

ALOMA and PRINCESS PAT

HORSMAN—Mary, 79, widow of Edward Horsem, operator of the Victory Annex, Detroit theatrical hotel, October 14 in Grosse Point, Mich. Survived by three

BEN BERNIE

Ben Bernie (Benjamin Anzelevitz), 52, the "Old Maestro" of radio, stage and screen, died in his Beverly Hills, Calif., apartment, October 20 of a pulmonary infection with cardiac complications. He had been ill since February, when stricken with pleurisy while playing a Chicago engagement. Against his physician's orders he had gone to the West Coast to entertain in war plants. Shortly after his arrival there he suffered a relapse. A second relapse proved fatal.

Bernie was the son of a Russian immigrant who reared a large family in East Side, New York. His father was determined to send him to the School of Mines and Engineering, Columbia University, but Bernie's desire for a musical career outweighed his parent's wishes. At 18, he made his debut in Carnegie Hall. At 17, he was demonstrating violins in a department store when Joseph Schenck, a general booker, was attracted by his personality and booked him on the Loew Circuit. He took the name of Ansel, and at first did a single and then teamed with Charles Klass. He took the name Bernie when later he and Phil Baker did a music and patter act.

In 1922, when the jazz-band craze was at its height, Bernie formed an orchestra and opened in the Hotel Roosevelt, New York. His band created a new style of informality, and Bernie was one of the first to go on the air. A tour of European cafes followed. While it won for the band leader much acclaim it was a financial flop. Returning to this country he took his "lads" to the West Coast, where Maurice Chevalier featured the band in a vaude engagement. The venture was highly successful and Bernie received an offer from College Inn, Chicago. With this went a sponsored radio program and he remained on the air almost continuously until his last illness. Bernie appeared in a number of motion pictures, including *Love and Hisses*, *Shoot the Works* and *Wake Up and Live*.

Survived by his widow, Dorothy; a son, Private Jason, and a brother, Herman, who was his manager. Services in a Los Angeles mortuary chapel October 21. The body was shipped to New York, where it will lie in state at Riverside Chapel. Services at Temple Rodeph Sholom October 28 followed by burial.

one of the first shows at the Columbia Theater, New York, when that house was an ace burly spot. For the past 10 years he had produced for the Star and Garter, Chicago, now dark, and N. S. Barger's Rialto Theater, Chicago. Buried in St. Louis October 21. Survived by his widow, a daughter, a brother and two sisters.

FRASER—James Sutherland, 68, veteran actor and musician of stage, screen and radio, at his home in Los Angeles October 19. He appeared in the family act, Fraser's Scottie Highlanders, and later with the Versatile Musical Clowns. Survived by his widow, a son, a sister and a brother. Burial in Forest Lawn Memorial Park, Glendale, Calif.

GLICK—Joseph, 59, general manager of the Michael Todd Productions and former producer, in New York October 17 of a heart ailment. Born in Cleveland, he entered show business as a chorus boy in the early 1900's at the old Casino Theater, New York. He was also formerly touring manager for A. H. Wood, producer, and was associated with *Queen Bee*, *Apple-sauce* and *The Patsy*. After having been general manager for Herman Shumlin and Jed Harris, he joined Michael Todd five years ago and among recent shows which he managed for Todd were *Star and Garter* and *Something for the Boys*. Services at the Riverside Chapel October 19, with the eulogy delivered by William

children. Interment in Woodlawn Cemetery, Detroit.

McFADDEN—Isaac (Happy), 44, frog man and contortionist on the Cole Bros.' Circus Side Show, shortly after giving a performance in Alhambra, Calif., October 14 in that city of a heart ailment. He was less than four feet in height and weighed 89 pounds. Interment in Pacific Coast Showmen's Rest, Evergreen Cemetery, Los Angeles, October 19.

MACK—Billy (Richard Callery), former minstrel and song and dance man, at the Brunswick Home, Amityville, L. I., October 16. He began his career in Philadelphia as a member of the song and dance team Carey and Mack. In 1882, he joined Haverly's Mastodon Minstrels, and later appeared with Primrose & West, Barlow & Wilson, and Lew Dockstadter minstrels. He was a member of the Horseshoe Four together with Quinn, Love and his wife, Blanche Sherwood. For several years he was identified with the Hanlon Bros.' production of *Fantasma*, and supported Verona Jarbeau in *Keep It Dark*. Services under the auspices of the Actors' Fund of America at Walter B. Cooke's Chapel, New York, with interment at Westbury, N. Y.

METZ—Helen, 66, lecturer for Serpentina, freak act in Huber's Museum, New York, in Roosevelt Hospital there Oc-

tober 14 of leukemia. Interment in New Haven, Conn.

D. C. (Mac) McDaniel

In Memory of My Beloved Husband.
Died in Spartanburg, S. C., Oct. 29, 1933.

BERTHA (GYP) MCDANIEL

MILLARD—Charles Leroy (Pop), 93, vaudeville musician and minstrel, at his home in Bluffton, Mich., October 20. He toured with John L. Sullivan, Hi Henry Minstrels and with his own Millard's Minstrels. Survived by his widow and a daughter, who appeared in the act.

MOORE—Will T., 63, fair official at Yorkton, Sask., recently. For 30 years he was a director of the Yorkton Exhibition Association and also served as treasurer of the organization and chairman of the attractions committee. In 1929 he was president of the Western Canada Fairs Association. Surviving are his widow, two sons in the armed forces and a daughter. Burial was at Yorkton.

MOSSBERG—Joel, 73, concert singer and chorus director, at his home in Chicago October 18. He was knighted by the kings of Sweden, Norway and Denmark while heading a male chorus touring those countries. He was chief director of the American Union of Swedish Singers. Survived by his widow.

MURPHY—James, former singer and clown, recently in Chicago. Murphy, who in recent years confined his activities to clowning in Chicago department stores during the holidays, was found dead in bed at his home and had apparently been dead for a week when discovered. Burial was in Showmen's Rest.

MYERS—Meyer, 50, show promoter and agent, October 11 in San Antonio following a long illness. He was born in Australia, where he at one time managed Daisy and Violet Hilton, English Siamese twins, and later featured them with C. A. Wortham Shows, and also managed Gordino brothers, Siamese twins, for a short time. He leaves his wife, Edith, and a daughter, Theresa Mary. Interment in Mission Burial Park, San Antonio, October 13.

NORTH—Harry, 72, for 40 years co-owner of the North Bros.' Stock Company with his late brother, Sport, suddenly at his home in Columbus, O., October 17 of acute dilation of the heart. Still in their teens, Harry and Sport North left home to join a one-night stand show in Grand Rapids, Mich. Two years later the show closed in Winnipeg, Man., leaving the troupe stranded. Harry and Sport took over, and then was born the North Bros.' Stock Company, one of the most popular repertoire organizations to play the West and Middle West. Harry severed his connection with the show upon the death of Sport 18 years ago. Sport's son took over, and the show became known as the Ted North Stock Company, which toured the West and Middle West until some six years ago. The deceased also played in productions other than his own, the foremost being a leading role in the Broadway showing of *Within the Law*. It was there that he met and married (See FINAL CURTAIN on page 56)

In deep appreciation of the many messages of kindness and sympathy and floral tributes in the hour of my bereavement.

MRS. J. C. SIMPSON

LEWIS SHOWS TO STRATES

Dodson Has Lift Of 55%; Season Is To Run Late

AUSTIN, Tex., Oct. 23.—During the engagement of Dodson's World's Fair Shows here the week ending October 18, General Manager Mel G. Dodson announced that, while the show had been hampered by bad weather during the past month, results on the season to date had been about 55 per cent better than in 1942, reported Ted Grace. Weather was fair here and business was reported good.

It is probable that the show will remain out until Christmas at least. Two new rides, Tilt-a-Whirl and Rocket, have been added. Posing Show has been revamped and is under management of Loew Miller. Harry Suss, owner of the Life Show, has been seriously ill for the past four weeks, and Mrs. Suss has carried on in his place.

Gay Parce, managed by Hudson, who has been called into the armed forces, reported one of the most successful seasons the show has enjoyed. Ray Cramer, of the side show, also reported one of his best seasons since joining five years ago. Charles Goss, of the Flyoplane, has led rides all season. Mr. and Mrs. Tex Crawford joined with their Monkey Circus.

Publicity department, under the direction of Grace, reported an excellent season to date, with some of the largest matinees sponsored by local merchants. Newspapers and radio stations have also been generous with publicity. The show was host to about 500 orphans in Waco, Tex.

Capt. Leo (Suicide) Simons joined here with his fire dive, and other free acts were booked for the Beaumont Fair. Larry Bedwell, trainmaster, and crew, are being given much credit for their efforts this year. Visitors included Sen. Kiel C. Vick; Frank Weil, former girl-show manager of Crafts 20 Big, and Bill Falwell, formerly with the Jones Expo.

Victory Club Picks Officers

KANSAS CITY, Mo., Oct. 23.—First official meeting and election of officers for the West Coast Side Victory Club, organized by Ruth Martone, was held October 19, with a large attendance. Altho membership is open to all, it is mostly comprised of HASC Auxiliary members. Officers are Ruth Martone, re-elected directress; May McNeese, secretary; Edith Moon, treasurer; Trixie Clark, chaplain. After the meeting all were guests of Ruth Martone at a luncheon in the Reid Hotel Coffee Shop. A basket-shaped crystal fruit bowl donated by Ruth Martone was awarded to Pearl Jones. Dances are free to servicemen, and the dance and bingo October 3 in the Reid Ballroom was highly attended. Fifty-two boxes have been sent to servicemen overseas.

Convention Week Activities

CHICAGO.—For the convenience of those who expect to attend the outdoor conventions, here is a list of the principal activities of the week:

- Showmen's League of America:
 - President's Party, November 27.
 - Memorial Service, Bal Tabarin, Sunday, November 28.
 - Annual Election, Monday, November 29.
 - Banquet and Ball, Wednesday night, December 1.
- IAFE convention, November 29-December 1.
- NAAPPB convention, November 29-December 2.
- Park men's banquet, Thursday night, December 2.
- American Carnivals' Association, Inc., annual meeting Monday, November 29.



THEY GOT TOGETHER in Norfolk, Va., October 20 and James E. Strates (left), owner-manager of the James E. Strates Shows, bought the Art Lewis Shows from Owner Lewis. The new owner will add the equipment, minus the rides, which have been retained by Art Lewis, to the Strates Shows in 1944. Lewis, to have an executive post with the shows, will devote most of his time to his New York interests and to Ocean View Park, Norfolk, and Seaside Park, Virginia Beach, as head of the Greenco Corporation.

Buyer To Have Augmented Org; Seller to Parks

Exec post for Lewis, altho he will concentrate on Seaside and Ocean View spots

NORFOLK, Oct. 23.—James E. Strates, owner-manager of the James E. Strates Shows, has purchased the Art Lewis Shows from Owner-Manager Art Lewis. Announcement of consummation of the deal was made by both carnival men in a joint statement here on Wednesday. The sale price was not divulged.

Owner Strates will take all railroad cars, wagons, trucks and tractors of the Lewis organization—everything except (See Lewis Org To Strates on page 56)

Units Around Philly Wind Up Good Play Lynch Goes Into New Halifax Base After Good Season

PHILADELPHIA, Oct. 23.—Units operating in this area have closed for the season. Matthew J. Riley did so several weeks ago after a fairly good season, altho the last three weeks did not come up to expectations, because of adverse weather. After a short stay in Hot Springs he will go to Florida for the winter.

Max Gruberg, who reported a good season, has been supervising work in quarters since closing, repairing and painting. John Keeler, who played in New Jersey and Delaware to a good season, has stored equipment in Delaware and will spend most of the winter in Camden, N. J. Mike Zeigler, who played in New Jersey all season, mostly in the Camden section, reported fair to good business and will winter in Philadelphia.

Woodrow Olson, who has been discharged from a hospital after a second operation for hernia, is at home and expects to be around again soon. Curly Ingram reported an excellent season with his concessions. Others who have been operating in this territory joined shows in the South.

WM To Repeat in Columbia

COLUMBIA, S. C., Oct. 23.—Max Linderman, general manager of the World of Mirth Shows, playing South Carolina State Fair here this week, announced that a contract for the midway in 1944 had been signed with the fair board on Tuesday.

HALIFAX, N. S., Oct. 23.—After a season of 20 weeks Lynch Exposition Shows closed at the Commons and equipment was stored in the shows' good-sized permanent quarters here which have been acquired by W. P. Lynch. During the closing six weeks of the season a Merry-Go-Round, Ferris Wheel and Whip were detached from the main show to play fairs in Nova Scotia. One of each of these rides continued with the carnival.

Of the 20 weeks half were spent in Halifax at the Commons, owned by the city and in a central location. At the opening the org showed for six weeks (See Lynch Halifax Base on page 56)

SLA Strives for Christmas Packages for Servicemen

CHICAGO, Oct. 23.—Every member of the Showmen's League of America who is serving with the armed forces will receive a Christmas package from the League if they possibly can be reached. Packages for those who are overseas were mailed some time before the deadline, and the committee is now preparing packages for those still in the States.

Numerous letters have been received from the boys to whom packages have been sent each month and all express grateful thanks and appreciation.

C. & W. Tilt Durham Fair Gross; Per Capita Record?

DURHAM, N. C., Oct. 23.—The American Legion Durham County Fair, October 11-16, was declared the best since operation was begun. Cetlin & Wilson Shows on the midway had a gross on shows and rides that was up over any other year by 50 per cent. Weather from Monday to Friday night was warm. Saturday night was cold and rides and shows were shy plenty of people. Most of the spending came from the army personnel of the camp close by.

Wednesday night the midway set a one-day record for grosses, it being estimated that patrons spent an average of \$2 per person, according to General Manager John W. Wilson. Mel Thompson, fair secretary, was thoroly co-operative and well satisfied with the show, it being the second time that the show played the date since 1941.

Mickey Mansion, who operates the World's Circus Side Show, purchased the Lee Erdman Monkey Show and will keep it on the shows under management of Erdman. Pete Thompson, lot superintendent, continues to lay out good midways besides managing Sultan's Harem.

Fred Haney, editor of *The Morning Sun*, and Wyatt Dixon, of *The Durham Herald*, gave the shows plenty of space. Visitors included Sheriff Jones and party, Wilmington, N. C.; Norman Y. Chambliss, secretary of Rocky Mount and Greensboro fairs, and G. C. Murphy, general representative United American Shows. Word came from Perry Cowan, brother of Bill Cowan, business manager, that he was at Fort Bragg for basic training. Sensational Kays, high wire, were a popular grandstand attraction.

Anderson-Srader Barns After Okay Trek for 27 Weeks

WICHITA, Kan., Oct. 23.—Anderson-Srader Shows ended the season with a week's run in Stella Park, downtown spot, Salina, Kan. The new location proved popular, and *The Salina Journal* and Station KSAL co-operated. Show has been invited back to the same location for an early spring showing, reported General Agent Larry Nolan.

In spite of labor shortage and curtailed (See A-S GOES TO BARN on page 56)

All-American to Quarters After Dothan, Ala., Stand

MOBILE, Ala., Oct. 23.—All-American Exposition Shows closed a 12-day stand at Prichard (Mobile suburb) October 16, went to Alexander City, Ala., and will close in Dothan, Ala., and go into winter quarters. Date here was under auspices of Abba Temple of Shriners, which reported that it netted \$1,778. Owner Frank West did not realize the gross that had been expected, considering the big defense population of 280,000 in the county.

Monkey Show, operated by Josh Kitchens, topped the midway. Joe Baker, legal adjuster, entertained a Shrine committee composed of Jack Paterson, chairman; Bernie Smuckler, Mayor Dismukes, Mason Kilppel, Frank H. Roos and *The Billboard* correspondent at a steak dinner October 6 in Jack Gallagher's cookhouse. Shorty Campbell was chef for the occasion. It was announced that over 10,000 admission tickets were sold during the stay. Harry Hennies and Louis Berger, Hennies Bros.' Shows, booked in here for the Gulf Coast Fair, were visitors.

UA Plans Winter Route

DURHAM, N. C., Oct. 23.—United American Shows are planning a winter tour, and grosses since opening week have far exceeded expectations, said G. C. Mitchell, general agent. Shows now carry 6 rides, 4 shows and 35 concessions. Staff includes Bruno Zacchini, co-owner and master mechanic; R. C. McCarter, manager; G. C. Mitchell, general and special agent; Buck Denby, business manager; Red Schultz, front gate, tickets, mail and *The Billboard* agent; Harry Thompson, electrician, and Jimmy Cunningham, lot man.

Aid SLA Red Cross Fund

CHICAGO, Oct. 23.—Contributions of \$110 to the Red Cross War Relief Fund of the Showmen's League were reported this week. From Denny Pugh, World of Today Shows, \$100 was received, and from H. A. Mamsch, Mutual Amusement Company, \$10.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, Oct. 23.—President Jack Nelson presided at the meeting October 21 and with him at the table were Vice-President S. T. Jessup, Treasurer William Carsky, Secretary Joe Streibich and Past President Edward A. Hock. Chaplain Charles G. Driver gave the invocation and all stood in silent prayer in memory of James Murphy, who died October 14.

Ways and means committee has been active in raising funds for the service-men's account, which is one of the most active in the League. Red Cross War Relief Fund committee is a bit disappointed in the drive to date, total being \$4,114. It is working hard to make this fund comparable with last year's. Nate Hirsch, Tom Vollmer, William Coultry and Tom Rankine are still on the sick list.

Elected to membership were Robert W. Burns, Manny Brown, Nicholas Thomas, John Corgan, Carl Sherman, Joseph Bur-

(See SLA on page 57)

Club Activities



National Showmen's Assn.

Palace Theater Building
New York

NEW YORK, Oct. 23.—At a special meeting of the board of governors and the club October 20 Secretary Joseph McKee presided and also on the dais were Treasurer Joseph Hughes, Assistant Treasurer Harry Rosen, Attorney Max Hofmann, Dr. Jacob Cohen, Chaplain George Travers and Executive Secretary Walter K. Sibley. Favorable reports on the banquet and yearbook were made.

These new members, passed upon by the eligibility committee, were accepted: Joseph Dubin, sponsored by Harry Kaplan; Hugh Garrity, Herman A. Gratz, sponsored by Sam Solomon; Edward Goldman, sponsored by Lew Lange; Joseph P. Harkins, Fred H. Tewksbury, sponsored by Max Linderman; Fred T. Harris, Frank W. Maddish, sponsored by Jack Perry; Harry Katz, sponsored by Dick Gilsdorf; Fred Palma, sponsored by Frank Miller; John Reynolds, sponsored by William Hartzman; Edward Turbin, sponsored by Nathan Weinberg. Standings in the membership drive: William Hartzman, Cetlin & Wilson Shows, 52; Louis Rice, Endy Bros. & Prell Shows, 43; Frank Miller, Barnum-Bailey & Ringling, 17; Art Lewis, 13; Jack Perry, W. C. Katus Shows, 12; Max Linderman, World of Mirth Shows, 11, and Oscar Buck, of the Buck shows, 5; total, 228.

Donald Snell, San Antonio Showmen's Association, now a petty officer in the Merchant Marine, and Harry Moore, also of the Merchant Marine, were visitors. Ex-Treasurer Jack L. Greenspoon in for the meeting. Sam Burd, back from the Endy-Prell Shows, said they would close in Charleston. Frank Miller, back from the Big Show, with Pat Valdo's application. William Judkins Hewitt (Red Onion) was unanimously elected an honorary life member.

The club office has already disposed of about 400 banquet tickets. Secretary McKee, handling ticket sales from the park offices, assisted by Anna Halpin, of Palisades Park, has already disposed of about the same number. Tom Pell is back from the Coast after nine weeks in Venice. Charles Lawrence back from the road and Morris Levi in from the North. Gerald Snellens is on the way from the South. Edwin and Joseph Dubin are in the army. Letter of thanks for a Christmas package came from Pvt.

(See NSA on page 35)



Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Oct. 23.—Monday night meeting was called to order by President Edward Walsh, with Vice-President Harry Taylor and Secretary Charles Nelson on the rostrum and 143 members present. A silent tribute with dimmed lights was given to James W. Rogers and Isaac (Hopple) McFaden.

Letters came from Austin J. King, San Francisco, and Past President J. W. Conklin, who advised that he would sojourn here on November 2-9. Application of Newton J. Lightsey and reinstatement of J. F. Fitzgerald and Nathan Boleus were favorably passed upon. After a long absence, Thomas J. (Fuzzy) Hughes attended and gave an interesting talk on his recent tour with his attractions. Committees reported progress, including finance, which revealed that dues are coming satisfactorily and that few are risking penalty of reinstatement, which after the first of the year will be a \$25 initiation fee for new members and reinstatements. Over a score of membership applications were received from members of the Cole circus. Appreciation was expressed to the Cole personnel for contributions for floral pieces sent to the funeral of Isaac (Hopple) McFaden. Secretary Nelson was advised to contact Polack Bros. Circus to ascertain disposition of the remains of James W. Rogers and to thank Austin J. King for an \$18.75 War Bond for the cemetery fund. Parade to the Lion's Head netted a considerable sum to be added to the tidy 1943 Christmas Dinner Fund. Luncheon was served by Charles Farmer and Michael O'Toole.

Two sessions of the board of governors stressed plans for the Banquet and Ball in the Gold Room of the Biltmore Hotel. Past-President Joseph Glacy and the Banquet and Ball Committee announced there would be limited seating capacity, the admission price (including everything) would top at \$7.50 per, with a floorshow and three name bands. Date set is the night of December 14 and there are already many reservations.

It having been decided to combine the Beaches and Concessionaires nights, on November 1, a committee will be selected next week to complete arrangements for entertainment, luncheon and refreshments.

Ladies' Auxiliary

Millan Eisenman, second vice-president, presided at the regular meeting October 18. President Edith Bullock and her sister, Marie Tait, treasurer, left for the Utah home of their father, who passed away October 17. A moment of (See PCSA on page 57)

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, Oct. 23.—Members of the club were happy to congratulate Past President Anna Jane Pearson on her marriage to Earl H. Bunting. Congratulations also were forwarded to Mrs. Arthur Pruitt, Providence, R. I., who is the former Betty McKee, mascot of the club and granddaughter of Mrs. Marietta Vaughan, founder and mother of the club, on the birth of a daughter. Marie Simpson was extended heartfelt sympathy in the death of her husband, J. C. Simpson. Dues are coming in regu-

Heart of America Showmen's Club



Reid Hotel
Kansas City

Ladies' Auxiliary

KANSAS CITY, Mo., Oct. 23.—First meeting of the season has been called for November 7. However, the lobby of the Reid Hotel each evening is much like old-home week. The George Howks have moved into the hotel and have hung out the familiar sign, Howks Roost, which means open house. Mr. and Mrs. Ellis White are also located here for the winter. There are also many who live here permanently.

Those seen in the lobby this week included Mr. and Mrs. C. F. Zeiger, Mr. and Mrs. Brainerd, Mr. and Mrs. Stone, Ruth Spallo, Tillie Johnson, Mr. and Mrs. Curley Clark, Mr. and Mrs. Moon, Mollie Ross, Mr. and Mrs. Howk, Mr. and Mrs. Tony Martone, Mr. and Mrs. Paul McDonald, Mae McNeece, Mr. and Mrs. Ralph Noble, Mr. and Mrs. Clay Weber, Jim Hart, Mr. and Mrs. Cliff Adams and Jimmy, Mr. and Mrs. White, Frank Delmaine, Mr. and Mrs. Massey, Sam Benjamin, Mr. and Mrs. Roger Haney, Loretta Ryan, Mr. and Mrs. Charles Morphew; Mr. and Mrs. Campbell, she having returned from a visit to her mother in El Paso, Tex.; Mr. and Mrs. Gene Sugget, Mr. and Mrs. Major Banks.

Mr. and Mrs. Carter are in Excelsior Springs, Mo., taking the baths. Presidents Mr. and Mrs. Noble C. Fairly are in Hot Springs for a rest. Rosa Lee Elliot has joined her husband who is at a military camp in California. Mr. and Mrs. Chester Levin expect their son, Leo, home on a furlough. Mr. and Mrs. Elmer C. Velare spent Sunday here on their way to California. Mrs. Beulah Stafford, La Junta, Colo., on a buying trip for her store there, was a guest of the Zeigers.



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, Oct. 23.—Progress is being made in plans for the return of members from the armed services to civilian life. The club, which has been sending monthly packages to showmen on its list, whether members or not, is planning to have a "nest-egg" fund available as a sort of bonus for service members when they come back. A minimum of \$100 will be available for distribution as a gift of the organization to each man as he is discharged to ease the change-over to civilian life.

Sufficient funds to assure this minimum for the more than 30 members now in service have been set aside, and a portion of proceeds of every event to be staged by the club is to be devoted to this purpose. The fall opening of the clubrooms will be combined with a Halloween party October 30. Rooms are to be doubled in size, with addition of the entire third floor of the present quarters and with new equipment and furniture. The MSA has \$3,800 in the treasury, donated for the specific purpose of acquiring or building its own clubhouse, a project which will necessarily be postponed for the duration while more funds are accumulated.

Early. First meeting of the season on November 4 promises to be heavily attended, with nearly all members in from the road. Sergeant at Arms Doris Riebe, daughter of Mrs. Kathleen Riebe Gawle and the late Earl E. Riebe, sent announcement of her engagement to S. Sergeant Vernon Belford, Little Rock, now stationed at Scott Field, Belleville, Ill., the marriage to take place in the Post Chapel October 30.

TENTS

New and Used

CARNIVAL and SKATING RINK

Write for Prices

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. ALTON, ILL.

CARNIVAL CONCESSION TENTS

We have Canvas released by the government that needs no priority. Send in your inquiry today.

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron St. Chicago 12, Ill.

TENTS—BANNERS

We have Canvas for your needs. No priorities needed.

Charles Driver — Bernie Mendelson.

O. Henry Tent & Awning Co.
4862 North Clark St. CHICAGO 40, ILL.

WE ARE HAPPY TO ANNOUNCE

that EVA LATOUR is back with us, and with her, coming from Detroit, Julius B. Shuster, pick-up artist; Geraldine Shaver, crocodile girl; Grace McDaniels, mule-face woman; Dr. Rivers, human iceberg, and Eddie Hagen, who are all now a part of the Great

INTERNATIONAL CONGRESS OF ODDITIES

A UNIT OF THE

PARK AMUSEMENT CO., INC.

NOW PLAYING OUR 6th WEEK

414 WASHINGTON AVE.

ST. LOUIS, MO.

ATTENTION . . . ATTENTION

BRUNO ZACCHINI WILL SELL THE SECRET OF THE FAMOUS ZACCHINI CANNON ACT, EITHER DOUBLE OR SINGLE. IF INTERESTED, CONTACT

BRUNO ZACCHINI

620 Prospect Avenue, Rustic Lodge, Sarasota, Florida

WANT FOR CHESTER COUNTY FAIR, Nov. 1 to 6

Can place Rides—Merry-Go-Round or Roll-o-Plane. Concessions of all kinds. Shows with own outfits. Colored Performer. Address all mail

STEBLAR GREATER SHOWS

Woodruff (Fair), S. C.

KEYSTONE EXPOSITION SHOWS WANT

WEEK OCTOBER 25 TO NOVEMBER 6

For Lions' Fall Fair, Hinesville, Ga., with 80,000 soldiers in Camp Stewart, with big pay day. For long season south. Want Concessions and one more Ride, Penny Arcade, Cigarette Gallery, Pan Game, Fish Pond, Ball Games, Pitch-Till-You-Win or any 10-cent Grind Stores, no Wheels. Only limited number will be booked. Can use Concession Agents. Can place Ride Help that can drive trucks. We have several more weeks of proven spots. ALL ADDRESS: HINESVILLE, GA.

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

En Route.
October 23, 1943.

Dear Editor:

The show train is rattling along as this is being written. We have been en route during the entire week. We don't know where we are or where we're going. The shows' head interpreter and his two assistants, who also share this upper berth with me, advised that we were below the Panama Canal. They further stated that the train had crossed the canal without the guards knowing it, because the wind was in the wrong direction.

Now the three of 'em have started beefing about the noise this typewriter is making. One is extra loud with squawking because I have it on his chest. I haven't beefed about their three dogs being in this upper berth with us or about their underwear, which they washed in a bucket, dripping down my neck. Whoever thought of putting wash lines in upper berths should be crucified. If they keep on beefing, I'll throw their two guitars and bass riddle out of the berth. My neck is stiff from using the fiddle for a pillow. Now that they have calmed down, I'll continue with this weekly show copy. I spoke too soon. They just opened their steamer trunk, which is also in the berth, and are eating tamales which they carry in it on long runs.

Understand me right. I'm not complaining, but a press agent should be given a lower berth if he has to share it with three interpreters, two guitars, a bass fiddle, three dogs and a trunk of tamales. I often wondered why upper berths in show trains never had foot and headboards to separate those who live on upper shelves. The fellows who sleep in the berth head to head with ours snore and have given us dandruff. Had to stop again. Our berth dogs and the monkeys belonging to those who live in the adjoining berth got into a fight. It got good when the cats belonging to three couples, who sleep in the upper berth at our feet, joined the clam. The parrot that belongs to the three fat gals, who have an upper across the aisle, refereed the bout. The owner of the monks is now beefing about the bosses allowing dogs in a berth car.

The train just stopped with a bang. My typewriter slid about a foot. You should hear the interpreter beef because it skinned his chest. Just learned why the train stopped. The porter wanted to let our gal-show chorus out of the car's 'possumbelly so that they could get into the dining car to eat. Picture the nerve of some people! The gal show talker, who sleeps in a lower with four giants, wanted to put his drum in our berth. We straightened him out in a hurry. The giants, who are too long for the berth, sleep with their knees in the air and we slid the drum under the crooks of their legs. It wasn't hard to do after we had pushed the tent stakes, which were picked up on the lot after the train was loaded, further back.

We've arrived somewhere. From the sign on the depot, it's Taboo, Colombia, South America. If this spot isn't a red

one the show will have to winter here. P. S.: Pete Ballyhoo stopped at our berth to get his lay-out stakes and sledge hammer. Said to give you the following ad: Ballyhoo Bros. can place people in all departments. Salaries in pesos. No brass. Pullman car accommodations furnished. MAJOR PRIVILEGE.

ROUTES

(Continued from page 24)

Mann, Jack (Leon & Eddie's) NYC, nc.
Mannion, Evelyn, Dancers (Glenn Rendezvous) Newport, Ky., nc.
Marina (Blackstone) Chi, h.
Marlyn & Martinez (Iceland) NYC, nc.
Mars, Sonny (Greenwich Village Inn) NYC, nc.
Marshall, Jack (Belmont Plaza) NYC, h.
Marlaine (Blackstone) Chi, h.
Masters & Rollins (Hurricane) NYC, nc.
Mathews, Lucille (Royale) Detroit, nc.
Maurice & Maryea (Commodore) NYC, h.
Maye, Marion (Kelly's Stables) NYC, nc.
Mays & Brach (Palace) Columbus, O., t.
Maxellos (Iceland) NYC, nc.
Merrill, Joan (Latin Quarter) Chi, cl.
Miguel & Molina (Toulouse) NYC, nc.
Miles, Jackie (Walton) Phila, h.
Miller, Follie (Glenn Rendezvous) Newport, Ky., nc.
Miller, Suzanne (Drake) Chi, h.
Moke & Poke (Zanzibar) NYC, nc.
Morgan Sisters (Old Roumanian) NYC, nc.
Moroccans, Tumbling (Latin Quarter) Chi, cl.
Moya, Lolita (Glen Park Casino) Buffalo, nc.
Murphy Sisters (Commodore) NYC, h.
Myles, Marilyn (Leon & Eddie's) NYC, nc.

N

Nelson Sisters (Edgewater Beach) Chi, h.
Navada, Vicki (Mayfair) Boston, nc.
Nichols, Les (Empire) Newark, N. J., t.
(Gayety) Baltimore 28-Nov. 4, t.
Niles, Marion (Versailles) NYC, nc.
Noel, Hattie (State) NYC, t.
Norman, Nita (Tic Toc) Milwaukee, nc.
Norskaye, Nadya (Ruban Bleu) NYC, nc.

O

O'Dare, Dale (Mon Patee) NYC, nc.
O'Keefe, Walter (Troika) Washington, nc.
Oshmen, Rita (Glenn Rendezvous) Newport, Ky., nc.
O'Neill, Peggy (51 Club) NYC, nc.
O'Neal, Tom (Helsing's) Chi, nc.
Overman, Wally (Rivoli) Seattle, t.
Ovettes, Great (Palm Gardens) Columbus, O., nc.; (Rialto) Louisville, Nov. 1-6, t.

P

Padilla, Ramon (Havana-Madrid) NYC, nc.
Patterson & Jackson (State) NYC, t.
Penman, Jim (Blackhawk Cafe) Chi, re.
Perry, Ben (Helsing's) Chi, nc.
Pickford, Murry (Mede's Log Cabin) Revere, Mass., nc.
Price, Evan (Bellerive) Kansas City, h.
Price, George (Latin Quarter) NYC, nc.
Price, Walter E. & Helen (USO-Camp Shows) Pine Bluff, Ark., 29-30; New Orleans, Nov. 4-6.

Q

Quitsie (Victory Room) Buffalo, nc.

R

Rand, Sally (Folles Bergere) NYC, nc.
Ray, Jimmie (Hurricane) NYC, nc.
Reat, Petti & Lester (Brownie's Marble Grill) Rochester, N. Y., nc.
Reeves, Cy (Colony) Chi, nc.
Rhythm Rockets, Four (Latin Quarter) NYC, nc.
Rice, Andy (Primrose) Newport, Ky., cc.
Rice, Sid (Old Roumanian) NYC, nc.
Richey, Jean (Earl Carroll Theater) Hollywood, re.
Rio, Eddie (Florentine Gardens) Hollywood, nc.
Rivera, Marta (Cobra) NYC, nc.
Robbins, Gayle (Belmont Plaza) NYC, h.
Robinson, Marion (Kelly's Stables) NYC, nc.
Rocco, Maurice (Zanzibar) NYC, nc.
Rosini, Paul (Mayfair) Boston, nc.
Ross, Marilyn (885 Club) Chi, nc.
Ross & Ross (Primrose) Newport, Ky., cc.
Ruiz, Maclovita (Havana-Madrid) NYC, nc.

S

Scott, Hazel (Cafe Society Uptown) NYC, nc.
Shaver, Buster, with Olive & George (Look-out House) Covington, Ky., nc.
Shaw & Lee (Riverside) Milwaukee, t.
Shaw, Sandra (51 Club) NYC, nc.
Shea & Raymond (Strand) NYC, t.
Slemon, Hank (Royale) Detroit, nc.
Silver Cyclones (Kitty Davis Airliner) Miami Beach, Fla., nc.
Sinatra, Frank (Waldorf-Astoria) NYC, h.
Sinclair & LeRoy (Earle) Phila, t.
Sloan, Estelle (Chicago) Chi, t.
Slyter, Prof. (Bismarck) Chi, h.
Smoothies (Greenwich Village Inn) NYC, nc.
Son & Sonny (Primrose) Newport, Ky., cc.
Stephanie & Carol (Hollenden) Cleveland, h.
Stewart, Phyllis (Cafe Society Downtown) NYC, nc.
Stuart & Lea (Roosevelt) New Orleans, h.
Sue, Lyda (Strand) NYC, t.
Sullivan, Jerry (Bismarck) Chi, h.
Summer, Helen (Ivanhoe) Chi, re.
Suns, Three (Piccadilly) NYC, h.
Sweethearts, Three (Tower) Kansas City, Mo., t.
Swifts, Three (Earle) Washington, t.

T

Talbot-Martin, Elizabeth (Oriental) Chi, t.
Talla (Troika) Washington, nc.
Tapps, George (Blackstone) Chi, h.
Tharpe, Sister Rosetta (Streets of Paris) Hollywood, nc.
Thompson, Arline (Versailles) NYC, nc.
Toppers (Enduro) Brooklyn, cl.
Toy & Wing (Paramount) NYC, t.

V
Van, Gus (Riverside) Milwaukee, t.
Volkoft & Milada (Waldorf-Astoria) NYC, h.
W
Warren, Annette (Carter) Cleveland, nc.
Wayne, Jerry (La Martinique) NYC, nc.
Welch, Roberta (Penthouse) NYC, nc.
Weller, Jack (Orpheum) Minneapolis, t.
Whelen, Maurice & Betty (885 Club) Chi, nc.
White, Beverly (Sky Bar) Cleveland, cl.
Whitney, Ruth (Primrose) Newport, Ky., cc.
Williams, Hannah (Riobamba) NYC, nc.
Williams, Hermanos (Copacabana) NYC, nc.
Willys, Six (Riverside) Milwaukee, t.
Winchell, Paul (RKO-Boston) Boston, t.
Wood, Jane (Lookout House) Covington, Ky., nc.
Wood, Kirk (Leon & Eddie's) NYC, nc.
Worthington, Dick (Royale) Detroit, nc.

Y
Yost, Ben, Four (Capitol) Washington, t.
Yost's, Ben, Vikings (Beverly Hills) Newport, Ky., cc.

DRAMATIC AND MUSICAL

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

Able's Irish Rose (Colonial) Akron, O., 27; (Park) Youngstown 28-30.
Abie's Irish Rose (English) Indianapolis.
Army Play by Play (Studebaker) Chi.
Arsenic and Old Lace (Court Sq.) Springfield, Mass., 27; (Metropolitan) Providence, R. I., 28; (Bushnell Aud.) Hartford, Conn., 29-30.
Artists & Models (Opera House) Boston.
Barrimore, Ethel, in Corn Is Green (Oss) Detroit.
Bennett, Constance, in Without Love (Erlanger) Chi.
Blithe Spirit (Wilbur) Boston.
Blossom Time (Hanna) Cleveland.
Connecticut Yankee (Forrest) Phila.
Dark Eyes (Selwyn) Chi.
Dough Girls (Orpheum) Sioux City, Ia., 27; (Omaha) Omaha 28-29; (Shrine Aud.) Des Moines 30.
Dough Girls (Shrine Aud.) Oklahoma City 27; (Majestic) Fort Worth, Tex., 28; (Melba) Dallas 29-30.
Gilbert & Sullivan Operas (Erlanger) Buffalo 25-27; (Auditorium) Rochester 28-30.
Good Night Ladies (Blackstone) Chi.
Jane Eyre (Biltmore) Los Angeles.
Janie (Civic) Chi.
Junior Miss (Cox) Cincinnati.
Kiss and Tell (Plymouth) Boston.
Kiss and Tell (Harris) Chi.
Kiss and Tell (Curran) San Francisco.
Let Us Be Gay (Shubert Lafayette) Detroit.
Life With Father (Nixon) Pittsburgh.
Oklahoma (National) Washington.
Patriots, The (Royal Alexandra) Toronto.
Porgy and Bess (Shubert) New Haven, Conn., 27-30.
Sons of Fun (Ford) Baltimore.
Student Prince (Davidson) Milwaukee.
Tomorrow the World (American) St. Louis.
Uncle Harry (Locust St.) Phila.
What's Up (Walnut) Phila.

ICE SHOWS ON TOUR

Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Franeys, Dorothy, Ice Time (Adolphus Hotel) Dallas.
Ice Polies of 1943 (Winterland) San Francisco.
Ice-Capades of 1944 (Arena) Phila 25-Nov. 3.
Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
Stars on Ice (Sonja Henie & Arthur Wirtz) (Center Theater) NYC.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. B. & B. Attrs.: Walnut Cove, N. C.
Alamo: San Angelo, Texas; Del Rio 30-Nov. 6.
All-American Expo.: Dothan, Ala.
B. & H.: (Fair) Barnwell, S. C.; St. George, Nov. 1-6.
Beaty's Rides: Pickens, Miss.
Beckman & Gerety: (Fair) Shreveport, La., 25-Nov. 1.
Bistany's Greater: Jacksonville, Fla.; Starke, Nov. 1-6.
Brown Family Rides: Glenville, Ga.
Buckeye State: Malvern, Ark.; Hope, Nov. 1-6.
Burdick's: Temple, Tex.
Burke, Harry: Baton Rouge, La.
Central Am. Co.: Scotland Neck, N. C.; Rich Square, Nov. 1-6.
Cetlin & Wilson: (Fair) Goldsboro, N. C.; (Fair) Florence, S. C., Nov. 1-6.
Chatham Am. Co.: (Fair) Salley, S. C.
Colley, J. J.: Honey Grove, Tex.
Crafts 20 Big: Tulare, Calif., 25-31.
Crescent Am. Co.: Georgetown, S. C.; (Fair) Walterboro, Nov. 1-6.
Dodson's World's Fair: (Fair) Beaumont, Tex.
Dumont: Fayetteville, N. C.
Dyer's Greater: Bruce, Miss.; (Fair) Grenada, Nov. 1-13.
Eddy Bros. & Proll's Combined: Charleston, S. C., 27-Nov. 9.
Exposition at Home: Winston-Salem, N. C.; Monroe Nov. 1-13.
Fay's Silver Derby: Aragon, Ga.; Dallas, Nov. 1-6.

Fleming, Mad Cody: Blackshear, Ga.; season ends.
Francis: Macon, Ga.
Gentsch & Sparks: Columbia, Miss.
Gold Medal: Marks, Miss.; Greenville Nov. 1-6.
Grady, Kelle: Florence, Ala.
Great Lakes Expo.: Valdosta, Ga., 25-28; Tallahassee, Fla., 30-Nov. 15.
Great Sutton: Marked Tree, Ark.; Blytheville, Nov. 1-13.
Greater United: Beeville, Tex., 27-Nov. 6.
Groves Greater: Golden Meadow, La., 25-31.
Harvey Greater: Newport, Ark.
Hennies Bros.: (Fair) Mobile, Ala.
Heth, L. J.: (Fair) Milledgeville, Ga.
Hyalite Midway: Tyler, Tex.
Jones, Johnny J., Expo.: Athens, Ga.
Kaus, W. C.: Columbia, S. C.
Keystone Expo.: Hinesville, Ga., 25-Nov. 6.
Lawrence Greater: (Legion Fair) Dunn, N. C.; Fayetteville, Nov. 1-13.
Liberty United: Charleston, S. C.
Magic Empire: Dermott, Ark.; Lake Village, Nov. 1-6.
Miller, Ralph R.: Bunkie, La.
Monarch Midway: Venice, Fla.
Park Am. Co.: Alexandria, La.
Pepper's All-State: Haleyville, Ala.
Pike Am. Co.: Augusta, Ark.
Playland Am.: (Fair) Eastman, Ga.; Moultrie Nov. 1-6.
R. & S. Am.: Jacksonville, N. C.; Camp Davis, Nov. 1-6.
Reading's: (First & Spring Sts.) Nashville, Tenn.
Rogers & Powell: (Stock Show) Collins, Miss.; Grenada Nov. 1-6.
Royal Expo.: Baxley, Ga.
Scott Expo.: (Boulevard & Irwin St.) Atlanta, Ga.
Siebrand Bros.: Yuma, Ariz.
Silk City: Silver Springs, Md.
Sparks, J. P.: (Fair) Panama City, Fla., 25-Nov. 6.
Stebler's Greater: (Fair) Woodruff, S. C.; (Fair) Ocheater Nov. 1-6.
Strates, James E.: Orangeburg, S. C.
Sunflower State: Arkansas Pass, Tex.
Tidwell, T. J.: (Fair) Haskell, Tex.
United American: Carthage, N. C.
United Expo.: Leesville, La.
Virginia Greater: (Lions' Fair) Conway, S. C.; (Lions' Fair) Marion, Nov. 1-6.
Ward, John R.: Hattiesburg, Miss.
West Coast Am. Co.: Emeryville, Calif., 27-Nov. 11.
World of Mirth: Macon, Ga.

CIRCUS

Donovan Bros.: Big Springs, Tex., 27-29; Sweetwater 30.
Hamid-Morton: Rochester, N. Y., 25-30.
Kelly, Al G., & Miller Bros.: Healdton, Okla., 26; Ardmore 27-28; Marietta 29; Madill 30; Boswell 31; season ends.
Mills Bros.: Pine Bluff, Ark., 26; Dumas 27; McGehee 28; Lake Village 29; Eudora 30; Arkansas City, Nov. 1; season closes.
Polack Bros.: (Coliseum) Tulsa, Okla., Nov. 1-7.
Ringling Bros. and Barnum & Bailey: Co-lumbus, Ga., 26; Albany 27; Waycross 28; Jacksonville, Fla., 29-30; Miami, Nov. 1-3; Tampa 5-6; season closes.

MISCELLANEOUS

Birch: Aberdeen, S. D., 27; Huron 28; (Cora Palace) Mitchell 29; Yankton, Nov. 1; Norfolk, Neb., 2; Columbus 3; York 4-5.
Campbell, Loring: South Haven, Kan., 27; Vernal, Utah, Nov. 1; Roosevelt 2; Heber 3; Salt Lake City 4; Grantsville 5.
Couden, Doug & Lola: School Assemblies, Panguitch, Utah.
Daniel, B. A.: Springfield, Ill., 25-29.
Harlan, Doc & Maxine: Barborton, O., 25-30.
Hubbard, Paul: Public schools Cincinnati, O., until Nov. 26.
Long, Leon, with Winstead's Minstrels: Mt. Olive, N. C., 29; Warsaw 30; (Auditorium) Raleigh, Nov. 1; (Armory) Durham 2.
Ricton's Dogs: Athens, Ala., 25-30.
Russell, Slim: San Angelo, Tex., 25-30; Brown-wood, Nov. 1-6.
Slout, L. Verne, Theater Workshop: Aidan, Pa., 27; Unionville 28; Myerstown 29.
Teska's Village: Blytheville, Ark.
Virgil, Great: Burley, Idaho, 27-28; Oakley 29; Wells, Nev., Nov. 1; Eureka 3; Fallon 6.

ADDITIONAL ROUTES

(Too Late for Classification)

Bolyard, Lewis E. (Lyric) Salt Lake City 27-Nov. 2.
Glover & La Mae (Edgewater Beach Hotel) Chicago.
Gray, Tony (Club Casanova) Detroit.
Nov-Elite Trio (Chin's Night Club) Cleveland.
Romas, Flying: Marks, Miss., 25-30.
Ross, Jay (Red Gables Night Club) Indianapolis 25-30.
Wyoming Duo: (Avon Hotel) Ottawa, Ont., Can., 25-30.

WANT

Forris Wheel and Tilt-a-Whirl Foremen.
Place Girl Show.

John R. Ward Shows
Hattiesburg, Miss.

League Selects Its Nominating Group

CHICAGO, Oct. 23.—Members of the nominating committee to select candidates for the ensuing year were elected Thursday night at the regular meeting of the Showmen's League of America.

From the body those selected were Charles G. Driver, Petey Pivor and Edward Wall, with Irving Mallitz as alternate; from the board of governors, G. L. (Mike) Wright, Ned Torti, James Campbell and Rudolph Singer.

Candidates will be announced next Thursday (28).

Mrs. M. H. Barnes Robbed

CHICAGO, Oct. 23.—Mrs. M. H. Barnes, wife of M. H. Barnes, head of Barnes-Carruthers, was robbed early this week as she returned home after registering for her ration books. The robber obtained a small amount of cash and more than \$400 worth of jewelry, but did not take Mrs. Barnes's ration books.

BUCKEYE STATE SHOWS

WANT Rides, Kiddie Rides, Octopus, Fly-o-Plane, Silver Streak or any Flat Ride not conflicting.

CAN PLACE Shows with own outfits. Concessions all open. Can use Wheel and Grind Store Agents. Foremen and Ride Help on all rides. Top salaries—out all winter.

All address MICHAEL ROSEN, Mgr., Malvern, Ark., this week; then per route.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

NOW barning.

C. R. KRATZ joined the Virginia Greater Shows with his custard stand.

LEE McDANIELS has the front of Frankie Beanno's Minstrels with the All-American Exposition.

I. MENDLESON, who joined the Virginia Greater Shows with his arcade, reports good business.

DID your agent know where he was going?

BUD MUNN reports from Austin, Tex., that he finished an okay season with kiddie rides and a few concessions in Riverside Amusement Park.

MIKE SWEET, assistant on the Van Ault Arcade which recently closed the season with the James E. Strates Shows, is wintering in Tampa.

WORD comes from Mr. and Mrs. Bill Starkey and daughter, Annabel, that they finished a successful season and are at their home in Cleveland.

ONE thing about some managers. It's never their examples that encourage youngsters to become managers.

CARL H. BARLOW, concession manager of the Johnny J. Jones Exposition, who sustained a broken leg recently, is re-

Shows and Bill Hames Shows, is in a hospital in Terrell, Tex., and would appreciate hearing from friends, in care of Box 58.

SOME showmen can be strict and stingy with their help and liberal with visiting fair and committeemen. They are guided by necessity and not by emotions.

TOMMY CARSON, business manager of the Lawrence Greater Shows, renewed acquaintances with Rocco Mastucci, manager, and William C. Murray, general agent of the Virginia Greater Shows, in Bennettsville, S. C.

VISITORS to The Billboard offices, Cincinnati, October 22, were Tony Scruggs, Ferris Wheel operator and The Billboard sales agent, and Curly Martin, also Ferris Wheel operator with the World of Pleasure Shows which closed at Albany, Ind., October 2. Reported a good season.

FRANKIE SHAFER, West Coast showmen, reports opening of his museum in Seattle with this line-up: Le Roy, magician; Lady Ernestine, armless wonder; Frank McGuire, human ostrich; Arlene, Indian mystery; Prof. Lido, mentalist; Velita, human fountain. Maggie, monkey girl, is annex attraction. Curley Mason is manager and handles publicity.

Freis were reported recuperating after illnesses. Luncheon served was donated by Sisters Wall, McGlynn and May Sopenaur.

MARIO BRANCATO and George Howk, of Fairyland Park, Kansas City, Mo., returned from a trip to Omaha, where they looked over construction of several park buildings with a view to rebuilding Fairyland Park, destroyed by fire this summer.

MOST of the show people in Houston attended a birthday party in honor of Roy Gray, owner of the Grand Union Shows, on his 56th birthday, October 16. A big fish fry was served, and in his "thank you" to the group, Gray remarked: "Now I have had every kind of birthday dinner."

NOTES from Texarkana, Ark., by D. W. (Crazy Horse) Powers: New arrivals include John (Hoosier Johnny) Quinn and wife and son and Jerry Murphy and wife, in for the winter. Mr. and Mrs. Paul Flanagan arrived from the World of Today Shows. R. A. Miller plays host to arriving friends by taking them out to the 10 lakes or the three rivers for fishing or hunting. Mr. and Mrs. Jack Smith at their poultry ranch are in full swing for the war effort, marketing 60 to 70 dozen eggs weekly. Their fryers run into the hundreds. R. A. Miller's Club Dallas is a haven for soldiers and their wives and sweethearts. His brother is a lieutenant in the air force and a son is in the navy.

THEN there is the one about the members of a winter midway waiting all week for a customer to come onto the lot. At 11 p.m. Saturday an old man with a long beard arrived and asked: "What time does the balloon go up?" When told that the show didn't carry a balloon, the old man replied: "Good night, gentlemen," as he walked off of the grounds.

HAROLD BARLOW, manager and owner of Barlow's Big City Shows, who underwent an operation for cancer of the stomach in Barnard Hospital, St. Louis, has returned to his cottage in East St. Louis, Ill., and is reported on the road to recovery. In the hospital he was visited by showmen and newspapermen, including members of Masons, Elks, Eagles, Moose, International Masonic Twelve-High Club, Guild, Eastside Motor Club and International Association of Showmen, in all of which he holds membership. In outdoor show business over a quarter of a century his career dates



PENNY PITCH GAMES

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

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$12.00

BINGO GAMES

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

1/3 Deposit on All Orders.

SEND FOR CATALOGUE

Full of New Games, Blankets, Dolls, Games, etc.

SLACK MFG. CO.

124-126 W. Lake St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1943

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each .03
Analysis, 8-p., with White Cover. Each .15
Forecast and Analysis, 10-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25¢.
No. 1, 34-Page, Gold and Silver Covers. Each .35
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Outja Boards, etc.

NEW DREAM BOOK

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¢
Signa Cards, Illustrated. Pack of 36 . . . 15¢
Graphology Charts, 9x17. Sam. 5¢, per 1000 \$6.00
MENTAL TELEPATHY, Booklet, 21 P. . . . 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$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.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO
Instant Delivery. Send for Wholesale Prices.



NO SHORTAGE

On Our Easy Money-Making BUDDHA PAPERS Blank sheets of paper magically turn into written Fortune Telling or Character Readings.

Send Stamp for Catalog. B. BOWER, Bellemead, N. J.

Great Sulton Shows FOR SALE

7 TUB TILT-A-WHIRL (Good as New). NO. 5 FERRIS WHEEL (Good as New). 2 ABREAST PARKER MERRY-GO-ROUND. 33 Ft. in Good Shape. New Top and Wall. SMITH & SMITH CHAIR-PLANE. 6 SEMI TRUCKS, 24 FT. TRAILERS, SHOW FRONTS, TENTS, 2 TRANSFORMERS IN TRUCK WITH PLENTY OF CABLE. VERY FINE OFFICE. 24 FT. SEMI ON TRUCK. Address: Marked Tree, Ark., Oct. 25-30; Blytheville, Ark., Nov. 1-13.



SHOWING A STRING of ducks and pheasants as a result of their prowess with shooting irons in one day are Eddie Mertz (left), Milwaukee, friend of outdoor showmen, and none other than Ned E. Torti, of the Wisconsin De Luxe Corporation, Milwaukee. They did their hunting out of Watertown, S. D., the first week in October.

cuperating in Washington, where he expects to spend the winter.

SOL SPEIGHT, with the Virginia Greater Shows, purchased a 30-passenger bus to transport his Cotton Club Revue which played to successful business at the Bennettsville (S. C.) stand.

DURING Virginia Greater's engagement at Bennettsville, S. C., members of that show had a visit from Cash Miller, of the Endy Bros.-Prell Combined Shows.

TO estimate a concessionaire's take for the season, add his jackpotting to his wife's belly-aching and divide by two.

THOMAS R. POPLIN, superintendent of the Art Lewis Shows, reports that all rides have been removed from Ocean View Park, Norfolk, Va., and have been stored at Fox Hall, where they will be remodeled for the coming season.

PORTER VAN AULT types from his winter quarters at Petersburg, Va., that he closed his Arcade with the James E. Strates Shows October 8 and that he intends to go to the Johns Hopkins Clinic in Baltimore.

DOLORES CORONADO, Princess of Pounds, inks from San Francisco that she closed a successful season with Johnny Howard's Museum and is now working in Reilly Castle's Sportland Arcade, Market Street.

Z. V. (COWBOY) TRIPLETT, old-time trouper with the J. George Loos

PLENTY of radio, newspaper and outdoor advertising will be used, reports A. C. Bradley, general representative, for a new park to be operated in Panama City, Fla., by Park Amusements, Inc., with Al Wagner, head of Great Lakes Exposition Shows, as president and general manager. Shows' billposter will be retained to freshen paper weekly. (See Parks Department, this issue.)

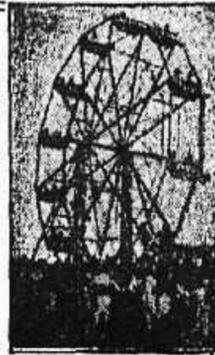
REMEMBER the story about the showman who died and St. Peter couldn't check up on his past because the showman had played too many wildcat and sneak spots while on earth.

L. B. (BARNEY) LAMB reports from Courtland, Ala., that after three pleasant and successful seasons with the Gold Medal Shows, he has closed and severed relations with Owner Oscar Bloom. Due to the help situation he did not take out the Side Show this year but had a couple of rides and shows. He is heading for a winter location for his Roll-o-Plane and Octopus before attending the Chicago meetings.

CARAVANS, meeting in the Hotel Sherman, Chicago, October 13, heard a committee report on progress on recommendations for by-laws, which will be discussed before adoption, reported Alice Kady. First Vice-President Pearl McGlynn presided. Secretary J. Wall and Treasurer Rose Page were present. Bertha McDaniels, Daisy Davis and Betty Broderick were elected to membership. Election of a second vice-president will complete the roster of officers. Lena Schlossburg is visiting her father, who is ill in Philadelphia. Myrtle Hull and Marge

Cody Fleming says:

"Big Eli runs away from the other two rides. I have had better than \$200 nights with no daytime play. My gross this season will be more than double last year." So another BIG ELI leads the field. Keep the present BIG ELI'S rolling when the War is over—there will be more New Wheels available.



ELI BRIDGE COMPANY

800 Case Avenue Jacksonville, Illinois

TRACEY BROTHERS WANT

Freaks, Novelty Working Acts that are interested in year-round work. Top salaries. Inside show museum or park. In applying for work state salary or you will not get a reply.

GILBERT TRACEY
Crescent Amusement Co.
Georgetown, So. Car.

FOR SALE

32-Foot Parker Baby Q Merry-Go-Round with or without organ, No. 5 Eli Wheel, 24-Seat All-Steel Chair-o-Plane. All Rides in good condition. Can be seen in operation Fair Park, Little Rock.

T. A. FUZZELL

Rt. 3, Box 419 LITTLE ROCK, ARK.
Phone 39451

WANT

Concessions of all kinds, Grind Store Agents. Can place several Shows. Will buy Marquee. Address

GEORGE EMMERSON

Harvey Greater Shows
Newport, Ark., this week.

RAY MARSH BRYDON WANTS

OSSIFIED MAN.

Top salary. All Winter's Work. ALSO WANT TO HEAR FROM WHITE AND BLACK RUNTS, AND PERFECT MIDGETS.

Johnny Carpenter, Hosey Wheeler, Nate Felton and Others, Reply.

—NOW SHOWING—

414 WASHINGTON AVE.
ST. LOUIS, MO.

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.

back to the Bostock-Ferrari Shows and Mighty Doris Shows with which he was associated as promoter, agent and general representative.

LOU DAVIS, who closed his Look-at-Life Museum with the Baysinger Shows in Wardell, Mo., then joined Rogers & Powell Shows in Canton, Miss., which were reported playing to good business under auspices. Joe Beaty's rides are booked. Merry-Go-Round and Ferris Wheel did well. Shows include minstrels; wrestling bear, owned by Effie Moore; Lou Morton's Side Show and Look-at-Life, owned by Davis. Show has about 50 concessions and a well-patronized cookhouse.

HUTCHENS' Modern Museum is stored in Cassville, Mo., and Mr. and Mrs. Hutchens are with his mother, Mrs. M. E. Hutchens, mother of John T., who is looking after his stock farm and doing some building. He reports his crops good and will enlarge a barn for his corn crop of about 600 bushels. He opened with the Alamo Shows in San Antonio February 23 and stayed until his health indicated a move north. He lost 22 pounds, but after joining the Anderson-Strader Shows in Nebraska his health improved. His business was good with both shows. Museum closed in Junction City, Kan., and all personnel was re-engaged for next season. He plans to enlarge and will carry three trucks instead of two. A new tent to be built by Charles G. Driver will be in five pieces, and four new banners will be added to the front.



PVT. JOHNNY J. DENTON, of the Johnny J. Denton Shows, is serving in the Coast Artillery at Camp McQuaide, Calif. After the war he plans to go on the road again with his show.

clian, adding that he misses the road but that he gathers news each week from *The Billboard*.

SGT. BERNARD R. (BUDDY) MUNN, former Octopus ride operator on Byers Bros.' Shows, spent a 10-day furlough with his parents, Mr. and Mrs. Bud Munn, at Riverside Amusement Park, Austin, Tex. He is stationed at Moore Field, Mission, Tex.

PFC. RALPH PETERSON, formerly with the World of Mirth Shows, has completed studies for classification specialist at State College, Brookings, S. D., and will be stationed at Salina, Kan., reports his mother, Mildred Peterson, chaplain of the Ladies' Auxillary of the NSA.

NSA

(Continued from page 32)

Irving Shapiro, somewhere overseas, and a letter from John F. King, Naval Hospital, St. Albans, Vt.

Ladies' Auxillary

First business meeting of fall was held October 13, with 45 members and the officers present. Clementine Coffey and Geraldine Hurd, new members from the O. C. Buck Shows were greeted, as well as members who had not attended a meeting in many months, among them Evelyn Buck and Mildred Schwartz, Buck Shows, and Rose Lange, Stella Feldberg and Evelyn Fallon. Gertrude Hardie, new member from Fallsades Park, attended.

Donations to the penny fund were made by Past President Midge Cohen, Helene Rothstein, Stella Feldberg, Winnie Wright, Mildred Ford and Secretary Frances Simmons. A check for \$100 was received from Edna Lasures, a result of her personal bond selling campaign, and a bag full of pennies, weighing about 50 pounds, was brought in for Evelyn Buck, Helen Evans and Ann Marcaccio, Buck Shows. In a discussion as to whether the auxillary should purchase an ambulance or an iron lung, the latter was agreed upon. Proceeds of sale of tickets for the bond award, to be held in the spring, will go toward an iron lung. This fund was further enlarged by contributions from Max Rosoff and Evelyn Buck.

It was unanimously agreed to do away with the closed nominations of the past several years, and a nomination committee was named by the president, consisting of Rose Lange and Leah Greenspoon, co-chairmen, assisted by Helene Rothstein, Queenie Van Vleit, Margaret McKee and Mabel Schoonmaker. On the night of November 10 nominations will be made and admission to clubrooms will be only to those who hold paid up 1943-'44 blue cards. Applications for membership were received from Mrs. Vonnie Wilson and Mrs. Barbara Zavatta, proposed by Kate Benet; Elizabeth Buck, proposed by Treasurer Anna Halpin; Mrs. Mabel Ben, proposed by Maage Bloch, and Mrs. Marietta Ware, proposed by Mrs. Fay Gilsdorf. Mary Salsberg was reported convalescing after a major operation at Jersey City Medical Center, Sadie Harris, who was operated at Misericordia Hospital, Manhattan, was reported on the road to recovery.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 23.—Confirmation has come from the Hotel Sherman that all sessions of the 10th annual meeting will be in Room 118 of that hotel, beginning on the night of November 29. Sessions will start nightly at 11 o'clock so as to give members and others who may be interested an opportunity to be present without neglecting other interests. Such matters as are not disposed of at Monday night's session will be completed at the second session on Tuesday, and if necessary further sessions will be held on succeeding evenings. The program is being skeletonized in accordance with the government's request, and the annual report will be submitted to the membership in printed form to save the time ordinarily consumed in reading it.

Altho official notice of the meeting is confined to the membership and to those who have requested copies of it, the meetings have always been open to all who were interested in attending, and the sessions this year will also be open to all interested. Suggestions from members in connection with the meeting will be welcome, especially as to subjects they wish particularly included in the report or discussed at the meeting. Based upon correspondence, indications are that much interest is being taken in association affairs. Copies of the meeting program, to be sent out November 3, may be obtained by non-members upon request.

Press representatives of member shows will be interested to learn that the War Production Board has eased restrictions on manufacture of photo-flash and photo-flood lamps for civilian use and that preference ratings are no longer required to obtain these items.

WHEELS OF ALL KINDS
 Tickets—Paddles—Laydowns
 Complete KENO Outils
CARNIVAL SUPPLIES AND EQUIPMENT
 GAMES, STRIKERS, ETC.
 Still Available
EVANS' BIG PUSH
 Write for Catalog
H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

Shrunken Japanese Soldier
Shrunken Japanese Nurse
Shrunken Japanese Heads
 See the Shrunken Body, once a mighty fighting soldier, now a shrunken midget; once a tender nurse, now a shrunken beauty. A reproduction of the Japanese body in shrunken condition, every detail true to life. Crowds flock to see them. Everyone wants to see a dead Jap. Black human hair, eye lashes, brows. Carnivals actually shrink human heads and bodies. We send lectures telling all about it. Fill your show house every night. Biggest window attractions in America. Shrunken bodies, length over all about 3 feet; wt. about 8 lbs. Shipped in nice casket, post paid, each only \$15.00. Shrunken Jap Heads about half life size, postpaid \$8 each; the three post paid only \$35.00. If C.O.D. send one-half. Order today. Address: **TATE'S CURIOSITY SHOP, Safford, Arizona.**

PLACE RIDE MEN
 Foreman for Ferris Wheel, Roll-o-Plane, Kiddie Rides; top salary and winter location to capable men. Valdosta, Ga., until October 28th; then Tallahassee, Fla., for two weeks.
 Everybody Address:
AL WAGNER
Great Lakes Exposition

EYERLY RIDE OPERATORS
 Protect your OCTOPUS, ROLLOPLANE and FLY-O-PLANE
 World's Most Popular Rides
 ● Operate Slowly ● Keep Well Oiled
 ● Operate Carefully ● Keep Nuts and Bolts Tight
EYERLY AIRCRAFT CO. Manufacturers SALEM, OREGON

BUY WAR BONDS NOW BUY WAR STAMPS NOW
 AFTER THE WAR BUY A NEW
TILT-A-WHIRL
 In the meantime keep your old rides safe with the original builder's parts.
SELLNER MFG. CO. Faribault, Minnesota

POPCORN SUPPLIES
 Our new Fall Price List on Popcorn Supplies has been mailed to all of our customers. If you have not received your copy, write for it today. This year take advantage of GOLD MEDAL'S low prices, top quality and speedy service.
GOLD MEDAL PRODUCTS CO.
 131 E. PEARL STREET Cincinnati 2, Ohio

CRESCENT AMUSEMENT CO. WANTS
 Colleton County Fair, Waltersboro, S. C., week Nov. 1. 6—Days-Nights—6.
 Army Air Base, over 15,000 flyers, and pay day.
 Can place one high sensational FREE ACT; Jerry Martin, wire. Concessions that work for stock. No exclusive except Novelties, Bingo and Diggers, which are sold. Want Cook House and Grab. Will book one more Pea Pool, Beat Dealer and Chuck; also place Concession Agents; must be capable. SHOWS—Want Girl Show with own outfit; Waltersboro will be GOOD. RIDES—One more Ride, Spitfire, Fly-o-Plane, Roll-o-Plane, Tilt or Whip, Ride Help for Single Loop, Chairplane and Octopus.
 Address: **L. C. McHENRY, Mgr., Georgetown, S. C., this week; then Waltersboro.**
 P.S.: For Sale—80 H.P. 40 K.W. Fairbanks-Morse Diesel Light Plant, as new; also style 146 Wurlitzer Organ, factory rebuilt, never used, \$500.00.

LAWRENCE GREATER SHOWS, INC.
 Can Place the Following for
FAYETTEVILLE, N. C.
DOWNTOWN—2 WEEKS, NOV. 1st TO 13th
 Side Show, Motor Drome, Fun or Glass House, Girl Shows. Fly-o-Plane, Spitfire, Roll-o-Plane, Octopus. All Concessions open. No X except Bingo. Want Eating and Drink Stands. Catch pay days both weeks. All address:
Dunn, N. C., this week. We close Thanksgiving Week.

IN THE ARMED FORCES

Showmen in the nation's fighting forces and their relatives and friends are invited to send personal items, including rank and branch of service, to this department.

SGT. BURR VAN AULT, son of Porter Van Ault, of the Van Ault Arcade, is reported in Africa.

CORP. WILLIAM H. (BAMA) SMITH, formerly with Dodson's World's Fair Shows, is in New Guinea.

J. A. VENABLE, C. M. 3/c, former concession agent for Joe Sparks, is at Davisville, R. I.

CORP. WILLIAM H. SMITH, formerly with Dodson's World's Fair Shows, V-mails that he is in New Guinea and that he misses the road.

CECIL HUDSON, manager of Gay Paree with Dodson's World's Fair Shows, received a call to service while the show played Austin, Tex.

CORP. HENRY KING, formerly with the Van Ault Arcade for 10 years, is stationed at Camp Lewis, Wash., reported Porter Van Ault.

PVT. STANLEY MAZURKIEWICZ, better known as Frank Steele, is in the U. S. Signal Corps, Camp Pinedale, Calif. Prior to his induction he was mechanic with the Kaus Exposition Shows.

CORP. STANLEY BARSCH spent a 10-day furlough with his wife at Great Falls, Mont. Both are former troupers with the Rubin & Cherry Exposition and Royal American Shows.

CHARLES W. ALI, CM 3/c, formerly with the Royal American Shows and other carnivals, has re-enlisted in the navy. He passed thru Cincinnati recently while en route to Camp Peary.

PVT. DONALD MASUCCI, with an anti-aircraft battery at Camp Stewart, Ga., spent a few days of his furlough with his aunt and uncle, Rocco and Sarah Masucci, of the Virginia Greater Shows.

FRIENDS in Hartford, Conn., received word from Pvt. Rocco (Spare Ribs) Pontillo that he was with a fighting quartermaster unit in the South Pacific. His last connection on the road was with the Art Lewis Shows.

PVT. JERRY HIGGINGS reports from an army air base at Alexandria, La., that he met Corporal Levine, former magi-

Alamo Exposition

Carlsbad, N. M. Week ended October 17. Business, good. Weather, good.

Among many visitors during this engagement were Mr. and Mrs. Van Buren, former concessionaires, who reside in Carlsbad. Harry Oltt and party visited nightly with Jack Ruback. The show, being in the heart of town, received good business every afternoon and at the Saturday matinee children were given free rides. With the season nearing its end, members of the show are making plans for the winter layoff in San Antonio. A small unit will play in that vicinity. A crew will be kept in winter quarters to overhaul equipment for an opening in February. Bennie Hyman, bingo operator, has Captain White assisting him and business has been heavy. The show, to leave New Mexico after the engagement at Hobbs, will play the remainder of the season in Texas. Weather has been good all season, with only four days lost. Jerry, trained chimp, continues to

Direct From the Lots

top all attractions, and his weekly visits in towns where he entertains at bond drives have created much publicity. Mrs. Jack Ruback made a short trip to San Antonio on business. Joe Rosin gave his crew a midnight luncheon during this engagement. **TED CUSTER.**

Endy-Prell

Fayetteville, N. C. Week ending October 16. Auspices, Fayetteville Independent Light Infantry Company. Location, Fort Bragg Road Grounds. Weather, cold. Business, good.

Return engagement here, despite cold weather and in between military paydays was excellent and the show had a prosperous week. Best night was Friday. On Saturday, extremely cold, business was only fair. Visits were exchanged with members of the Lawrence

Greater Shows on Sunday when they were en route to Union, S. C. Sam E. Prell had a brief vacation in St. Petersburg, Fla., and en route booked a 12-day engagement in Charleston, S. C. Visitors included were Matthew J. (Squire) Riley, Philadelphia; Happy and Mickey Hawkins, concessionaires; Howard Gaskill, secretary of Tarboro (N. C.) Fair; Stanley Barker, Cetlin & Wilson Shows; Mary Ellen Ketrov, of the Sensational Kays, wire act; K. F. (Brownie) Smith, whose rides have played the same main street location in Fayetteville since last March, and Dr. Serge T. Uring, show physician. Show radio unit went on the air via WRNC Tuesday afternoon, with Ray Woodward, program director interviewing guest star, Emmanuel Zaccchini; Cash Miller, announcer; Scotty MacNeal, ventriloquist, and the writer as emcee. Show is heading south, with a long season in prospect. James Feeley is on the front of the Motordrome. Cookhouse, under direction of Ernie Buzzella, had a big week, as did the Harry Weiss bingo stand, and all concessions did excellent business. Mayor J. Scott MacFayden and Judge Glenn Cobb visited several nights. **WALTER D. NEALAND.**

Virginia Greater

Bennettsville, S. C. Week ended October 16. Auspices, Junior Chamber of Commerce. Location, Cheraw Road. Business, excellent. Weather, fine.

Show moved here after a banner week in Wadesboro, N. C. Lot was on a main thoroughfare. Members of the Lawrence Greater Shows passed thru Sunday en route to Union, S. C., and cut up jackpots with friends. Committee was active and co-operated in every way to help make this a big spot. Monday night opening was fair, with cool weather the first part of the week and a few showers, but each night business picked up. Committee was under supervision of F. E. Rogers Jr. Kid Sparrow, principal comedian, and Sidewall Smiddy were hits. Jack Miller's bingo topped concessions. New streamlined Whip, Olet Kilnetop in charge, has been playing to near capacity. Louis Augustino's Jungland Show and Circus Side Show get big business. Visitors included Murray Jackson, Bullock Amusement Company, and Roy Lollar, formerly with the Krause Greater Shows. Louis Augustino made a business trip by plane to Columbia, S. C., and Mr. and Mrs. Homer Woods went to Raleigh, N. C. Joe Conley's limousine has been repainted by Pat Aiken. Bill Garry joined to take over the Chez Victory Revue. Reported by a show executive.

Liberty United

Charleston, S. C. Week ended October 17. Auspices, Recreation Center. Business, good. Weather, cool.

Jack Coleman was suddenly taken ill and rushed to Roper Hospital. His wife, Leslie, is carrying on with their concessions. Contracts were signed with Endy Bros.-Prell Combined Shows to play the Big (V) Celebration and Jubilee here. It has been billed for miles around, plus radio and newspaper publicity under direction of Walter D. Nealand. Mr. Stahler is handling all advance arrangements. L. E. Heth has nearly completed his bingoland building for the winter. Kay Weiss arrived for the winter. Clay Mantley and Silver Jackson will close here October 22. Bill Holtman joined with four new stock stores. Grace and Roy Mallory are doing well with their concessions. **J. G. THOMPSON.**

J. G. Steblar

York (S. C.) Fair. Week ended October 16. Weather, fair. Business, good.

Show moved from West Columbia in record time and everything was ready for the Monday night opening. Committee co-operated greatly to make the fair a success. It being the fourth time for the show to play the fair, L. A. Wright, fair secretary, complimented General Manager Steblar on its appearance. Fern Spain, business manager, was pleased with the support of city and county officials. On Friday, Children's Day, rides did near-capacity, with Ferris Wheel topping. Johnnie Riddick's Minstrel Show joined and did big business. Mrs. J. G. Steblar is recuperating after her return from a hospital in Columbia. George Atkins added two concessions, for

a total of six. Several members of the Lawrence Greater Shows visited, Bob Alexander added two concessions and Leslie joined with a pan game. Slim Williams came on with his Animal Show. General Manager Steblar said the show would return to Columbia, S. C., for the winter on city lots after the fairs. G. Womble joined with concessions. **R. SHARPE.**

Smith-Henry

Littleton, N. C. Week ended October 16. Location, Tri-County Fair. Business, excellent. Weather, warm.

Fair and community officials co-operated. Plenty of paper was used to advertise, sound speakers were plentiful and all available concession and exhibit space was filled. Friday, Children's Day, was satisfactory. Crowds jammed the midway from Saturday noon until midnight, and shows, rides and concessions had one of the largest Saturdays of the season. Spicey Copelan's Brown Skin Models topped the shows; Dave Gorman's Side Show, second. Peggy Ewell's Gay Nineties was popular. Twin Ferris Wheels and Merry-Go-Round ran neck and neck in topping rides. Jack Rockway's bingo did near-capacity. Concessions of Mr. and Mrs. Beal, Mr. and Mrs. Cappelle and Mr. and Mrs. Dick Henry reported excellent business. **BOBBY KORK.**

Convention Time Approaching!

Outdoor Show People will soon be meeting again in Chicago for the annual outdoor conclaves, at which time many important questions and problems will be studied and discussed. This annual convention is the big event of the year. . . .

. . . and with it comes The Billboard's

CHRISTMAS CONVENTION SPECIAL and CAVALCADE OF FAIRS SECTION

A full report about the convention programs, topics up for discussion, future plans as well as the past season analysis will all appear in the Christmas-Convention Number of The Billboard November 27. These interesting editorial features and other articles, along with the Cavalcade of Fairs Section, assure advertisers lasting attention for their messages. Reach every one of your prospects thru the Christmas-Convention Number or the Cavalcade Section.

FORMS GO TO PRESS WEDNESDAY, NOV. 17

Mail Your Advertising Copy Today

The Billboard Publishing Company
25 Opera Place Cincinnati 1, Ohio

ATTENTION!

REGULAR ASSOCIATED TROUPERS

First meeting with open house will be held at our new Club Rooms on November 4th. You are invited to be there. MEMBERS ONLY.

New Club Rooms are 660-661-662 Walker Bldg., between 7th & 8th at 730 South Grand Ave., Los Angeles, Calif. Dues of \$3.00 yearly are now payable to Secretary Vera Downie, 251 N. Kenmore, Los Angeles, Calif., or to President Estelle Hanscom, Bristol Hotel. Kindly send your dues in by November 1st. (Dues for both men and women are \$3.00 each.)

THREE BIG RIDES FOR LEASE

No. 5 Ell Wheel, small Two-Abreast Merry-Co-Round, Smith & Smith Mixup. Used rides last week. Just stored in Kansas. Deposit required. Wire

C. A. GOREE

Aransas Pass, Texas, this week only.

JOIN PCSA NOW!

Initiation and Dues \$20
Re-Instatement \$15

Until Dec. 31, 1943—Only

SAVE \$15—ACT TODAY!

Starting Jan. 1, 1944

Initiation and Dues \$35
Re-Instatement \$25

Pay Your Dues Now—and SAVE

PACIFIC COAST SHOWMEN'S ASS'N

623 1/2 S. Grand Ave. Los Angeles 14, Calif.

Special Printed TICKETS

Roll—Folded. 100,000—\$18.50.

DALY TICKET CO.

COLLINSVILLE, ILL.

Lawrence Greater Shows WANT

Concession Agents, Coupon Agents and Wheel Agents. Address: **PATTY FINNERTY**, Lawrence Greater Shows, Dunn, N. C., this week; Fayetteville, N. C., to follow with two weeks.

WANTED MAGIC EMPIRE SHOWS

Concession Agents on Slum Stores, Working Men on Rides, General Help who can drive trucks, Show People. Will book Concessions now. Real spots in money areas. Reply: **A. SPHEERIS** or **ROY GOLDSTONE**, Dermott, Ark., Oct. 25 to 30; Lake Village, Ark., Nov. 2-6.

SECOND-HAND SHOW PROPERTY FOR SALE

\$25.00 Large Size Wooden Buddha.
\$1.00 Ea. Handcuffs and Leg Irons. No Keys.
\$10.00 Alaska Dog Skin, well tanned.
\$50.00 Bell & Howell Movie Camera, 16MM.
Working order. High grade lens.
\$20.00 Howe Dept. Store Scale & Height Measure.
WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia, Pa.

WANTED

Ferris Wheel Man, Concession Help all kinds. Also legitimate Concessions.

HYALITE MIDWAY

Taylor, Texas

FOR SALE

Tent, khaki, 20x60, 3 sections, 8 ft. wall. War Show, Law and Outlaw, bargain. Black Cub Bear, tame, works bottle, etc., very small, 4 months old. White Raccoon Snookum Bear, two Owls. All acclimated and healthy.

CHAS. HILBERT

1204 76th St. NORTH BERGEN, N. J.

Coming Events

These dates are for a five-week period.

- Alabama**
Uniontown—Turkey Day, Nov. 11.
- California**
Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 3. Wm. H. Byrnes, 4500 Downey Road.
Oakland—Military Parade, Nov. 11. Lloyd F. Groogan, City Hall.
- Georgia**
Macon—Shrine Circus, Nov. 15-20.
- Illinois**
Chicago—Antiques Expo. & Hobby Fair, Nov. 1-6. O. C. Lightner, 2810 S. Michigan St.
- Indiana**
Evansville—Shrine Circus, Nov. 22-27. Del V. Blackburn.
Hammond—Civic Center Circus, in Auditorium, Oct. 25-28. Wm. Morgan.
- Kansas**
Wichita—Shrine Circus, Nov. 14-21. Ellis W. Corkson.
- Kentucky**
Louisville—Fat Cattle Show, Nov. 3-5. E. L. German, Bourbon Stock Yards.
- Maine**
Lewiston—Poultry & Pet Stock Show, Nov. 3-4. Harry G. Crowley.
- Massachusetts**
Boston—Rodeo, Nov. 4-11.
- Michigan**
Middleville—Thornapple Comm. Fair, Nov. 4-5. Elton W. Lawrence.
Petoskey—N. Mich. Potato & Apple Show, Nov. 3-4. R. S. Lincoln.
- New York**
New York—World's Champ. Rodeo in Madison Sq. Garden, Oct. 5-31. Frank Moore.
New York—National Hotel Expo, Nov. 3-11. James F. Walsh, 221 W. 57th St.
- South Dakota**
Humboldt—Turkey Day, Nov. 21.
- Texas**
Beeville—S. Texas Hereford Show, Sale & Rodeo, Nov. 1-2. Paul Russell.
Houston—Shrine Circus, Nov. 6-14. Earl T. McMillian, Box 335.
- Utah**
Ogden—Ogden Livestock Show, Nov. 7-10. E. J. Fjeldsted.

Wisconsin
Sheboygan—Shrine Circus, Nov. 21-26. Shrine Club.
West Allis—Rodeo & Thrill Show at Fairgrounds, Oct. 23-31. Tom Aumann and John Daros.

Dog Shows

- Massachusetts**
Boston—Nov. 12-13. Mrs. Fred G. Albano, 332 Newbury St.
- Michigan**
Lansing—Nov. 7. Mayo T. Wolverton, E. Lansing.
- New Jersey**
Camden—Nov. 21. Foley, Inc., 2009 Ranstead St., Philadelphia.
Newark—Nov. 7. Foley, Inc., 2009 Ranstead St., Philadelphia.
- New York**
Buffalo—Oct. 30-31. Foley, Inc., 2009 Ranstead St., Phila. Pa.
New York—Nov. 7. Foley, Inc., 2009 Ranstead St., Philadelphia.
New York—Nov. 14. Foley, Inc., 2009 Ranstead St., Philadelphia.
- Pennsylvania**
Harrisburg—Nov. 13. Foley, Inc., 2009 Ranstead St., Philadelphia.
Philadelphia—Nov. 20. Foley, Inc., 2009 Ranstead St., Philadelphia.

Fair Dates

- Alabama**
Dothan—Houston Co. Fair, Oct. 25-30. L. J. Lunsford.
Mobile—Gulf Coast Fair, Oct. 23-31.
- Florida**
Panama City—Bay Co. Agrl. Fair, Oct. 23-Nov. 6. L. E. Merriam.
Starke—Bradford Co. Fair, Nov. 1-6. S. A. Weldon.
- Georgia**
Athens—American Legion Fair, Week of Oct. 25. F. W. Williams.

- Augusta—Exchange Club Fair, Nov. 1-7. J. D. Cheek.
Macon—Georgia State Fair, Oct. 27-Nov. 6. E. Ross Jordan.
Valdosta—South Ga. Victory Fair, Oct. 25-30 or Nov. 8-13. H. K. Wilkinson.
- Louisiana**
Shreveport—Junior Livestock Show, operated by State Fair, Oct. 23-Nov. 1. W. R. Hirsch.
- Ohio**
Bluffton—Bluffton Agrl. Soc. Dec. 8-10. Harry F. Barnes.
- South Carolina**
Anderson—Anderson Fair, Nov. 1-6. J. A. Mitchell.
Bowman—Bowman Community Fair, Nov. 8. George W. Oliver.
Columbia—S. C. State Colored Fair, Oct. 25-30. Henry D. Pearson, 1325 Park St.
Florence—Pee Dee Fair, Nov. 2-8. Wm. B. Douglas.
Orangeburg—Orangeburg Co. Fair, Oct. 25-30. J. M. Hughes.
Sumter—Sumter Co. Fair, Nov. 9-13. J. Cliff Brown.
Walterboro—Colleton Co. Fair Assn. Week of Nov. 1. E. E. Jones.
- Texas**
Beaumont—Beaumont Victory Fair, Oct. 22-31. Young Men's Bus. League, Chamber of Commerce.
- Utah**
Ogden—Ogden Livestock Show, Nov. 7-10. E. J. Fjeldsted.

3000 BINGO
No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.
No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

3000 KENO
Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight 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 1.80
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.
J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

Sponsored Events
Veteran, Lodge and Other Organization Festivities

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

Augusta Lions To Finance Projects From Circus Profit

AUGUSTA, Ga., Oct. 23.—Lions' Club Hippodrome Thrill Circus, which played to five capacity houses and one capacity matinee, closed October 16, reported Melvin E. Dobbs, club president. Much credit was given Edwin N. Williams, managing director, for promotional work. Club's proceeds from the circus will finance its projects for next year, it was said.

Servicemen were guests of Augusta firms, and eight of 16 acts entertained soldier patients in Camp Gordon Hospital one afternoon and patients in General Oliver Hospital were entertained by

eight acts on another afternoon. Performers were guests of Director Williams after the show Tuesday night, were entertained twice during the week and on the last night participated in a party at the Richmond Hotel.

Among acts were Snyder's Bears; Sherman Brothers, clowns; Bonta Duo, Kregor Troupe, Conley Troupe, Gordon and Diana, Hale Hamilton Jr., Captain Doss Ponies, Freda's Pets, Charlie's Hollywood Pets, the Rollerettes, Wilson Duo and Bonie and Phillip.

TOLEDO, Oct. 23.—Disabled Veterans' Post No. 27, sponsoring a museum and indoor circus combined, started the advance ticket sale and program. There are 15,000 advance family tickets out with members, good opening week only, with War Bonds for door prizes. R. J. Zouary's Life Show and several concessions have arrived. The past season they were at Cedar Point, O. Victor Lewis is handling program and indoor advertising. Management has booked several free acts, and a stagershow will be presented by Trick Brothers, accordion duo, with ballroom dance. Building has been painted and decorated and all concession booths are uniform. No canvas is used. Building is in the heart of the business district and opening is set for November 1.

A. B. & B. ATTRACTIONS WANT
Clean Stock Concessions, Monkey Show, Glass House, Bingo, Sound Car with Concession. We are in the heart of the Tobacco Country. Eddie Hackett, write. Interested in booking Florida Park for winter. Address:
JACK LAMPTON
Walnut Cove, N. C., this week.

MICHIGAN SHOWMEN'S ASSOCIATION HALLOWEEN PARTY AND GRAND FALL OPENING
SATURDAY, OCTOBER 30
In Our Enlarged Club Rooms
156 Temple St. Detroit
REFRESHMENTS—FUN—DANCING
FREE! — SURPRISES! — FREE
COME ONE — COME ALL
Meet New Members and Your Friends
P. S.—The Gould Cup presentation will be made that night.

★ INSURANCE ★
CHARLES A. LENZ
"THE SHOWMAN'S INSURANCE MAN"
A1338 INSURANCE EXCHANGE CHICAGO

FOR SALE—KELLIE GRADY SHOWS—FOR SALE
Consisting of one 32 Ft. Little Beauty Merry-Go-Round, one No. 5 Eli Ferris Wheel, one late model Tilt-A-Whirl, one Octopus, one Chairplane, one Auto Kid Ride, one 50 K.W. Caterpillar Light Plant, Trucks and Trailers equipped to handle all Rides. Also have 10 Concession Frames and new Tops; one Cookhouse, 12x24; one Corn Game, new Top, 12x24; one extra Organ for Merry-Go-Round. All Trucks have good rubber and plenty of extra tires. If interested show will be up in Florence, Ala., this week. Come look it over. Have plenty of paint to paint up in spring. This is a good buy if you want a show ready to go and have \$30,000.00 cash.
KELLIE GRADY, Florence, Ala., This Week.



POLACK PULLS; RB BATTLES BOG

27,300 Turn Out in 6 Days At Fort Worth

Rogers Coliseum opening has 4,500—animal trainers mauled in acts

FORT WORTH, Oct. 23.—During the first six days of the 10-day engagement of Polack Bros.' Circus (October 15-23) at Will Rogers Memorial Coliseum here, attendance was 27,300. Opening drew 4,500. Newspaper publicity was generous and critics complimented the show, under auspices of Moslah Shrine Temple. Money realized goes to the Shriners' Orphans' Fund.

Two animal trainers and their animals gave an audience an unexpected thrill. "Fu," bear that rides a motorcycle, tore away most of the trousers worn by his trainer, Emil Pallenberg Jr., and Dick Clemens was clawed on his arms when his lions misbehaved.

Starting matinees at 3:30 on school days helped to keep up school kids' attendance. Fifteen hundred unreserved seats were offered, matinee and night, at 75 cents each. Reserved seats ranged from \$1.50 to \$2.40.

Big Crowds for Montalvo

HAVANA, Oct. 16.—Montalvo did two nightly to handle crowds at Marianao and suburbs. Management has purchased new side walls and show now seats 500, with 60 standees. Show will play around Marianao two more weeks, after which it moves south by train, with one truck for handling between train and lots.

St. Louis Police Show Is Awarded To Young Again

ST. LOUIS, Oct. 23.—Ernie Young, Chicago, was awarded the contract to produce the Police Circus at the Arena here, April 16-30, on Tuesday by the acts committee of the Police Relief Association.

Capt. Joe Casey is chairman of the committee in charge of presenting the 1944 event.

Young produced the circus for the police association last year.

Weir Bull Troupe Sold to Davenport

JOPLIN, Mo., Oct. 23.—Ben C. Davenport, owner of Dailey Bros.' Circus, bought the five performing Weir elephants. They are being shipped from Long Island, N. Y., to Texarkana, Ark., by express, Art Eldridge being in charge. Show now has 11 bulls.

Davenport also purchased a new Diesel light plant and a new speaking system.

Dickman Ends Good Season

WASHINGTON, Oct. 23.—Bob Dickman has closed his circus, business having been good on the season. Show had four trucks and two trailers. Work will start on the 1944 tour after Christmas. Organization will have 11 trucks, four trailers and a car on advance. Cookhouse will open January 15. Dickman is now night manager of a restaurant in Maryland.

30,000 for Big One at Trio of Knoxville Shows

Season healthier than '42 — big populations make up for transport curbs

KNOXVILLE, Oct. 23.—Despite down-pour and a boggy lot which caused cancellation of the first-day matinee the Ringling circus drew more than 30,000 in show's first two-day stand here October 15 and 16. The matinee cancellation announcement made newspaper country editions, and the first night saw a capacity crowd in regular seats, tho no ground-apron overflow.

A steady procession of wagons spent most of first day filling in the knee-deep lot (former Sutherland Avenue airport) with cinders, shavings and straw. Second day was dry "overcoat weather," with winds that helped firm the footing, and both attendances were satisfactory.

The show appeared better than during previous stands here so near the season's end. One reason was that all spec ward- (See RB SEASON BIGGER on page 57)

Siegrist Club Notes

CANTON, O., Oct. 23.—Charles Siegrist and wife wound up the outdoor season at the Firemen's Festival, Cleveland Stadium, and are resting here before starting indoor engagements at Wichita, Kan., early in November. Duke Drukenbrot, club executive chairman, reported improved after an operation in Mercy Hospital, Canton, where he will be confined for another two weeks. Larry Fallon is back in Akron after a successful fair and celebration season. Sam Bentley and wife, photos, report big season at Summit Beach Park, Akron, and the fairs. Now placing concessions in Scott stores in the Middle West. Louis E. Leichtamer (root beer) wound up the fair season at Coshocton, now back home in Canton, reported season best in years. Mrs. Howard Peters informs pony track and miniature railway had an excellent summer at Meyers Lake Park, Canton.

Harry Shirk, concessionaire, in charge of concessions at Meyers Lake Park, ended his duties there and is visiting home folks in Indiana. C. G. Haney, operators of three rides at Meyers Lake Park, Canton, inducted into the army recently, is stationed near his native Kansas City, where his wife and baby have joined him. Jack Hamilton (the Great Knoll) reports season of parks and celebrations one of the best in recent years. Sergt. Von Black, club director, pens from India, that he recently looked over a carnival appearing in that country and that the most interesting sight he saw was a Merry-Go-Round operated by natives on a tread mill. C. A. Klein, another club director, engaged in defense work for a Salem (O.) engineering concern, shifted recently from Texas to Chicago. Reported by Rex McConnell, secretary.

Cole Goes Big on Coast

Gate Terrific At Calif. Dates Following Los

SANTA MONICA, Calif., Oct. 23.—Moving out of Los Angeles after 10 days of the biggest business ever done by any circus in one location in that city, Cole Bros.' Circus played one day (11) in North Hollywood to two straw houses to the ring curbs. In Pasadena (12), playing in the shadow of the Rose Bowl, the show had to give three performances to accommodate crowds, and an estimated 2,000 were turned away at night.

Alhambra (13) was the surprise stand of California. The CB personnel had thought the stand would be a day of rest, and instead two houses were jammed to ring curbs. Management first decided to give three shows, but gave up the idea and turned away over 1,000 people. Santa Ana (14) gave the show a capacity matinee and straw to curbs at night. Long Beach (15-17) lived up to its reputation as a good circus town, giving the show capacity night houses, three-quarter matinees, with the Sunday matinee on straw.

J. D. Newman's crew of press agents have been clicking with the Coast papers, landing much in the way of special stories and art, quite in contrast with some eastern papers which pleaded lack of space. Radio stations have been most liberal and Col. Harry Thomas has appeared on every big station on the West Coast, thru the booking of Jack Grimes, who acted as special radio representative for the show in and around Los Angeles.

Under the Marquee

New Stock Purchased

Owner Zack Terrell purchased six Palomino stallions, two jumping horses, six sea lions, a magnificent specimen of Bengal tiger and two kangaroos for the menagerie. Other horses will be purchased before the show closes.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

WHO is in?

ORRIN DAVENPORT will produce and direct the Shrine Circus at Wichita, Kan., November 14-21.

ATTENDING the Beatty-Wallace show in Wilmington, N. C., J. Lee (Buck) Smiles, promoter, reported good business.

NOVEMBER issue of *Esquire* has a color page showing Emmett Kelley and two girls of the Ringling show.

OWING to illness, Francis Doran, of Arthur Bros.' Circus, closed with the show at Indio, Calif., and is at home in Oklahoma City.

ZEEK LaMONT has returned to circus again after spending six months on the Barton farm in West Chester, Pa. Opened at Oneonta, N. Y., with Harry Knapp.

DID you count your closing days with fear?

AFTER completing booking for the Mills show General Agent James Dewey went back to the show at Trumann, Ark., for a conference with the Mills brothers.

FRANCIS BUCHANAN, CHS, Sylva, N. C., saw the Ringling circus in Knoxville

PENN YAN, N. Y., Oct. 23.—Equipment of the James M. Cole Circus is being overhauled and painted before storing for the winter. Al Gibson, who remained in quarters here, is head painter. Paul Binaut and Curley Wayduk are assisting in quarters, also two local boys who trouped with the show this summer, Don Hall and Chuck Seagers. Terrell Jacobs presented Cole with two young lions.

Among clowns who joined clown alley for the California stands, Dutch Baker and his big production numbers have been clicking. Streamlined idea of the old firehouse gag heads the list and his pantomime as referee in the Griebing-Freeman prize fight is the talk of the show.

and visited John Staley and Dick Anderson in the back yard.

CHARLES ROBINSON and Mr. and Mrs. Ted Kernick, late of Cole Bros., were guests of the Hamid-Morton Circus in Philadelphia. Reported swell show and nice biz.

L. E. ROBA COLLINS, formerly with circuses, who is in a war plant in St. Louis, reports that Cecil Woods, juggler and wire performer, is there, buying props and visiting friends.

MILT HERRIOTT, this season horse trainer and equestrian director with the Mills show, after visiting his mother at Hot Springs, is now at his home in St. Peter, Minn.

BACK-SLAPPING is a poor season's reward for a hard season well done.

JOE BAKER left Los Angeles for Coast towns toward Seattle to handle management of Mary Brevard, Southern lecturer. He was formerly in vaude and with circuses.

JACK SMITH, recently discharged from the army, informs that he visited with (See Under the Marquee on page 45)

Act Bill Is All Set For Houston Shrine

HOUSTON, Oct. 23.—The Arabia Temple Shrine Circus will be held November 6-14. John L. Andrew will produce it; Earl McMillian is general chairman. Izzy Cervone will direct the band.

Acts booked are Miss Frieda's pets, Dorothy Herbert's ponies, Marie's animals, Canestrelli, Phil and Bonnie, Rolli, Conley Riding Troupe, Don Francisco, Maximo, Miss Herbert and her horse, LaBlonde Troupe, Georgette and Marcelle, the Great Peters, Wen Hai Troupe, Flying Behees; La Tosca, on bounding rope; Zacchini cannon act, William Heyer and Starless Night, Roland Tlebor's seals, Barssoni Troupe, Demetri's bears. They were obtained thru *The Billboard*, said McMillian.

Circus will be staged in Sam Houston Coliseum.

PCSA Rites for "Hoppie"

LOS ANGELES, Oct. 23.—Isaac (Hoppie, the Frog Boy) McFaden, who died in a local hospital while trouping with Cole Bros.' Circus Side Show, was a member of the Pacific Coast Showmen's Association, which took charge of funeral arrangements. Funeral was attended by many members of the Cole show, arrangements being made to have the rites at 10 a.m. Tuesday, October 19. Also present were 100 members of the PCSA and the Ladies' Auxillary. Floral pieces were sent by the Cole show; PCSA; Sam Houston, museum and former side-show operator; Austin C. King, museum and side-show manager; Frank Forrest, side-show operator; Arthur Hoffman, manager of the Cole Side Show, and others. Burial was in Pacific Coast Showmen's Rest, Evergreen Cemetery, here.

PVT. AL SWEENEY, at Fort Bliss, Tex., who has been visiting Teresa Morales at Masonic Hospital, El Paso, Tex., quite frequently when he gets out of camp, reports that she has not regained her full memory; that her health otherwise okay, and she is eating well and is not suffering. Nurse says that it will be a long, slow recovery.



With the Circus Fans

By THE RINGMASTER

CFA

President FRANK H. HARTLESS, 2930 W. Lake St., Chicago
 Secretary W. M. BUCKINGHAM, P. O. Box 4, Galea Ferry, Conn.
 (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

The Fans of Oakland, Calif., and vicinity formed a group attending evening performance of the Cole show September 18. Previous to the show and following it there was visiting in the backyard. Group was headed by Mr. and Mrs. James V. Chloupek and included their niece, Jan Sherburne, Mr. and Mrs. Isaac Marcks and son, Donald; Dick Lewis, Mr. and Mrs. Bertrand P. Martin, Robert E. Rolling and Dr. Dwight H. Murray.

CFA Elmer C. Lindquist, now with the armed forces at Jacksonville, Fla., is now a master sergeant. He recently passed his physical for overseas duty. During World War I he saw much active service overseas.

Staff Sergeant L. W. Poarch Jr., Petersburg, Va., now with the armed forces at Mobile, Ala., recently visited friends in New Orleans.

Capt. C. D. McKown, with the Third Medical Supply Depot located somewhere in the Pacific, writes that he has been receiving his copy of *White Tops* regularly. He adds: "While in Australia I saw Wirth's circus on two occasions. Also saw two smaller shows and they were smaller than anything I have seen in many years. Bullen Bros. and Perry Bros. shows both play the small towns."

President Frank Hartless, Chicago, is on a business trip to Dallas.

Dressing Room Gossip

RINGLING-BARNUM—Ida White, former perch performer on the show, visited in Chattanooga and relived her circus days. The engagement of Joyce Fay and Johnny Seawell was announced here. The two speed demons on the track during the firehouse gag are Al Dahlgren, at wheel of the fire truck, and Limon E. Gilder, driving the pony-drawn patrol wagon. The little Jo Ann Siegrist has left the show and is back in school; her birthday anniversary was celebrated the other night in the women's dressing room. Bebe Siegrist, her mother, bedecked her trunk with colorful ribbons, and with music from a phonograph and food and drink a party was on in celebration of the third generation's birthday. Birthdays the past week were Ernie Clarke's in Knoxville and Mrs. Naitto's in Atlanta.

Knoxville will be well remembered. Mud was so terrific that more than one person had to be rescued from the muck. Joe McCarty, boss of wardrobe, became bogged down, and George W. Smith graciously sent the largest caterpillar tractor on the lot to his rescue. Harry Klima, midget, also was imperiled, as were the Naitto dogs, and any number of shoes and stockings were lost. *Hold Your Horses* was more realistic than many of the real old-time street parades. The mud was so deep and gooey that one could have swum to the grease stand. Brought most of the lot to Atlanta with us. On the sick list after the date there are Valerie Antalek and Ala Naitto. Sunday in Atlanta was welcome after

the hectic previous week, and movie houses were patronized. Jack Mead, formerly of men's wardrobe, now in the army, visited. Second night in Atlanta was like that of Nashville, terrific, and the weather was plenty warm.—DICK ANDERSON.

COLE BROS.—A pleasant surprise day before we left Los Angeles. Dutch Brownie went deep-sea fishing and caught halibut and invited the following to supper, with Brownie doing the cooking: Mr. and Mrs. Otto Griebing, Mr. and Mrs. Dick Lewis, Ethel Freeman and the writer. Brownie's trailer is the official meeting place for the clowns. He is one of the better clowns; does not use props. Poodles Hanneford, Mrs. Poodles, Gracie, Mrs. Elizabeth Hanneford, Ethel Freeman and the writer were entertained at dinner at officers' mess in Santa Anna, Calif., by Lieut. Parley Baer. Ernestine Clarke, are you listening—we were thinking of you.

Ken and Bertha Maynard held a party for the following at their ranch home: Jean Allen, Marion Knowlton, Betty and Phil Escalante, and Ethel Freeman.

Thank you, Bernard C. Harrie, for making Manager Zack Terrell, Ethel Freeman and yours truly members of the British Circus Ring. Herbie Weber, wire performer, here, will be in the armed forces by the time this is in print. Slayman Ali has two boys in the armed forces, Robert in the marines and Jerome an officer. Sweeny Hamide, member of the Slayman Ali Troupe, is still doing flip-flaps around the ring like he did 20 years ago. Mrs. Poodles Hanneford and mother visited the grave of Ernest Clarke, husband of Elizabeth Clarke, now on the Ringling show. Ernest, to me, was one of the greatest performers.

Homer Cantor is the proud papa of a baby girl. Wondered why he was walking around with his chest stuck out. Bill Farmer, Mr. and Mrs. Joe Baker, Mr. and Mrs. Ken Maynard, the Clarke boys, Mr. and Mrs. Jorgen M. Christiansen, Jack and Martha Joyce; Leo Loringer, former boss property man over here; George Davis, Al Bruce, Hubert Castle, Lieut. Bob Weaver, powwowing with the Hannefords; Eddie Billetti; Otto Nise, with two years of overseas service under his belt; Harold Hall, just out of the service visiting Horace Laird, Albert White and the rest of us, and Norman Carol. To my brother in England, Jimmy Freeman, known there as Pimpo, famous English clown: Drop your little American brother a line. Still read about you in *The World's Fair*.—FREDDIE FREEMAN.

IN THE ARMED FORCES

PFC. ROBERT CHESTNUT, who has been with Sells-Floto, Al G. Barnes and the Ringling circus, has been in the army for a year. His number is 39259031 and his address is APO 929, care Postmaster, San Francisco.

JERRY P. BOOKER is stationed with the 254th Pack Company, QM, at Camp Carson, Colo. In the company are 240 pack and 68 riding mules. All hands are experienced stock men and there are many rodeo and bronk hands there.

LIEUT. RAY E. MacWETHY JR., Sarasota, Fla., has been retired from the U. S. Army. He was seriously wounded in Africa March 29. After being sent to four hospitals in that country, he was returned to the States for further treatment at Ashford General Hospital. He is now home with his parents. Senior MacWethy is serving in the U. S. Coast Guard.

CLARENCE L. CROUTCHER, known professionally as Clarence LeClaire, owner-manager of the Flying LeClaires, is reported missing in action. For two years before he enlisted in the navy he was with Polack Bros. Circus. He had served in the navy as a machinist mate, 2/c, for past 20 months and was on duty in the Atlantic war zone. His parents received a message from the Navy Department October 4, saying that he was missing.

THE CORRAL

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

New York Garden Results

RESULTS during second week of the Championship Rodeo, Madison Square Garden, October 6 to 31: Bareback Bronk Riding—Third day (four performances), Jimmy Sloan, \$230; Bill Linderman, \$190; Clyde Hebert, \$150; Hank Mills, \$115; Ralph Collier, Jack Wade and Gene Rambo split, \$37.50 each.

Calf Roping—Fourth day (three performances), Royce Sewalt (15.2 seconds), \$420; Jim Snively (16), \$345; Chuck Sheppard (17.4), \$275; Toots Mansfield (19.1) and Bud Spilsbury (19.1) split, \$165 each; Jiggs Burk (20.2), \$70.

Steer Wrestling—Second day (six performances), Buff Douthitt (6.4), \$785; Andy Curtis (7.1), \$650; Blackie Karman (7.3), \$510; Claude Morris (9), \$375; Earl Blevins (9.2) and Jack Wade (9.2) split, \$190 each.

Wild Cow Milking—Night of October 12, Lem Reeves (27.2), \$130; Joe Basset (39.1), \$78; Jiggs Burk (54), \$53. Night of October 13, Buck Sorrells (35.1), \$130; Everett Bowman (38.1), \$78; Mike Hastings (60.1), \$53. Night of October 14, Ted Yochum (25.3), \$130; Allan Jespersen (36), \$78; Ike Rude (39.1), \$53.

Bull Riding—Third day (four performances), S. A. York, \$435; Al Garrett, \$350; Marvin Shoulders, \$285; Hoytt Hefner, \$219; Bob Estes and G. K. Lewellen split, \$105 each.

Bareback Bronk Riding—Fourth day (four performances), Gerald Roberts, \$210; Larry Finley, \$210; Clyde Hebert and Bob Estes split, \$132.50 each; Bill Linderman, \$70; Jimmy Sloan, \$42.50.

Calf Roping—Fifth day (three performances), Buck Sorrells (16.4), \$420; Bud Spilsbury (19), \$345; Jim Snively (19.2), \$270; Toots Mansfield (19.3), \$200; Everett Shaw (19.4), \$130; Jiggs Burk (20.2) and J. K. Harris (20.3) split, \$35 each.

Saddle Bronk Riding—Fourth day (three performances), Texas Kidd Jr., \$335; Larry Finley, \$280; Nick Knight, \$225; Bart Clennon, \$165; George Yardley, \$100; Shirley Hussey, \$60. Fifth day (three performances), Bill McMacken, \$335; Louis Brooks, \$280; Vic Schwarz, \$225; Jackie Cooper, \$165; Bart Clennon, \$100; Johnnie Tubbs, \$60.

Wild Cow Milking—Night of October 15, Everett Shaw (25.1), \$130; Gene Rambo (28.2), \$78; E. Pardoe (29), \$53. Matinee of October 16, Richard Merchant (35.1), \$130; Carlos Green (43.2), \$78; Dave Campbell (48.4), \$53. Night of October 16, Bud Spilsbury (28.3), \$130; Toots Mansfield (43.3), \$78; Weldon Young (46.1), \$53. Matinee of October 17, Dick Johnson (32.4), \$130; Hugh Bennett (35.2), \$78; Geo. Cospier (40.4), \$53.

Bull Riding—Fourth day (four performances), Clyde Hebert, \$435; Smoky Snyder, \$350; Fred Badsy, \$285; Jim Whiteman, \$210; Dick Griffith, \$135; Ken Roberts, \$75.

Calf Roping—Sixth day (three performances), Bud Spilsbury (16.2), \$345; Clyde Burk (16.2), \$345; Toots Mansfield (16.2), \$345; Buck Sorrells (16.3), \$200; Everett Shaw (17), \$130; Dave Campbell (17.2), \$70.

Steer Wrestling—Third day (six performances), Dick Johnson (4.4), \$785; Homer Pettigrew (6.2), \$650; Bill Hancock (6.4), \$510; Glen Shaw (7.3), \$310; Steve Heacock (7.3), \$310; Ted Yochum (8), \$135.

Wild Cow Milking, Night of October 17, Irby Mundy (29.3), \$130; John Bowman (37.2), \$78; Pat Parker (59.3), \$53. Night of October 18, Asbury Schell (38.3), \$130; Jerry Brown (51.1), \$78.

Saddle Bronk Riding—Sixth day (three performances), Jerry Ambler, \$335; Ken

Roberts, \$252.50, and Nick Knight, \$252.50; Jackie Cooper, \$165; Turk Greenough, \$100; Bill Linderman, \$30, and Gerald Roberts, \$30.

Wild Cow Milking—Night of October 19, Buck Sorrells (25.4), \$130; Everett Bowman (31.3), \$78; Dick Herren (49), \$53. Wednesday Night of October 20, Ted Yochum (34.4), \$130; Clyde Burk (46.1), \$78; Ike Rude (61.3), \$53.

Bull Riding—Fifth day (four performances), Fred Badsy, \$435; Johnnie Martin, \$350; Rex Campbell, \$285; Todd Whatley, \$210; Bob Estes, \$105, and Ken Roberts, \$105.

CAPTAIN, the famous 14-year-old trick riding and high school horse owned by Dolly Eskew, was killed October 7 at the JE Ranch, Waverly, N. Y., from wounds inflicted by an attacking stallion. He had been presented at many large circuses and rodeos and last appeared with the JE Rodeo about a month ago.

FIRST annual rodeo at Fincher Creek, Alta., drew 4,000. Winners were: Calf Roping—Charlie Ivens, Tom Duce, Harwood Potter, Jack Cochlin. Saddle Bronk—Frank Duce, Roy Baird, J. Robinson. Steer Decorating—J. Wells, F. McDonald, N. Bester. Steer Riding—W. Lindstrom, M. Sorenson, F. Duce. Bareback Bronk—A. Montgomery, B. Holland, W. Lindstrom. Wild-Cow Milking—S. Fox, Frank Manyfingers, J. Cochlin. Show was under management of G. Sheline and J. A.

(See CORRAL on page 45)

"Most Popular Rodeo Family in the World"



DOLLY ESKEW

"Sweetheart of the Rodeo" astride Captain, beloved horse, recently killed in an accident.

THE ESKEW FAMILY

Famous trick riders and trainers of high-school horses.

Featured Attraction
WORLD'S CHAMPIONSHIP RODEO

Madison Square Garden
 New York

JAMES M. COLE CIRCUS

Now Contracting People for 1944 Season

Can place Circus Acts of all kinds. First-class Clowns. Band Director that can secure Musicians and Calliope Player. Side Show Manager, Boss Canvasman, Electrician, Property Men, Seat Men, first-class Cook with Cookhouse Help, Ticket Sellers, Candy Butchers, TOP SALARIES TO COMPETENT HELP. Will buy 70 ft. Round Top with 30 or 40 Middle. Elephant, Dog Act, Pony Act or any first-class Animal Act. Also Light Plant. All write to Winter Quarters, PENN YAN, NEW YORK. P.S.: Our 1943 Season's Route Book ready. Mail 25¢ in coin for your copy.

WANT INDOOR CIRCUS ACTS

NOVEMBER 21 TO 25TH—5 DAYS

FOR SHEBOYGAN 3rd ANNUAL SHRINE SELLS-STERLING CIRCUS

Flying Act, Wild and Domestic Animal Acts, Ground and Aerial Acts and other good Circus Features, good Bar Act. Would like good Hillbilly Show for Concert on percentage.

Lindemann Brothers, 2733 So. 8th St., Sheboygan, Wis.

TENTS
 Used Labor Day Week
 8x10, 10x12, 10x16, 10x19, 12x19, 14x24, 20x30, 20x40, 30x45, 40x60.
 Also now Side Wall.
D. M. Kerr Mfg. Company
 1954 Grand Ave. CHICAGO 22, ILL.

LOOK—HOME MOVIES—JUST OUT
 CLYDE BEATTY'S ANIMAL THRILLS
 8MM, 180 Ft. \$ 5.50
 16MM, 360 Ft. 8.75
 Talkie 17.50
 "Also Here Comes the Circus," same prices.
ROBERT BLOCH
 1265 Broadway NEW YORK CITY

Souvenir Route Folder
Mills Bros.' Circus 1943
 \$1.00—(Longest Season of This Show)—\$1.00
Robert M. Burns South Boardman, Mich.
 Have Left—A few Mills Bros.' 1942 at 25¢ and Walter L. Main 1937 at 35¢.

MORE NEW COUNTS SCORED

S. C. State Goes to Top In War Influx

Armed forces stage displays — Witcover, Moore and board are re-elected

COLUMBIA, S. C., Oct. 23.—Setting new marks, South Carolina State Fair officials looked for a record attendance at the second wartime fair here October 18-23. Secretary Paul V. Moore said that the largest crowds in history of the fair attended on Monday and Tuesday. This increase, he pointed out, was because Columbia's population had been practically tripled and of the large number of troops at near-by Fort Jackson.

Success of the 74th annual was lauded by George A. Hamid, producer of the grandstand show, who left on Wednesday. At a meeting of the association Tuesday night D. D. Witcover, Darlington, was re-elected president of the State Agricultural and Mechanical Society, which stages the fair, for the 20th consecutive year. Other officers re-elected were Lieut.-Gov. Ransome J. Williams, Mullins, vice-president; Paul V. Moore, secretary and treasurer.

Constitution of the society was changed so that terms of directors are staggered. Directors re-elected and their terms: D. G. Ellison, Columbia, six years; R. B. Cunningham, Allendale, five; J. L. McIntosh, Florence, four; D. W. Watkins, Clemson College, three; C. O. Hearon, Spartanburg, two; J. G. Darby, Winnsboro, one. Robert M. Kennedy, Camden, (See S. C. STATE TO TOP on opp. page)

"More in '44" Is Slogan for MAFA; 4 Majors Deliver

BOSTON, Oct. 23.—The four major fairs held in Massachusetts this season were all successful, with large attendances and excellent financial showings, said Secretary-Treasurer A. W. Lombard, Massachusetts Agricultural Fairs' Association.

The slogan, "Fairs in '44," will dominate the MAFA annual meeting on January 19 and 20 in the Hotel Weldon, Greenfield, he said. Sentiment indicates that there will be many more fairs held in the State next year.

There will be five speakers at the meeting. One will cover the agricultural situation, and other topics to be assigned pertain to problems of manufacturers and industrialists, livestock conditions as affected by war, attractions, and contributions of fairs will be discussed by the State 4-H Club leader. Banquet will be held on the night of the first day. On the second day a closed sessions of fair officials will talk shop.

Canada Class B Sets 13 for '44

SASKATOON, Sask., Oct. 23.—Western Canada Fairs Association decided to continue Class B fairs in Estevan, Weyburn, Moose Jaw, Yorkton, Prince Albert, North Battleford, Lloydminster and Melfort in Saskatchewan; Red Deer, Vegreville and Vermilion in Alberta, and Carman and Portage la Prairie in Manitoba.

Reports on the 1943 fairs showed that they had been successful at all points.

Representatives sent condolences to Sid W. Johns, secretary of Saskatoon Exhibition, who has been in a hospital for some time.



MRS. CLYDE KENDALL, assistant manager of Greensboro (N. C.) Fair, has been associated with the George A. Hamid-Norman Y. Chambliss interests in Greensboro and Rocky Mount, N. C., eight years, and successfully managed the 1943 Greensboro Fair, except during fair week, in the absence of Chambliss, who is assistant State director of Civilian Defense. Mrs. Kendall also managed Greensboro Fair Park during summer, and in 1944 will manage the Greensboro fair and park.

Heavy Ontario War-Plan Lifts Annuals' Contrib

TORONTO, Oct. 23.—"Officers of this association are much pleased with the success of its fairs this year and are confident that the holding them was justified. They believe these fairs are making a substantial contribution to the war program," declared Secretary J. A. Carroll, Ontario Association of Agricultural Societies.

Of the 226 fairs conducted this year, the majority of them have had surprisingly high attendances, he said, the opinion of officials being that gas restrictions were largely responsible for the good gates, because people were unable to take long trips but had gas to get to near-by fairs.

"Weather has been favorable but the general reason was that farmers and their families had been working hard all summer and appreciated a day off," said Secretary Carroll. "The large exhibitions in Toronto, Ottawa and London having (See Ontario Aids War Plan on page 43)

WEYBURN, Sask.—F. C. Zabel, secretary-manager of Weyburn Agricultural Society, told directors that the year's business had been satisfactory, and plans are to continue work of the society.

Middle Tennessee Takes Leap To 20-Year High; Once Punkin'

LAWRENCEBURG, Tenn., Oct. 23.—With ideal weather and good transportation, Lawrence County Middle Tennessee District Fair here on October 4-9 broke all attendance and gross records of the 20 years in which it has been under management of Dr. E. R. Braly. Friday, School Day, broke all records for that day.

"Food-for-Victory" was the fair theme, with all honors going to schools and Future Farmers of America. All halls overflowed with the best exhibits in history of the fair, featuring individual farms, Future Farmers of America, homemakers' clubs, flower clubs, school and commercial exhibits. Barns, crowded with stock, featured shorthorn cattle.

Jackson Has Show, Stand Jump of 25%

Gate estimated at 500,000 — State's War Exposition features heavy draw

JACKSON, Miss., Oct. 23.—Including the State's War Exposition, national Polled Hereford Show and sales, Rubin & Cherry Exposition midway and grandstand revue, *Let Freedom Ring*, Mississippi Free State Fair on October 11-16 was the most successful ever conducted here, declared Rex B. Magee, general manager. Gross for the six days of grandstand shows and five days of midway attractions showed a 25 per cent increase over last year's. No figures were released on total attendance or receipts, officials explaining that the municipally-operated fair was awaiting a CPA audit. Figures will be given in the municipality financial report of the mayor and commissioners later.

Altho grandstand seating capacity had been increased by 40 per cent over last year's, there were overflows at all shows. Ernie Young, producer of the Barnes-Carruthers spec, took members of the troupe to Foster General Hospital for a Tuesday matinee performance to wounded soldiers of overseas action. Saturday night he recognized 50 wounded soldiers who attended as guests of the city of Jackson.

The War Exposition was described by Young and Carl J. Sedlmayr, of the Rubin-Cherry Exposition, as the "great" (See Jump in Jackson 25% on page 43)

Green Quits as Secretary Of Light Horse Association

MOBERLY, Mo., Oct. 23.—Charles W. Green has returned to his home here after his resignation as executive secretary of the Horse Breeders' and Exhibitors' Association. He will take a rest after a season in which he attended 32 horse shows in 14 States since February 1.

Former secretary-manager of Missouri State Fair, Sedalia, and past president of the International Association of Fairs and Expositions, his work in the horse association was praised by President Lewis C. Tierney, who said that since Green opened offices in Cincinnati November 16, 1942, regular membership had grown to 303. Board, in regretfully accepting the resignation, named Gilbert M. Orr, publicity secretary, to be acting secretary until a permanent choice is made. Green said the association would have his active support "so long as it continued for the purposes for which it was originally founded."

AAA Demands DC Action for Clearer Petroleum Policy

CHICAGO, Oct. 23.—Immediate action by Congress to clarify facts in the oil situation and to formulate a national petroleum policy was demanded in a resolution unanimously adopted by directors of the American Automobile Association in session here. Board declared the country must look to action by Congress to bring order and a definite forward-looking policy out of the petroleum situation. It asked that a joint committee of Senate and House of Representatives be set up forthwith and that it be provided with ample funds and facilities to delve into every phase of the problem, including exploration, production, transportation, importation, refining and distribution.

Characterizing the automobile "use tax" as a "pay-as-you-don't-go tax," the board urged its immediate repeal. It declared that restrictions placed on car use thru government rationing controls made this so-called use tax "ridiculous as well as burdensome."

The contest board of the AAA formerly acted as sanctioning body for some auto races on speedways and at fairs.

Park Group Takes Plant in Davenport; '44 Annual Planned

DAVENPORT, Ia., Oct. 23.—Transfer of title of Mississippi Valley Fair property to Mississippi Valley Amusement Park, Inc., has been completed with payment of the remaining \$41,000 on the \$43,500 price to the Liquidation Corporation and the Union Savings Bank & Trust Company, receivership.

Sale was approved by District Court September 3 and the only delay in closing the transaction was in preparation of the abstract and correction of title. C. G. Scholle, president, other officers and attorney Harold Hoersch represented the park corporation at the closing meeting.

Preliminary work has been started on development of the amusement center and an early meeting will be held by a committee representing the new owners and Mississippi Valley Fair to consider plans for a 1944 fair.

Three Are Good in N. H.

MANCHESTER, N. H., Oct. 23.—Last of the season's New Hampshire fairs was a one-dayer in Sandwich October 12. In spite of driving restrictions, this township, far from railroads, was host to over 6,000 people. At Plymouth and Rochester fairs, both on the usual number of days and reached by railroads, attendance compared favorably with other years. About \$40,000 is divided annually among fairs in the State. It comes from Rockingham race track. Altho the law states that this shall be divided equally among fairs that operate, under wartime powers granted Governor Blood the six fairs which have a cash premium list of \$500 or more will share equally, the three named and those in Hopkinton, Lancaster and Pittsfield, canceled because of transport difficulties.

Captain Ferguson, war dogs; Ernie Wiswell and His Dizzy Lizzie, Flying Romas, Teeter Sisters' All-American Thrill Girls, Tiny Nita, and Joe Samarino and his band; Nate Eagle, emcee. Groves' scenery and lighting added a lot to the show, as did Tommy Thompson's sound system.

Dr. Braly, president and general manager, and other members of the fair association, said transportation difficulties in some ways were overcome mostly by use of busses and trucks rather than by private cars.

Agricultural Situation

Condensed Data From September Summary by U. S. Department of Agriculture, Washington, D. C.



FARM people, anticipating in 1943 the largest cash income in their history, are being urged by national and local leaders and the U. S. Treasury to invest heavily this fall in War Bonds and thus do an extra share to speed the war's end. As around 45 per cent of farmers' cash in 1943 will be obtained in the last four months of the year, this appeal has genuine timeliness. Farmers, already investors in War Bonds to the tune of around \$1,000,000,000, are asked to swell this total as much as possible by the end of the harvesting season.

War Bond purchases, for that matter, hold special attraction to farmer investors in addition to their fundamental appeal to patriotism. War Bonds meet every requirement for safety and for liquidity. They are an ideal means for storing up extra purchasing power at a time when money is relatively plentiful for a great number of farmers, but purchases are strictly limited, against the time when more goods become available and the purchasing power will be needed. Many farmers also are reported making War Bond purchases on a regularly budgeted basis to provide for post-war improvements of their farms which cannot be made during wartime because of scarcity of materials and labor, and others are buying bonds to build up educational funds for their children.

INCOME: RISE

Cash income from farm marketings during the period January to June, 1943, rose to 7,802 million dollars, an increase of 35 per cent over that for the first half of 1942. Crop marketings were 45 per cent higher and livestock marketings were 31 per cent higher than in corresponding period of 1942. Government payments totaled 400 million dollars for the first six months in 1943, compared with 431 million dollars in those months of 1942.

With favorable growing conditions reported quite general over the country during the past few weeks, income from crops this year may be somewhat larger than last year. Income from livestock in 1943 probably will be considerably greater than in 1942. Gross farm income in 1943 may be as much as 20 per cent above 1942. The increase in production expenses probably will be little more than half as great. Possibility of a 25 to 30 per cent increase in net in-

come of farm operators appears indicated.

PRICES: DECREASES

Decreases in prices for agricultural products during July and August more than offset a slight rise in the prices of other commodities. Most of the decline in wholesale prices of agricultural commodities in the past two months has been seasonal.

The livestock feed situation now dominates the outlook for wholesale prices of farm commodities. Effective July 31 the Office of Price Administration set price ceilings for 1943 crop oilmeals at levels \$2 to \$11.50 per ton higher than for 1942 crop oilmeals. These advances will be reflected in higher prices for mixed feeds. Revisions in ceiling prices for oilmeals followed announcement of a support price for 1943 crop cottonseed about \$6 per ton higher than last year.

The OPA on August 20 announced revised ceiling prices for flour. It was pointed out by OPA that some sort of subsidy probably would need to be paid in order to prevent a rise in the price of bread.

DAIRY PRODUCTS: SET ASIDE

In accordance with its policy of adjusting to seasonal production the percentage of dairy products reserved for government purchase, the War Food Administration has decreased the percentage of cheese and butter to be set aside by manufacturers. The new percentages to be set aside are 60 and 30 per cent respectively in August, 60 and 20 per cent respectively in September and 50 and zero per cent respectively in October. With the new percentages, amounts left for civilian consumption will be in line with the yearly allocation under the rationing program.

Butter for civilian consumption continued short of demand under the ration program during August, with most stores in the East limiting their sales. To assist in adjusting demand to the limited supply, the point value for butter was raised from 8 points per pound to 10 points effective August 1 and from 10 points to 12 points effective September 5. Supplies of Cheddar cheese were acutely short on most markets and of brick and foreign types were somewhat short. Supplies of soft types of cheese appeared ample to meet the demand under the ration program.

Commercial stocks of evaporated milk have been growing rapidly. Total butter stocks, including government stocks and those set aside for government purchase, also have been increasing and on August 1 were at a record level. Stocks of cheese have been increasing by more than the usual seasonal amount but continue below last year's level. These stocks will be needed to fill essential requirements during the winter.

AROUND THE GROUNDS

SPRINGFIELD, Mass.—Springfield National Bank has advertised for bids for redemption of first-mortgage-6-per-cent Eastern States Exposition bonds, due in 1853. The bank, in accordance with provisions of the bond indenture, has \$6,000 available for purchase of bonds. The bank is trustee under the indenture.

POSTVILLE, Ia.—Big Four Fair Association voted at its annual meeting to hold a 1944 fair, the 25th anniversary. Euclid C. Marston was elected president; Ed M. Gass, vice-president; Arthur S. Burdick, secretary; Otto Brandt, associate secretary; Victor Williams, treasurer.

VANCOUVER, B. C.—A "face-lifting" for the exhibition grounds in Hastings Park is planned before the next fair is held after the war, John Dunsmuir, chairman of the board, told directors of Vancouver Exhibition Association. He said the fair would be called "The Victory Exhibition."

EL DORADO, Ark.—Annual Union County Fair, closing October 16, broke all gate records with nearly 44,000 on the six days. Friday was the biggest in

the fair's history, with 15,000. Midway and grandstand also had new peaks. Good weather, large livestock exhibits and plenty of money in hands of planters combined to help.

FAIRFIELD, Ia.—Van Buren-Jefferson County Fair Association elected L. B. Duggs, Cantril, president, succeeding A. G. Roberts, Bonaparte; Grant Nelson, Fairfield, vice-president; A. J. Secor and Fred Faulkner, secretary and assistant, both of Keosauqua; L. H. Vardaman, Keosauqua, treasurer. Report showed a balance from this year's fair of \$678.89, with all bills paid.

S. C. STATE TO TOP

(Continued from opposite page)

and S. L. Gibbons, Columbia, were elected life members.

On the midway of the World of Mirth business was light on the first night, but excellent on the second day. Max Linderman, general manager of the shows, was awarded the 1944 midway contract on Tuesday.

Most of the exhibits were furnished by the armed forces, due to scarcity of materials and gasoline for commercial firms. Army, WAC; Shaw Field, near-by aviation training field; Coast Guard, navy and marines had excellent displays.

Praise From Hamid

The letter from George Hamid to Secretary Moore concerning the fair: "Before returning to New York I cannot help but write you to express my appreciation of your many courtesies and to say a few words about how impressed I have been in seeing the wonderful State Fair you have prepared this year, in spite of many handicaps. As you know, I enjoy the honor of being president of the New Jersey State Fair, which was the only State fair besides yours that was held on the Atlantic seaboard this year.

"I have suffered, incidentally, the same handicaps with which you have been confronted in attempting to put on the many exhibits we have been accustomed to staging in the past. However, in your case, I must compliment you and your aids in having what I consider some of the finest exhibits that it has been my pleasure to witness this year any-

where. To my way of thinking, covering 30 odd years in the fair business, I feel that your State exhibits in the Steel Building are well worth the price of admission alone. I especially wish to compliment you on the type of exhibits you have prepared, particularly in delivering the war messages so vividly and realistically as you have thru the actual exhibits and portraying the real thing in bringing the war home to your visitors.

"No one can do too much these days in efforts to prove their patriotism and loyalty to our beloved country, and you certainly have left nothing undone in making this State Fair the show window of agriculture, livestock and poultry, which are so vital to the war effort and to our lives. You have covered the two important phases of our present-day meeting, education and importance of livestock plus the excellent midway attractions and the wonderful grandstand show that will provide much needed relaxation and wholesome amusement to the boys in the armed forces located in this community, as well as the over-worked farmers and the rest of the population of your State."

THANKS TRUE MAGAZINE NOVEMBER ISSUE
for the very fine story and pictures

Address: Care The Billboard Cincinnati, O. Selden or Barnes-Carruthers Chicago.



FAIRS HAVE AGAIN PROVED THEIR ESSENTIAL VALUE TO THE WAR EFFORT!



The Cavalcade of Fairs will provide a complete account of the many and varied activities planned to aid the war effort. You cannot afford to miss it! It is more important than ever before for every Fair in the country to advertise and be listed in the Cavalcade Section. Gain the extremely valuable and favorable attention from those who count!

In the CHRISTMAS SPECIAL-OUTDOOR-CONVENTION ISSUE

Cavalcade of Fairs featuring "FAIRS SHARE IN VICTORY" **NOV. 27**

MAIL YOUR COPY TODAY FORMS CLOSE NOV. 15

The Billboard Publishing Company

25 OPERA PLACE

CINCINNATI 1, OHIO

Meetings of Assns. of Fairs

- International Association of Fairs and Exhibitions, November 29-December 1, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.
- Kansas Fairs Association, January 11 and 12, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.
- Ohio Fair Managers' Association, January 12 and 13, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.
- Massachusetts Agricultural Fairs Association, January 19 and 20, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 24 State House, Boston.
- Michigan Association of Fairs, January 18-20 (tentative), Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.
- Nebraska Association of Fair Managers, January 25 and 26, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.
- West Virginia Association of Fairs, dates to be set in February. J. O. Knapp, secretary, Morgantown.
- Association of Tennessee Fairs, February 1 and 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.
- Ontario Association of Agricultural Societies, February 9-12 (tentative), King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.
- Wisconsin Association of Fairs, February 22-24 (tentative), Hotel Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam.

AS INQUIRIES are being made, secretaries of associations of fairs should send in their dates.

NAAPPB Maps Clinic Plans

Wartime Ills To Highlight 25th Conclave

CHICAGO, Oct. 23.—F. W. A. Moeller, second vice-president of the National Association of Amusement Parks, Pools and Beach and chairman of the program committee for the organization's 25th annual convention to be held at Hotel Sherman here November 30-December 2, this week released a tentative draft of the five outstanding clinics which will form the basis of the three program sessions at this year's conclave.

The program committee has been working many weeks on convention arrangements, and as this marks the org's 25th anniversary celebration, coupled with the fact that all operators are confronted with many new problems during wartime operation, the committee members are striving to be conscientious in perfecting their plans.

In addition to the five clinics listed in the tentative program, there will be an informative program for manufacturers and dealers Monday evening, November 29, and beginning Tuesday (30) there will be noon round-table clinics on subjects of vital interest to pool men. This section of the program is under the direction of Harry A. Ackley.

The committee is anxious that the program meet the needs of its members as extensively as possible, and is asking the members' co-operation toward that end. Members are urged to submit any questions they would like to have answered on any one of the three programs.

A. R. Hodge, association secretary, states that particular emphasis will be laid on further co-operation in the war effort. "There are many problems," says Hodge, "which have been produced by war conditions but in the solution of which real co-operation in the war effort can be rendered."

Most popular of the five clinics scheduled is expected to be *Plan Today for Tomorrow*. The association officers feel that in this effort they are co-operating with the government, as unemployment (See NAAPPB Program on opposite page)

N. Y. Firm Granted Charter

ALBANY, N. Y., Oct. 23.—Recent incorporations with the Secretary of State include that of Long Beach Amusement Park, Inc., Brooklyn, with capital stock of 200 shares of no par value. Subscribers and directors are Rocco and Catherine Messera, of Oyster Bay, N. Y., and Leo Losell, Glen Wood Landing, N. Y.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office The Billboard)

Hats Off to Batt

Without fear of contradiction, this writer believes that Pontchartrain Beach, New Orleans, has done more for the war effort the past summer than any other park, pool or beach in the country. If I'm wrong, I'd like to know what other outdoor fun center deserves that distinction. Pontchartrain's hustling manager, Harry Batt, has shown the industry what can be done and here's hoping he gets the recognition he justly deserves. That recognition may inspire others in the biz to follow suit.

Batt's Pontchartrain published no less than five full-page ads—maybe more—some in color—giving an institutional message and encouraging local citizens to co-operate with the war effort. The ad copy featured War Bonds or some other vital war message, with nary a line about the attractions at the beach. Most of the ads wound up with the slogan tied up with the resort's advertising this summer, "Work First—Then Have Fun."

Pontchartrain's last full-page, good-will ad in *The New Orleans Times-Pic-*

une of September 9 was headed "God-speed to Victory," and read: "With only three more days before the close of the 1943 season of Pontchartrain Beach, we are thankful for the part we have been able to play in lightening the training task for thousands of boys who have so nobly fought our battles in Africa and Sicily and Italy. If in these last three days a few hours of fun and healthful relaxation may speed more war fighters and war workers on to greater tasks, we pledge our resources to the utmost. We close the 1943 season Sunday with the fervent hope and prayer that we may all be reunited in a truly gala victory celebration at Pontchartrain Beach in 1944. (Signed) Harry J. Batt." Boy, that's copy that bounces.

Men and Mentions

Saul Simon, popular figure at those Wrigley swim marathons in Toronto in the past and now Captain Simon of the Canadian Dental Corps, was in town last week and informs that Vierkoetter, the famed German marathoner, is teaching aquatics in Canada, having never returned to his Swasticked land.

Walter Cleaver is no longer boss man at New York's Park Central indoor plunge.

Here's hoping that some of those outdoor plunges which did so well this past summer—many upping receipts as high as 100 per cent—will put some of the do-re-me back into the estabs. So many pools need repainting and refurnishings.

Batt Takes Baths; Plays Host to Ops

NEW ORLEANS, Oct. 23.—Completing one of the biggest seasons at Pontchartrain Beach in its 14-year history, Manager Harry Batt headed this week for a month's bath cure at the Hot Spas.

Late last week Batt had the pleasure of visits from three well-known amusement resort ops, Jimmy Johnson, head of Playland, San Antonio; Sam Fox, of Slusky's Playland, Houston, and Steve Plarr, son of the operator of a park at Allentown, Pa. Young Plarr is in the coast guard and is at present stationed in New Orleans.

All of the operators, including Batt, agreed that the outdoor amusement business has enjoyed one of its best years, and all look forward to an equally healthy 1944.

Al Wagner Sets Yr.-Round Spot In Panama City

PANAMA CITY, Fla., Oct. 23.—Panama City will soon have its first amusement park as the result of a deal consummated this week by Al Wagner, general manager of the Great Lakes Exposition, carnival company, whereby he acquired a 14-acre tract as a site for a permanent amusement resort to operate the year-round.

The new fun spot will be operated by Park Amusements, Inc., of which Wagner is president and general manager. Work of installing rides and attractions is slated to get under way immediately, with the tentative opening set for November 20. In addition to concession and other necessary buildings, plans call for a 3,500-seat amphitheater where, Manager Wagner says, free acts will be presented.

With only two picture theaters to supply the natives with entertainment, this thriving shipbuilding center, with a population of 65,000, has long been sorely in need of amusement facilities. Town's weekly pay roll is said to be around \$1,000,000.

The park site is served by two bus lines and is bounded by housing projects of the federal government and the Wainwright Shipbuilding Corporation.

Local, county and State officials have signified their willingness to co-operate to make the new entertainment venture a success.

Price Out of Fire Post

BALTIMORE, Oct. 23.—Arthur B. Price, owner-general manager of Gwynn Oak Park, one of the appointments made by Mayor Theodore R. McKeldin out of his "green bag" several weeks, failed to get the okay of city council this week. Price had been appointed a member of the Board of Fire Commissioners, but his appointment, like all other "green bag" appointments, was subject to confirmation by the council. Price's rejection was made on grounds that his party regularity was questioned by the committee on nominations. Price is a Democrat and as such was supposed to be the minority appointment on the Board of Fire Commissioners.

OXFORD, Pa. — Fleetwood Jack and His Nevada Ranch Barn Dance Gang, with Julie and Rusty Reggar, Jerry Noel, Fiddlin' Red and Marjorie Lee, were the feature at Sun Set Park, on Route 1 between Oxford and West Grove, Pa. Sunday, October 10. On October 23, Fleetwood Jack's gang played Centre Square Farms Inn, Montgomery County, Pa., eight miles north of Norristown, Pa.

Dim-Out Ruling May Be Relaxed Along Va. Coast

RICHMOND, Va., Oct. 23.—The strict dim-out regulations which have been in effect in the Hampton Roads-Norfolk area of Virginia for more than a year and which have seriously affected night business at Virginia Beach, Ocean View, Buckroe Beach and other resorts, and which have caused many traveling amusement organizations to forego dates already set in this area, may be relaxed as a result of a request made by State Co-Ordinator of Defense J. H. Wyse.

After a conference between Governor Colgate Darden, Wyse and a delegation from Norfolk headed by Richard Marshall, Norfolk Co-Ordinator of Civilian Defense, Governor Darden directed Wyse to telegraph this request for relaxation of the strict dim-out regulations to Major General George Brunert, acting commander of the Eastern Defense Command, which has jurisdiction over defense measures throughout this territory.

According to the delegation from Norfolk, the need for curtailment of illumination has passed. The delegation cited numerous accidents which they blamed on the dim-out, and said that the population of the area is becoming restive.



THE NATION'S FOREMOST EXPERTS ON AMUSEMENT PARK OPERATION will participate in the clinic program discussions on the countless operating problems affecting the industry of today and post-war at the NAAPPB's 25th annual convention to be held at the Sherman Hotel, Chicago, November 30 thru December 2. Shown here are a few of the well-known park showmen who will lend their experience and knowledge to these interesting clinical sessions. Left to right: William Rabkin, of International Mutoscope Reel Company, Inc., New York, on the faculty of the Taxation Clinic; Raymond Lusse, of Lusse Bros., Philadelphia, on the faculty of the Priority Problems Clinic; John J. Carlin, Carlin's Park, Baltimore, chairman of the Taxation Clinic, and Adrian W. Ketchum, Forest Park, St. Louis, chairman of the Wartime Operations Clinic.

American Recreational Equipment Association

By R. S. UZZELL

Never before has there been such earnestness in planning for a national convention of park men. There is no question at all of why you should go; the fact is that you can't afford to miss the conclave. There are some big problems to solve in 1944 and the meeting will afford you a dependable source of advice and assistance. Best of all you can ask an expert about your own particular problem. Make your rail and hotel reservations immediately.

When we read in September that Alex Moeller had been taken to a hospital with a ruptured appendix, we feared the loss of our program chairman. Fortunately for us, he has made the grade and we shall see him at Chicago.

A surprisingly large number of our manufacturers have war contracts, and a number of them will relate their experiences at our AREA meeting in Chicago November 29 at 7:30 p.m.

W. F. Mangels faces the future with his usual courage. He is planning to re-write all of his advertising after the war and to have something new to offer.

William Rabkin knows the headaches of a war contract, but keeps his eye on the future and is planning for it. In one of the severest panics we ever had, the elder J. P. Morgan advised us not to sell America short. Some in our business despaired too soon.

A Coaster at a prominent location had done stunts in the past, but in the slump the owners could not pay the rent and surrendered it to the landlord for \$15,000, about one-tenth of its cost. The past summer the price of admission went to 40 cents, at which it clicked and how! Better not sell the amusement ride business short.

Crescent Park, Providence, had a great go this season despite the gas shortage. The concessionaires expressed themselves as well pleased, and some are making larger commitments for 1944. Across Narragansett Bay, her sister park, much older, did not open at all. It's the difference in ownership and management.

Edward J. Carroll, at Riverside, Springfield, Mass., could have been justified in hanging his harp on the willows, but not him. He faced forward and put it over. At Chicago we shall hear from him.

All thru amusement parks in the Norfolk, Va., area have changed hands since the war started. The long decline before the war seemed to point to a finish for outdoor amusement parks. The former owners let go too soon.

Despite the stringent maritime regulations which stifled export of amusement devices for some time, shipping lanes are again opened to a limited degree, and a small cargo of amusement devices are on their way to South America. One contract was held up for more than a year and a half. Perhaps we shall be shipping to Europe by next fall.

The insurance plan sponsored by the national association gains in favor and appreciation when savings are footed up at each year's end. The fire coverage is a distinct advantage to our members, thanks to John L. Campbell.

PHILADELPHIA. — Latest addition to the birdhouse at the Philadelphia Zoo is a red beak hawk, presented by a local citizen.

NAAPPB PROGRAM

(Continued from opposite page)

is to be one of the major problems for solution when victory comes, and if the amusement industry can have definite plans perfected many men can be put to work and at the same time many amusement resorts materially improved in accordance with the most modern methods.

The three-day conclave will culminate in a banquet Thursday night. The entertainment will be under the direction of Paul H. Hudepohl, first vice-president, and a number of innovations are planned.

"Enthusiasm for the Silver Jubilee celebration is running high and a large attendance is expected," Secretary Hodge states. "Members are urged to make train and hotel reservations early."

The tentative program is as follows:

Tentative Program and Personnel

GENERAL PROBLEMS

Chairman: A. B. McSwigan.
Faculty: John Logan Campbell, Edward J. Carroll, E. E. Foehl, Robert A. Reichardt.

- Prices of admission to rides and attractions in 1944 following this season's experience.
- Recreation for war production workers and its relation to industrial morale.
- What additional major operating changes can be anticipated should the war be prolonged?
- The current trend in policy towards free-acts, fireworks and other special features.
- Trends in the food and drink supply line for 1944.
- The serviceman trade and attitude toward special rates.
- Special wartime promotions.
- Insurance—Public Liability and Fire.
- How can we best co-operate with our government in wartime activities?
- When victory comes, how can we celebrate?
- Universal ticket system covering rides, refreshments and other competition.
- Fair picnic competition.

PLAN TODAY FOR TOMORROW

Chairman: William J. Wendler.
Faculty: Harry J. Batt, George A. Hamid, Jack Rosenthal, H. P. Schmeck.

- New architectural design.
- New lighting equipment and methods.
- New devices.
- New materials.
- New promotion methods.
- Raising our prestige with the public.

PROBLEMS ARISING OUT OF WARTIME OPERATION

Chairman: A. W. Ketchum.
Faculty: Harvey J. Humphrey, Benjamin Krasner, Fred W. Pearce, H. P. Schmeck.

- Man power shortage.
- Transportation and gasoline rationing.
- Wartime emergencies met and overcome.
- More intensive cultivation of home markets.

PRIORITY PROBLEMS

Chairman: R. S. Uzzell.
Faculty: N. S. Alexander, R. E. Chambers, Raymond Lusse, Leonard B. Schiess.

- Policy covering maintenance and renewals in amusement park property.
- Materials supply procedure.
- Newly discovered substitutes.
- Other priority problems.

TAXATION

Chairman: John J. Carlin.
Faculty: Eli M. Gross, Robert F. Irwin Jr., Fred L. Markey, William Rabkin.

- Admission taxes.
- Social Security, income and corporation taxes.
- Excise taxes.
- Coin machine taxes.

JUMP IN JACKSON 25%

(Continued from page 40)

est we have ever seen; simply marvelous." Young spent much time there and frequently took show members with him. Quartermaster Corps exhibit probably drew most attendance, as "Uncle Henry" Milne (H. U. Milne, chief of exhibits, Office of Quartermaster General, Washington), had evidently "robbed" every quartermaster corp depot in the country to bring additions to his

"Cotton Goes To War" display. He reported the heaviest attendance on October 15, when 30,000 went thru the room.

Transport No Handicap

Total fair attendance was estimated by officials at 500,000. Friday, usual "big day," was off in attendance, but per capita spending was much bigger. Transportation apparently was no handicap to patrons. Farm trucks, sharing rides, were loaded heavily with passengers. Light rain Wednesday did not hurt the midway and a cold snap Friday night did not keep the day from going over all expectations. Temperatures moderated Saturday and receipts showed the best closing day on record.

Grandstand attendance Monday night, biggest opening on record here, was estimated at 35 per cent over last year's. Altho midway attractions were delayed in arriving, the opening Tuesday night turned in almost as large a gross as the first two days of last year combined. County supervisors loaned heavy machines to pull show trucks from the railroad.

Fair officials called the Chaplains' Chapel the "biggest little thing done." Army official had been skeptical, but there was a steady stream of visitors to the chapel, where the complete ecclesiastical field set-up was observed. Maj. Caloway O. White, assistant chief, chaplains' branch, Fourth Service Command, Atlanta, and Mississippi College (Clinton) graduate, was officer in charge. Every major denomination was represented, and officers from Mississippi Ordnance Unit Training Center (Flora), Camp Shelby (Hattiesburg), Jackson Army Air Base, Royal Netherland Military Flying Academy (Jackson), and New Orleans Naval Station assisted in programs. Film and musical programs by church and school choirs featured each night opening.

B-C Revue Is Popular

Grandstand revue was a balanced assortment with the Ernie Young touch. Most talked of features, in order, were the Russian bears, Bobo Barnett and dog act and the Four Franks. On the midway the Rose Midget Show topped in interest, and ailments of performers handicapped the Perry Lion Motordrome. Ride patronage was about equally divided. There were more concessions on the midway than usual. Coin-operated machines did good business.

A display of captured enemy equipment, sponsored by the Junior Chamber of Commerce, had an admission price of a 50-cent War Stamp. Minute Maids sold stamp warpages for \$1 in the grandstand and on one night these sales amounted to between \$400 and \$500. Agricultural exhibits were highlighted by three themes. Hinds Junior College, Raymond, featured educational value of agriculture; Lebanon community showed the "Feed-a-Fighter" theme and Edwards booth produced types of grasses used for pasturage. Vocational department of Jackson public schools had an outside array of work of students and a film on achievements since Pearl Harbor in war production. Featured were the Ingalls shipyard space, where Vera Anderson, champion woman welder, was on duty and the LeTorneau (Vicksburg) stand, where machine parts were manufactured.

Military Biggies Attend

Distinguished military visitors included Vice-Admiral John Sidney McCain, native Mississippian and assistant chief,

Naval Operations (Air), and Rear Admiral Andrew Carl Bennett, commandant of the Eighth Naval District, who attended on Navy Day and were escorted down Capitol Street by a Seabee band and crack drill company from the Armed Guard School at Gulfport. Another was Maj. Gen. William C. Bryden, commanding general, Fourth Service Command, Atlanta, who, with his personal aide and Col. J. O. Lindquist, chief of chaplains, Fourth Service Command, attended on Army Day and pinned the Legion of Merit on Lieut. Thomas C. Murphy, Wilmington, N. C., at the Flora Ordnance Plant. On Marine Day, Captains E. V. Bickerhoff and John E. Hevron, New Orleans procurement office, and the Flying Wedge Marine recruiting unit of women made it one of action. The marine banner was presented to the Marine Mothers' Club of Jackson by Lieut. Col. Edwyn O. Schultz, Mississippi recruiting district head, presentation being first of its kind in the State. Outstanding home-front exhibit was the State Guard's, where a formidable arsenal was shown. Security at home was the theme.

Polled Hereford sale and show was the best of any yet held, and 168 head of registered stock attracted entries and purchasers from 29 States sold for \$129,505. From California and Maine came buyers and showmen.

ONTARIO AIDS WAR PLAN

(Continued from page 40)

been canceled, larger receipts were the result at smaller fairs. Exhibitors, particularly livestock breeders, have taken advantage of the fairs to get their animals before the public. Special county and district breed shows that were organized and well patronized have been held in conjunction with the fall fairs of the agricultural societies."

WANTED

All kind of Rides, Bingo Stand, Skating Rink, Cook Wagon and Side Shows and Games for 8-acre amusement park with lake for swimming and also large dance pavilion. Will give ride owners and concessioners 30 days' free rent, lights, water and advertisement in newspaper, on loud speaker to ballyhoo streets. We keep open and do business all year. Our rent is 10% when you have had your 30 days FREE. Answer ad immediately or you may be left. We will only have 1 of each Ride and Concession.

MR. VINCENT GARCIA
118 E. Main St. LAKELAND, FLA.

FOR SALE

TRAIN RIDE

4 Cylinder Willys Powered Engine, 4 Coaches, Ticket Booth, Depot, Fence, Lights and 500 Ft. Track.

William M. Belson

801 Knoxville, Phone 5-2020 Peoria, Ill.

WILL PAY

\$185.00 Per Case for
.22 SHORT AMMUNITION

Will buy any amount you have.

Playland Amusement

239 W. 125th St. NEW YORK 27, N. Y.

KENNYWOOD PARK

WANTS TO BUY

A CATERPILLAR, FERRIS WHEEL

or might consider other devices. Must be new or very little used. If your ride is in first-class condition, write—describing same and quote cash price—to KENNYWOOD PARK, 1404 Farmers' Bank Bldg., Pittsburgh 22, Pa.

FOR SALE

Kiddie Merry-Go-Round, made by the Philadelphia Toboggan Co. A-1 condition, newly painted, used only two years at the Million Dollar Pier, Atlantic City, N. J. For quick sale, \$1,200 cash takes it.

BOB ADLER

541 SURF AVE. (Phone: E. S. 2-7274) CONEY ISLAND, BROOKLYN, N. Y.



NATIONAL SHOWMEN'S ASSOCIATION

GREETINGS YOU

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

Write for information

Initiation\$10.00
Dues\$10.00 Yearly

Rinks and Skaters

By CHARLES M. JACKSON (Cincinnati Office)

URO To Mull Wartime Topics At N. Y. Conclave; School for Pros Is Set in St. Nick Arena

ELIZABETH, N. J., Oct. 23.—United Rink Operators' annual meeting will be held November 29 and 30 in the Park Central Hotel, New York, and the association will sponsor a professional school in St. Nicholas Arena, New York, November 22-30, said W. Schmitz, secretary of URO.

Decision to hold a general URO meeting and to offer a one-week session of pro instruction was reached by the executive board, meeting in the Park Central October 11 after careful deliberation. Necessity of electing new officers, an opportunity for full discussion of wartime problems and pressing need for professional instructors were stressed in the committee discussions. At the board meeting were Chairman Earl Van Horn, W. Schmitz, Bill Holland, Wally Kiefer, Tom Lake, Jesse Carey and George Bushby.

A decision was made to join the National Chamber of Commerce, and Secretary Schmitz is filing an application to secure affiliation. Other business before the board was confirmation of the appointment, by President Van Horn, of Wally Kiefer as chairman of the amateur co-operative committee, replacing George Sticks, now in the armed service. Bill Holland and Bill Best were also placed on this committee. Lapel pins are to be given to committeemen by Schmitz, members to receive them at the general meeting. Executive board members of the Amateur Roller Skating Association will be given identification cards enabling them to secure recognition at any rink affiliated with URO.

Pros Coming to School

The executive board urged all members to send their professionals to the school to be held in St. Nicholas Arena. Due to the war there is a shortage of professionals, but URO considers it important that proper teaching be maintained in its member rinks for furtherance of proper skating and for the good of rink

N. C. Ops Get Charter

RALEIGH, N. C., Oct. 23.—Tar Heel Skating Rink Company, Kinston, N. C., has received a corporation charter, from the secretary of state to operate both a portable and permanent rink. Authorized capital stock is \$50,000, with \$6,000 being subscribed by Cecil W. Price, Lester L. Gould and Robert Livingston, all of Kinston.

WHITE LEATHER GOING!!!

We're almost out of white leather now. We've sounded the "last call" for weeks.



Better order your **BETTY LITTLE** Shoes now for your Christmas demand before it's too late.

We're still cutting down plates and mounting them on Hyde Shoes. Write today!

HYDE ATHLETIC SHOE COMPANY
Manufacturers of these famous "Betty Little" Figure Skating Outfits
CAMBRIDGE, MASSACHUSETTS

management.

Some outstanding pros will be in charge of the school and will include Francis Le Maire, Bill and Eldora Best, Eddie O'Neill, Mr. and Mrs. Bob Riley, Earl Van Horn, Wally Kiefer and Bill Holland. Outstanding ARSA amateurs, such as Gladys Koehler, senior dance champion; Jean White, ladies' senior free-style champion; Ozzie Nelson, president of ARSA; Barbara Killip, secretary of ARSA, and Joseph Savage, past president of the Amateur Skating Union and USRSA, will be on hand to explain rules of the Amateur Athletic Union. Secretary Ferris, of the AAU, will personally explain to professionals any problems that may arise regarding amateur status.

Name Guests See ARSA Champs at St. Nick's Opener

NEW YORK, Oct. 23.—W. Schmitz's St. Nicholas Arena, latest addition to America-on-Wheels chain, opened September 16 in a spectacular manner highlighted by guest stars of the screen, stage and sports world, and exhibitions by amateur champions, the latter sanctioned by the Amateur Roller Skating Association. Over 2,000 skaters and guests attended.

Ann Rutherford, motion picture star; Jane Kean, star of *Early to Bed*, musical comedy; Choo Choo Johnson, magazine cover girl, and Tamt Mauriello, heavy-weight contender, were among guests introduced.

The special show had Walter Bickmeyer, Dorothy Vogelsan, June Henrich and Irene Maguire, national champions and members of the Earl Van Horn Dance and Figure Skating Club, Mineola (N. Y.) Rink; Tomy Lane and Yvette Kiefer, White Plains (N. Y.) Skating Club; Dianne Lanzotti and Doris Harrington, Twin City Dance and Figure Skating Club, Elizabeth, N. J.; Billy Reed, Boulevard Dance and Figure Skating Club, Bayonne, N. J.; Ray Tiedermann and Jeanne Hammann, Mount Vernon (N. Y.) Dance and Figure Skating Club, and a ballet of girls from Twin City and Boulevard clubs. Accompanying Hammond organ music was played by Estelle Martinique.

Frank Morris, manager of the Arena, headed the 200 employees and friends at an after-party in the lower ballroom of the building, all guests of the AOW executives.

Eastern Spot Incorporates

ALBANY, N. Y., Oct. 23.—Recent incorporations with the secretary of state include that of Glen Cove (N. Y.) Roller-drome, Inc., capitalized at \$2,500. Subscribers and directors are Rocco and Catherine Messera, Oyster Bay, N. Y., and Leo Losell, Glen Wood Landing, N. Y.

"KEEP FIT" is the slogan of a newspaper campaign launched on behalf of Stadium Rink, Montreal. Public is urged to skate and develop physical fitness. Stadium offers two sessions daily from 2:30 to 5 p.m. and 8 to 11 p.m. Private parties are held from 5 to 8 p.m.

Old Tactics No "Bogyman" for Modern Racers

By CAP SEFFERINO

Chairman, RSROA Speed Skating Committee, Cincinnati

THE article by E. M. Moorar in *The Billboard* of October 23 was most interesting, especially the paragraphs pertaining to the spies, bombs, etc. The part relative to speed skating left me quite confused as to whether it was meant as a boost for the game, a good kick in the pants, both, or just plain resentment. I have known Mr. Moorar many years. At one time my brother and I were employed by him and I feel that he is absolutely sincere and no doubt could be of great value to the advancement of any form of roller skating if he were to lend his experience and talents in their entirety to roller skating. It is regrettable that he has a tendency to allow animosity to excite him to a point of submitting ridicule when he could be doing a great amount of good work for the game in general.

Obviously, Mr. Moorar refers to me as writer of a recent article in *The Billboard* in behalf of the revival of professional speed skating. In that paragraph he states that I neglected to mention that the city which promoted one of the first big professional events and which city was a hotbed for rough-and-tumble speed skating was Cincinnati. He complains that I failed to inform readers that I had gained my speed skating experience from a man who taught and advocated rough tactics.

Grateful for Background

This is all very true. Cincinnati was known throuthout the nation as a speed-skating center and I agree that it was pretty tough going for any skater who competed here. I readily admit that, under the tutelage of Pony Joe Altman, I learned all the tricks in the bag. I am grateful for this background and to Pony Joe, for it has helped me greatly in the work I have been trying to do for the RSROA and as yet I have heard no criticism of any of the national speed skating championships this organization has sponsored.

Yes, I did neglect to mention these facts but, now that my memory has been refreshed, I realize that I also neglected to mention that the manager of the rink where I did all of my speed skating and at the time when thug tactics were at their height was Mr. Moorar. And, now that I think of it, it was just at this time that there occurred the only strike of speed skaters that I have ever heard of, all the contestants, with the exception of employees of the rink, having left the floor, after being lined up for a race, because the purse offered for a championship was a mere \$17.50, to be split three ways.

Mr. Moorar also remarked: "It cannot be said that speed skating was much as a box-office value." This is definitely not the fact, for in the days when a Masked Carnival and the annual visit of Adele D. Vorak, thru a row of lighted candles was a manager's only salvation, they were glad to have speed skaters working as skate boys so that they could pep up the business with weekly speed-skating events. I should like to recall to Mr. Moorar just one of the many instances when a race was a sellout—the instance when he booked a race with Cioni, Krahn and myself as contestants. The hall was so overcrowded that there was not enough room for the Italian element of the city on the floor, so they climbed up on the arches and hung there like bananas.

Defense of Champ

I am in complete harmony with Mr. Moorar on several points in his article. It is true that no one was ever actually murdered in a speed-skating event and, when the races were all over, no one ever held a sincere grudge. Today we find most of the old demons happy and prosperous and getting together annually to enjoy their millions of memories. I agree that they were all great and I am happy to have been able to enjoy an association with as many of them as I did. What I find nauseating in the article, to put it mildly, was the unwarranted ridicule of the recent story on George Moore, to whom he definitely

was referring. Mr. Moorar's statements are untrue and certainly uncalled for. George Moore was one of the most earnest and energetic youngsters I have ever known. He was trained diligently for years, was always a hard and willing worker and never substituted or was substituted for any one in his entire career and, to be absolutely unbiased, I can truthfully say that at the height of his career no one in this city could even stay within striking distance of him. If these are not the facts perhaps Mr. Moorar can advise as to how George managed to win two consecutive national championships and he might inform me as to what is responsible for such a malicious attack upon a swell kid who very soon will be trying his darndest to eliminate a lot of Japs.



Richardson Ballbearing Skate Co.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY, STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.

MAGES SPORTS STORES
4019 W. North Ave. CHICAGO, ILL.

FIBER WHEELS

- PRIOR LOWEST
- IMMEDIATE SHIPMENT
- OVER AN INCH WIDE
- OUTWEARS—BY TEST
- WON'T MAR OR MARK

Plastic Products Corp.
Successors to Ak-Sar-Ben Skate Equip. Co.
(Roller Skate Wheel Division)
667 So. 42nd Street OMAHA, NEBR.

No. 321 DUSTLESS FLOOR DRESSING

Cleanses the air, provides a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$9.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.

GAGAN BROTHERS
444 Second St. Everett, Wash.

ADVERTISE YOUR RINK

Your patrons will go for flashy buttons, Red-White-Blue, 3", having soldier-sailor and girl in middle (with pins), name, address your rink, 25c each; 500, 4c each; 1000, 3c each. Silver Finish Brooch Pin, Flag, Red-White-Blue, with patriotic and skate charm, \$9.00 Doz. Sample 95c. Chrome Skate Ring, jeweler's box, 50c each. Gold and Silver Finish Neckchain with Skate Charm, \$1.15 each.

1/2 Deposit, Balance C. O. D.

RESKREM SILVER CO.
76 Forsyth Street NEW YORK

FOR SALE Used ROLLER SKATES

PLATES — REPAIRS — ETC.

Also
TWO WURLITZER BAND ORGANS

Write or Call
CHAS. R. MALONEY
P. O. Box 845 Oshkosh, Wisconsin
Phone 3028

WANTED AT ONCE FOR CASH

COMPLETE PORTABLE SKATING RINK

Write or Wire
P. O. BOX 230, AUSTIN, TEXAS

WE'RE "ALL OUT" TO WIN

"CHICAGO"

TRADE MARK REG. U.S. PAT. OFF.

KEEP 'EM ROLLING FOR HEALTH AND VICTORY

The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

FROM the camps: Pvt. Al Sweeney, of auto racing note, is now attached to the public relations office as assistant to the captain, Headquarters Battery, AAATC, Fort Bliss, Texas. The promotion (not in dough) was given as a reward for the work he did on the *This Is the Army* premiere there, from which \$5,115 was turned in to Army Emergency Relief. He reports Teresa Morales still in a state of aphasia in El Paso Masonic Hospital as a result of a trapeze fall. It must be tough for Al not to be allowed to do any marching or drilling and to have a jeep assigned to drive whenever a spell of loose-foot comes on! "Here's a new one for midwayites," he types. "Frank Burke, who has had his shows here all summer, bought the lot on which he is showing and has erected a concrete restroom for guys and gals! Lot is near the Juarez bridge and he has done well, having purchased a large brick building for winter quarters and about decided to live here permanently." . . . In a feeling reference to the late J. C. (Jimmie) Simpson, Pfc. Patrick G. Templeton, Pine Castle Army Air Base, Orlando, Fla., writes: "He once said: 'When I am gone I only hope that my friends will say, "Sometimes he was wrong but, right or wrong, he was always a showman.'"

WHEN Charles W. Green stepped out as executive secretary of the Horse Breeders and Exhibitors' Association October 1, President Lewis C. Tierney said, in part: "Very definite progress has been made and many of the major shows of the country have continued with probably greater success than heretofore. As secretary, Mr. Green attended most of these shows and by his presence and active co-operation has

contributed in a very definite way to the light horse industry." The resigned sec, now at his home in Moberly, Mo., from where he went a few years ago to become manager and builder-upper of Missouri State Fair, Sedalia, and a prez of the IAFE, observed: "Since November 16, 1942, when I became executive secretary of the association, I enjoyed the work . . . and in resigning I continue to feel that a good, strong association is not only worth while but is deserving of active participation of people having a part in the industry. So long as the association continues for the purposes for which it was originally founded, it will have my active support."

DOWN in Louisville there's an old newspaperman who knows a lot about outdoor showbiz, present and past. Fred T. Ballard has covered the lots there and in Lexington since before Big Red's sire was a colt. This one's from his keyboard: "There's the story about the famous equestrienne, Ella Zoyara, who appeared in this country about 1860. In New York Zoyara's daring resinback riding created great enthusiasm. She did things on horseback no other woman had ever attempted and, as she was pretty and of splendid physique, she soon had hundreds of admirers. She began a tour of the country but had not gone far when she met with an accident. It was trivial in nature but most alarming in results, for in half an hour the whole show knew that beautiful Ella Zoyara, the woman rider, was—a man! Later under his correct name, he became well known as husband of another noted rider, and he died in India."

THEY stayed up all one night last week in Norfolk. And Art Lewis and Jimmie Strates were not talking about the NSA or the ACA (of which they are presidents respectively) either. . . . Judging from banquet reservations, Mrs. Don A. Detrick, exec sec of Ohio Fair Managers' Association, says it's not too early to predict another Buckeye whopper convention in Columbus. . . . Jimmie Rison, who handled the Polack circus promotion in El Paso, Tex., is adding to the national publicity for that unique "Hey-Rube" club there. He got quite a belt out of the org of entertainment folks. So did Bill Cunningham, of *The Boston Herald*, who did a piece, referred to in this pillar last spring, on the "Rubes" free shows for uniformed spectators. . . . J. E. (Shanty) and Billie Mahoney, who "quit bouncing around in '38" in favor of a New Orleans apartment house, did a last sad duty in arranging the funeral of Tom Salmon, ex-lot man, who passed October 18 in N. O. . . . Friends of the late Jimmie Simpson sent to the home in Birmingham 207 expressions of sympathy, 54 cards, letters and wires and 153 floral tributes.

LEAVE it to a carnivalite to protect himself. *The Watertown (N. Y.) Daily Times* said last week that the Massena (N. Y.) draft board had taken on extra duty as correspondents to a draftee after receiving this communication from Plummer H. Williams: "Dear Sirs: I was passing thru your lovely city in June, 1942, with a carnival, the James E. Strates Shows. I registered in your town hall for Selective Service. On my 'greeting' it said, 'You have been selected by a board of your friends and neighbors.' Well, you got me here in North Africa and I don't know one of you, so if someone on the draft board will write to me, I can say I was drafted by friends instead of strangers. I don't care who writes, just so long as it is someone. Just tell me about Massena or anything you can think of. It didn't take long after I got my 'greetings' till I landed here in North Africa. I am hoping someone will write."

The Crossroads

By NAT GREEN
CHICAGO

A YOUTH movement, designed to stimulate interest in sports among young people, has been launched by the Chicago Sports Association. One of the sports branches that touches the entertainment world is roller skating, and it would seem that the new movement presents an opportunity for rink operators to serve the recreational needs of young folks and to develop many new roller-skating fans who will become regular patrons of the sport. At the moment there is one factor militating against the fullest participation of the rink operators. This is the jurisdictional conflict between rival associations. We hold no brief for anyone concerned, but we do believe that it would be better for all concerned if the issues at stake could be ironed out in a manner that would allow skaters to take part more freely in competitions thruout the country.

USUALLY when Uncle Sam calls members of an act the act splits up and that's the end of it. But once in a while a miracle occurs and the act remains intact. That's what has happened with the Sensational DeWaynes, Risley and teeterboard act, who were with Russell Bros.' Circus in 1942. The three enlisted in the coast guard as a unit and have been allowed to remain together. They are now with the Rudy

Vallee coast guard band. Ted DeWayne, one of the trio, is a graduate of the old Belford act.

LATEST device for obtaining and keeping help is announced by the Chicago Restaurant Association, which states that many of its members are offering music school scholarships as an inducement to keep waitresses on the job. They fail to say when the waitresses would have time to take advantage of the scholarships. Keeping the help satisfied is a problem with which showmen have had plenty of experience, and more money is not always the answer to the problem. In fact, it has been demonstrated that in the case of workmen on shows an increase in pay often results in a rapid turnover of help. There's the old story of the show owner who approached an old Negro and asked, "Would you like to make a dollar?" The Negro replied, "Nossir, I've got a dollar." Any small circus owner could tell of holding employees when the going was tough by feeding them well even tho he couldn't give them any money. But, as in every other line, the surest way to keep the help satisfied is to pay a fair wage and see that working conditions are right.

IT'S off to the Springs for M. J. Doolan, who plans to spend several weeks at the spa, returning

in time for the convention. . . . Lou Leonard left for Hot Springs after close of the fair at Birmingham. Incidentally, Lou expects soon to be a daddy again. . . . Vic Spouse, manager of the Black Hills Passion Play, was in town last week and signed up another agent. He already has C. W. Finney and Elmer I. Brown in the field, and the show is reporting big biz. . . . Jack Duffield now in tank corps at Fort Knox, Ky., was home on leave a couple of days last week. Has lost 30 pounds of superfluous avoirdupois and looks swell. . . . Walter Hale writes from Portland, Ore., that he's still pitching candy in a Portland theater and doing okay. . . . Hobby Show, which opens next week at the Sherman Hotel, will have some items of interest to circus fans, if they can find their way around among the thousands of buttons, pieces of china, glassware and what not. . . . Justus Edwards, on the editorial staff of the army paper *Yank*, stopped off in Chi on his way from a furlough at his home in Oquawaka, Ill., back to New York.

ARTHUR HOPPER, Ringling outdoor advertising head, chalks up another birthday Saturday (30). . . . Ringling show got a nice publicity break in Nashville with an elaborate window display by the Cain Sloan Company, which used the show's new monkey poster as a background and embellished the foreground with figures of clowns and animals. . . . Ralph Lockett, who has been hibernating at Etrick, Va., for some weeks, due in Chi soon. . . . Bill and Bobby McGough, former circus folks, in Chicago for a couple of days on their way from Pittsburgh to Dallas, where they will make their home.

UNDER THE MARQUEE

(Continued from page 38)

Mrs. Ray Marlowe, Bill Bush, Harry Miller, Madeline Fisher and Ernestine Clark during the engagement of the Ringling show in Dayton.

FRANK D. CLANCY, of the revenue department of State of Arkansas, had Art Miller, Cole agent, in his office recently arranging for reciprocity for the advance trucks. Clancy and Miller visited the Buckeye State Shows.

HUNTER JARREAU ardent circus fan and manager of *The Alexandria (La.) Daily Town Talk*, was on hand to assist Art Miller, Cole Bros.' agent, with details of bringing the circus to that city November 10-11.

THINGS circus troupers never avoid and yet live long: Germs, risks and follies.

JIMMIE RISON, who handled promotion for Polack Bros.' Circus in Tulsa, Okla., writes that he attended a unique organization meeting there recently. It's called, "Hey Rube" and is made up entirely of people in the entertainment field.

LARRY BENNER, inside man and doing punch and vent on the Beatty-Wallace Side Show, on his way to Miami-Ocala, O., his home, called at *The Billboard* offices in Cincinnati October 19. He visited Jim McSorley at the Gayety Theater.

VISITORS around the Ringling lot in

Dayton, O., included Mr. and Mrs. Dick Conover and family, model builders; Eugene M. Haerlin, engineer for the city of Dayton; Jack Smith, formerly with Cole Bros. and Hagenbeck-Wallace, now employed by the U. S. Army Signal Corps Procurement District in Dayton.

SEASON was made after circus troupers had suffered enough to make people in other businesses quit.

AMERICAN EAGLES, high-wire act, who were with Lynch Greater Shows in Canada all summer, appeared with Hamid-Morton Circus in Toronto. Johnny Risko, clown in act, will join the U. S. armed forces, third member to leave. Joseph Pacen, brother of Trieste Pacen, is in Skilly. Act will continue.

HEADING FOR HOME, Emporia, Kan., after close of the James M. Cole Circus, Bud E. Anderson lost his elephant, Eva. His driver, in order to avoid crashing into an auto, took off the highway and ran into a bank. Truck was wrecked and the bull killed. Anderson wrote from Rockville, Ind., October 17.

LIKE the old king, who killed the bearer of bad news, circus managers killed the mid-winter rumors.

WILD LIFE EXHIBIT, managed by Rex M. Ingham, closed a week's engagement in Greenville, S. C., October 16 and moved to Spartanburg, S. C. Altho this was a repeat date, business was surprisingly good. Morris Johnson, boss animal man, left for Veterans' Hospital, Johnson City, Tenn., where he will undergo treat-

ment. Mr. and Mrs. Edgar Dillard, Seneca (S. C.) circus fans, visited in Greenville and Anderson.

IN REGARD to the old Campbell show, Charlie Campbell, Sylva, N. C., writes: "Ed Campbell, one of the last two of the living Campbell Brothers of circus fame, has given me several different items for my collection. Among them are pictures of the No. 1 and No. 2 advertising cars. Picture of the No. 1 car is very flashy with dancing girl pictures on the side. The No. 2 car was leased from a railroad company, but was never repainted, altho lettered in circus colors. Also have photo of "Fairbury," the married people's sleeper. I expect to visit Ed and Virge Campbell at Fairbury, Neb., in November."

REMEMBER when you couldn't count the number of railroad circuses on your two hands and only the chosen few were allowed to ride the show train back north?

NOTES from Bette Leonard, Wichita, Kan.: Harry Haag and Marjorie Fisher visited the Leonards during their engagement at the Kansas National Horse Show, likewise Mr. and Mrs. Joseph Shields, CHS members, San Diego, Calif. Fred Leonard and Dr. E. L. Cooper planed to Tulsa, Okla., to see the horse show and bought a registered Palomino horse. Wichita has a five-state championship rodeo sponsored by the Boeing Employees' Association. Highlights are Cecil Cornish, Reger family, Wiley McCray and Pan-handle Pete with their mules. More than 9,000 saw the opening performance. Mrs.

Clarence Keyes, who is ill in a Fort Towson (Okla.) hospital, was formerly on Russell and Hagenbeck-Wallace circuses in a knife-throwing act of Chief Keyes. Wichita will have three indoor circuses—Midian Shrine, in charge of Orrin Davenport; Polack Bros., in January for Boeing Employees' Association, and Hamid-Morton in March under police auspices! Francis and Bob Peasley are making their home in Akron, O., where Francis is employed in a defense plant.

CORRAL

(Continued from page 39)

Pelletier, Judges, P. LaGrandeur and F. Galarneau.

FAST time, with two serious injuries, gave Beaumont, Tex., its best Buckskin Rodeo performances of the season October 10 at the Lucas Drive Arena. Overt Baxter was badly trampled when his horse overran a steer he was hazing. Winners of the second series of events were: Breakaway roping, E. T. Conrad, Elmo Jones and Buck Echols; steer wrestling, Bill Bishop, A. Ebner; wild horse saddling, Brownie Ford and Elmo Jones tied for first, Ben Granger, I. D. Hanchley; bareback bronk riding, Ed Butler, Kan Capps; tiedown roping, Bobbie Hinson, Buck Echols, Joe Gray; saddle bronk riding, Kan Capps, Dale Stone, Bill Ferguson; Brahma bull riding, Shorty Dubisson and Jack Choate tied, Harold Cudd; cowgirl barrel race, Dorothy Cash, Glada Bogan, Jackie Kames; cowgirl flag race, Dorothy Cash, Glada Bogan, Cherry Hines.

CLASSIFIED RATE 10c a Word

Minimum \$2 Cash With Copy Forms Close in Cincinnati (25 Opera Place, Cincinnati 1, O.) Thursday for Following Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

AGENTS & DISTRIBUTORS

AGENTS-DISTRIBUTORS-100%-300% PROFIT (Vita-Brand) Tonics, Cough Syrup, Liniment, Laxatives, Vegetable Compound, Vitamins, etc. Write for details. VITA PRODUCTS, 211 N. Jefferson, St. Louis 3, Mo.

EVERY DEFENSE WORKER WILL BUY MY Genuine Leather Clip Holder to hold identification badges. Sample 15c. GAMEISER, 3065 Brighton 13th St., Brooklyn, N. Y. oc30x

HELP BANG HITLER, CARTOON SIGN - Fastest dime seller. Cost \$2.50 per hundred. Trial offer, 35 signs, \$1.00. No samples. No checks. Cash or money orders. E. C. VOGEL, 109 Broad St., New York 4, N. Y.

KEY CHECK STAMPING OUTFITS - BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw, Brooklyn, N. Y. de4x

PLAIN WOOD CHARMS FOR WRITING IN names with Pyro Pen, 100, \$10.00. Samples, 25c. REMO, Box 527, Bridgeport 1, Conn.

BEAD NECKLACES FOR JOBBERS, FAIR Workers, Carnival Men. Particulars free. Sample line, \$1.00. MISSION, 2328 West Pico, Los Angeles 6, Calif. del1x

SEND STAMP FOR BARGAIN SHEET ON 30 Useful Xmas Gift Items from 25c to \$12.50. GOLDSHIELD PRODUCTS, Dept. B, 350 Greenwich, New York. no6x

SNAPPY NOVELTIES - JUMBO ASSORTMENT, containing 25 Peace Cards (not Terms of Surrender cards), 25 Hitler Pictures (an exclusive item with us), 12 packages Fun Cards (144 cards). By express only, \$1.00 F. O. B. Free wholesale lists of books, novelties, etc., with first order. TORIAN'S, Dept. B, Hampton, Va. oc30

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1133 Broadway, New York. oc30x

BUSINESS OPPORTUNITIES

GET VALUABLE TIPS ON THE ROADSHOW Film Business - Free 16-Page Booklet tells how to get started in the business, how to operate, stories of actual operations and a special section of answers to questions frequently asked by Roadshowmen. BOX C-444, Billboard, Cincinnati. tfn

MEN, WOMEN - INTERESTING MAIL ORDER Business, can be started in your own home on small capital. National Mail Order Monthly, 3 issues, 25c, with supply circulars that buys you 50% of retail prices. Free! Morris Folio of Business Opportunities operated entirely by mail. Contains one \$2.00 worth of formulae source of supplies Money Earning Plans with year's subscription at \$1.00. HMECO, 327 Reed St., Philadelphia. no13x

INSTRUCTIONS BOOKS & CARTOONS

BOOKS AT 2 1/2c UP FOR HEALTH, MAGIC, Crime, Narcotic, Astrology, Boxing, Wrestling, Jiu Jitsu, Minstrel, Fun, Snake and other shows. Stock and special editions. Write your requirements; 30 different samples, \$1.00 postpaid. STEIN PUBLISHING HOUSE, 521 S. State St., Chicago, Ill.

FREE BOOK - YOU AND YOUR DOLLARS: With your order for Nameology Guide to your full name and birthday. Now only twenty-five cents. BUILDERS, Box 25, Dyker Heights Station, Brooklyn, N. Y.

INFORMATION - HOW TO LOCATE MOST any article made in the United States (dime coin). RAKES SPECIALTY SERVICE (B), 2053 W. 35th St., Chicago 9, Ill.

SONG STORIES BY CUNNINGHAM - NEW, original, humorous songs and witty recitations in 100 page volume, leatherette bound, sent postpaid anywhere, only 50c, with money-back guarantee. BOX C-83, Billboard, Cincinnati 1, O.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. no13x

PERSONALS

LYRIC WRITER WISHES TO CO-OPERATE with melody writer on popular songs. BOX 499, care The Billboard, 1564 Broadway, New York 19.

NOTICE - ANYONE KNOWING WHEREabouts of George Pamrose, Colored, write, wire BIG SLIM LONE COWBOY, care Uline Arena, Washington, D. C., or Billboard.

MISCELLANEOUS

NAME PLATE TAPE - 25 ROLLS, 5 POUNDS each roll; 10 rolls BX Cable, 250 feet each; 60 #1 Photo Floods. Make best offer. BOX 501, Billboard, 1564 Broadway, New York 19.

WE BUY EVERYTHING - SUBMIT YOUR prices and samples. LEWIS NOVELTY CO., Distributors, Jobbers, Wholesalers, 170 Eddy St., San Francisco, Calif. oc30

PRINTING

ALL KINDS JOB PRINTING, COMIC NOVELTIES. Big sample packet, 25 cents. Military, Personal Stationery. DICKOVER PRINTING, 5233 Cleveland, Kansas City 4, Mo. no13

BETTER PRINTING - 250 8 1/2x11 LETTER-heads, 250 Envelopes, \$2.25; 500 each, \$4.00. Hammermill Bond. 500 Business Cards, \$1.50. All postpaid. STUMPPRINT, South Whitley, Ind. x

WINDOW CARDS - 14x22, ONE COLOR, 100, \$2.75. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

\$1.00 POSTPAID - 100 8 1/2x11 BOND LETTER-heads; 100 6 3/4 Whitewove Envelopes, neatly printed. Satisfaction guaranteed. MERO PRODUCTS, Box 344, Punxsutawney, Pa. no6

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES - All makes and models, lowest prices, from operators being drafted. Unedapak Parts in stock. What have you to sell? MACK POSTEL, 6750 N. Ashland, Chicago. no6

ABOUT 200 PENNY BALL GUM AND BULK Peanut Vending Machines for sale cheap. Address P. O. BOX 93, Austin, Tex.

ARCADE - BALLY BASKETBALL, \$85.00; Knockout Fighters, less base, \$85.00; Pollard Golf, \$85.00; Exhibit Smilin' Sam Fortune, like new, \$160.00; Open Season, penny shooting gallery, \$150.00; Kicker & Catcher, \$15.00; Pikes Peak, \$15.00; 2 Gum Fortunes, \$15.00 each; Exhibit Dice Fortune, \$20.00; Future Electric Fortune, \$25.00; Caloscope, \$20.00; 3 Exhibit Advice Meters, \$25.00 each; 4 Penny Diggers, \$20.00 each; Lindy Aviation Striker, \$25.00; Keeney Anti Aircraft, \$55.00; Seeburg Musso - Hitler Parachutes, \$100.00; Bally Shoot Bull, \$85.00; A.B.T. Billiard Practice, \$25.00; A.B.T. Target Skill, \$12.50; 7 Exhibit Photoscopes, metal, \$17.50 each; 6 Post Card Venders, \$17.50 each; Keeney Texas Leaguer, \$40.00; Gripper, \$10.00; Shocker, \$10.00; 5 Counter Games, \$8.50 each; Scale to weigh pennies, \$10.00. Want to buy, Chicken Sams, Jailbirds. JOE FREDERICK, 2263 Newton, Detroit 11, Mich.

ASPIRIN 10c VENDORS, POSTAGE STAMP Machines, 5c Candy Vendors, 1c Peanut, 1c Lotion Dispensers. Free list. ADAIR, Box 166, Oak Park, Ill.

CAILLE RED 5c DOUBLE JACK POT PLAY BOYS, like new, \$50.00 each; Mills Square Bells, Mills Pace, Watling, Jennings Parts, Springs, Pay Out Slides, Clock Gears. MODEREN SPECIALTIES, 660 Woodlawn Ave., Aurora, Ill.

FOR SALE - ONE PRACTICALLY NEW African Golf Game, \$35.00 postpaid. BOX 938, Clifton, Ariz.

FOR SALE - SET OF 5 MACCLOSHAN AIR Guns, 3 (Tommy Guns), 2 on Tipod, air compressor and necessary connections, in nice condition; 50 lbs. Copper Coated Steel B.B.'s, complete except for targets, \$1,400.00. JACK LIPPS, 2026 S. Van Ness, Santa Ana, Calif.

FOR SALE - BUCKLEY WALL BOXES, LOOK good, \$12.50; Seeburg Pipe Organ Speakers, remote control, look like new, \$45.00. McDANIEL-SUGGETT MUSIC CO., Operators only, Enid, Okla. no6

FOR SALE - 1 MILLS THREE BELLS, 1 KEENEY Two-Way Super Bell, 5c-25c; 1 50c Watling Gold Award Rol-A-Top and 1 50c Pace Comet. These machines are all in perfect mechanical condition and appearance. Write for serials and prices. KING PIN GAMES COMPANY, 826 Mills St., Kalamazoo, Mich.

H. C. EVANS LARGE ROLLETO SR. CONSOLE, automatic payoff, used five weeks, top condition, \$550.00. 1/2 certified deposit, balance C. O. D. L. S. COPELAND, 1303 Carondelet St., New Orleans, La. oc30

MARBLE SPECIAL - GLASS, ASSORTED colors, 10,000 to case, \$14.75 per case, F. O. B. Factory. Charms, assorted, ten gross to carton, \$9.00 per carton. Parcel Post paid. Full cash with order. TORR, Philadelphia 42, Pa. oc30

PHOTOMATICS - WILL BUY MUTOSCOPE Photomatics, late or early models. Cash. State price, serial number, etc. TONY BRILL, 311 N. Reno St., Los Angeles 26, Calif. oc30x

PHOTOMATIC WANTED FOR CASH - ONE TO ten good machines. Please describe fully. MCGUIRE, 313 N. Santa Ana, Bellflower, Calif. de4x

"SPECIAL" - 4 ZOOMS, \$17.50; 3 HOME-runs, \$10.00; 1 World Series, \$60.00; 25 Pipe Stands, \$2.00; 3 5c Mills Escalators, \$60.00. All Unedapak Parts. Wanted: Challenger Guns. CAMEO VENDING, 432 W. 42d, New York.

THREE 750 MODEL WURLITZER ELECTRIC Selecting System Phonographs, good condition; 5c Blue Front Slot Machines, good condition. BENSON MUSIC CO., Swainsboro, Ga.

WANT TO BUY - WURLITZER 700, 800, 750, 850, 950; Drive Mobiles, Ace Bomber, Wind Jammer, Peek Show, Kirk Night Bomber, Super Bomber; all arcade equipment. Keeney Super Bells, Bally One Ball Free Play Games and late 5 Ball Games. ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md. no13

WANTED - MUTOSCOPE 2c SLOT, FLOOR Model Card Vendors, and other Arcade Machines. ERWIN BALDRIDGE, P. O. Box 111, Redford Station, Detroit, Mich. oc30

WANTED - MILLS WEIGHING SCALES, BIG dial models. "Your Exact Weight." Will buy as is. Must be complete but not necessarily in operating condition. BABE LEVY, 2830 10th Court South, Birmingham 5, Ala.

WE HAVE MOST ANY PART NEEDED FOR Mills or Pace Slots or Mills Jumbo Parades. JOHN M. STUART, Paris, Ky.

WE WILL PAY HIGHEST CASH PRICES FOR 1939 Rock-Ola Standards and Deluxes and 1940 Rock-Ola Masters and Supers, any quantity. Write, wire or phone BIRMINGHAM VENDING CO., 2117 Third Ave., N., Phone 3-5183, Birmingham 3, Ala. tfnx

5 JERGENS LOTION, 1c; 2 HANDKERCHIEF, 10c, \$5.00 each; 1 New Razor Blade, 10c, \$10.00; 100 D.M.O., 1c Nut Venders, \$2.50 each. All clean. 1/2 deposit. AUSTIN, 3234 Sterling, Alameda, Calif.

5c Q.T., GREEN; JUMBO PARADES, LATE P. O.; Triple Entry, cracked glass. Make reasonable offer. DOUGLAS ERRION, 116 Aiken, Peoria, Ill.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE MAKES POPPERS. LARGEST selection of Mechanical Machines obtainable. Will buy for cash, fifty All-Electric French-Fry Poppers. Ten Burch Machines cheap. CARMEL CORN EQUIPMENT, 120 S. Halsted, Chicago 6. no13

ALL KINDS ALL-ELECTRIC POPCORN POP-pers, Burch, Star, Peerless; Peanut Roasters, Caramelcorn Equipment, Burners, Tanks, lowest prices. NORTHSIDE SALES CO., Indiana, Iowa. no13x

COMPLETE PORTABLE RINK - HARDWOOD floor, size 50 by 110 ft., 170 pairs Chicago Skates, like new. T. E. SPACKMAN, Monticello, Ind.

FOR SALE - ENCLOSED RACK TRAILER, 4x8, only slightly used for three weeks. 430 ARGYLE ROAD, Brooklyn, N. Y.

TWO SKATING RINK TENTS - 40x100 FT. One fair, one good condition, \$800.00 cash for both. Tops and poles only. W. I. RIPPY, 2421 18th Ave., Gulfport, Miss. no6

FOR SALE - SECOND-HAND SHOW PROPERTY

A NEW AND TIMELY DART GAME CONCESSION, "Smack the Axis." Supply limited, going fast. Send for illustrated circular. FRANK WELCH, 735 E. Main St., Rochester, N. Y.

CANVAS - VARIOUS WIDTHS AND WEIGHTS. Tarpaulins, Waterproof Covers, 9x12 ft., \$8.10; 12x14 ft., \$11.75; 15x20 ft., \$20.25. Imitation Leather, Paints, Enamels and many other items. MICHIGAN SALVAGE CO., 609 W. Jefferson, Detroit 26, Mich. no20x

EVANS WALKING CHARLIE - 8 FIGURES, motor, \$225.00; Axis Ball Game, 3 figures, Hitler, Mussolini, Jap, used 4 weeks, cost \$125.00, sell for \$85.00. Want to buy Evans 3 Car Monkey Speedway. JOE FREDERICK, 2263 Newton, Detroit 11, Mich. x

FOR QUICK SALE - COMPLETE BOOTH Equipment for 400 seat theatre. Big bargain. MOVIE SUPPLY COMPANY, 1318 S. Wabash Ave., Chicago. no13x

FOR SALE - 2 POWERS 6B, R.C.A. SOUND Heads, 2 Speakers to match, and 1 Simplex Head (front shutter), Magazines and Stand. JOHN J. UNRUH, 702 N. Grandee, Compton, Calif.

MODEL CITY, UNAFON, CHIMES, SLEIGH Bells, Swiss Bells, Marimbaphone, Gold Cornet, Banjo. NELLIE KING, Box 35, Homer City, Pa.

MOVIE NATURAL - CASH IN ON IMPENDING Nazi Destruction Rome. Exclusive feature, all talkie. Vatican, Palaces, Galleries, past-present Popes, genuine spoken voices, choirs. Brand new 16MM. Print, \$125.00. BOX C-99, Billboard, Cincinnati 1.

SPITFIRE FOR SALE - LATE MODEL, ALL safety devices. Ride in perfect condition. Cash only \$4,600.00. Address all mail BOX C-96, The Billboard, Cincinnati 1, O. oc30

TENTS - 12x12 TO 40x200, ALL PUSH POLE. Complete List, \$1.00. Hand roped, good as new, rented couple weeks. Sidewall, Poles, Stakes, Sledges, etc. Describe fully. Send stamp. SMITH TENTS, Auburn, N. Y. no20x

TENTS - SKATING RINK, SHOW AND CON-cession, all khaki, new and slightly used. Tarpaulins. CAMPBELL TENT & AWNING CO., Springfield, Ill. de4

2 ABREAST PARKER, 40 FT., COMPLETE, NEW top, side walls, \$1,200 cash; Miniature Train, gas motor, 24 passenger, \$800.00 cash; Kiddie Ride, like new, \$700.00 cash; 30 Merry-Go-Round Horses. BOX C-100, Billboard, Cincinnati 1.

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION, POSITIVE OPERATORS! - AL-though stock limited, we can still supply Bulbs, Frames, Lenses, Scales, Booths, Chemicals, etc. U. S. PHOTO SUPPLY, Chattanooga, Tenn.

CASH FOR YOUR PHOTO EQUIPMENT - WHAT have you? Give details. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. oc30

DARK ROOM APRONS - (LIMITED QUAN-tity), excellent protection from damaging chemicals \$2.39 each. U. S. PHOTO SUPPLY, Chattanooga, Tenn.

DIME PHOTO OUTFITS CHEAP - ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. oc30x

DIREX POSITIVE PAPER - 1944 DATING. 20 rolls 1 1/2"x250", \$12.00 per roll; 10 rolls 1 1/2"x1,000", \$50.00 per roll; 2 gross 3 1/4"x4 1/4", \$7.00 per gross. Wire deposit. All or part. BOX 502, Billboard, 1564 Broadway, New York 19.

DIRECT POSITIVE ROLLS CUT ANY WIDTH, \$3.00 roll. Perfect cut guaranteed. Send or write HENDERSON, 149 W. 20th St., Indianapolis 2, Ind.

EASEL PHOTO MOUNTS, ALL SIZES - WOOD, leatherette, glass frames, latest styles. Sizes 2x3 to 8x10. Patriotic, Heart Mirrors, Frames, Easels for 1 1/2x2. Everything for direct positive operator. Prompt shipments. CAPITOL EQUIPMENT CO., Box 287, Saint George, N. Y. no6x

EASTMAN DIRECT POSITIVE PAPER AT REG-ular Eastman list prices. Offer and stock limited to operators who will qualify. UNITED PHOTO SUPPLY SERVICE, Galesville, Tex. de4x

EASTMAN DIRECT POSITIVE PAPER - 1944 dating, 2 1/2"x250 ft., \$25.00 roll, any amount. Deposit with order, balance C. O. D. DAVE H. NATHANSON, 127 Ellis St., San Francisco 2, Calif. oc30x

EASTMAN DIRECT POSITIVE PAPER AT REG-ular list prices. Chemicals to make 5 gallon quantity; Clearer, 25c; Bleach, 75c; Developer, \$2.10. POSITIVE PAPER & CHEMICAL CO., 30 Clifton St., Newark 5, N. J.

EASTMAN DIRECT POSITIVE PAPER - ALL 1944 dating. 50 rolls 1 1/2"x250", \$15.00 roll; 6 rolls 1 1/2"x1,000", \$60.00 roll; 10 rolls 2 1/2", \$19.00 roll; 10 rolls 3 1/2", \$24.00 roll; 20 gross 4x6, \$10.00 gross. Wire deposit. BOX 503, care The Billboard, 1564 Broadway, New York 19.

EASTMAN DIRECT POSITIVE PAPER - 1944 dating. Original sealed packages; 3 rolls 3 1/2"x250" @ \$17.00 per roll. Half deposit. WALLS, Box 95, Tipton, Ind.

EASTMAN DIRECT POSITIVE PAPER, 1 1/2 inches, 5 rolls, 1000 ft. each, 1944 dating. Sacrifice, make offer. Order my tested Formulae and Instructions, \$10.00; How to Make Developers, etc. Buy Chemicals in bulk; better results, save money. Send sample photos and describe outfit. Reconditioned Photomaton for sale, thoroughly overhauled. Make cash offer. HERMAN MILLMAN, 17 W. 20th St., New York 11.

FOR SALE - EASTMAN D. P. P., EXPIRES June, 1944; 1 1/2x250, \$13.50; 2 1/2x250 \$17.50. Any amount. Wire, write 50% de-posit. BONOMO, 25 Park St., Brooklyn 6, N. Y. oc30

FOR SALE - EASTMAN DIRECT POSITIVE Paper, 14 rolls, 1 1/2"x250", \$20.00 roll; 10 rolls 2 1/2"x250", \$24.00. All dated late 1944. Send 10% deposit, balance C. O. D. BUD FURNITURE CO., Bedford, O.

FOR SALE - 3 ONE MINUTE CAMERAS COM-plete with tripods and developing tanks a \$20.00 each. Good condition. Have extra lenses and developing tanks and one Goert; Dognar lens, F.4-5, with focusing jacket. 4 incl focus and printing machine. LIBERTY STUDIOS 321 Temple Ave., Starke, Fla.

FOR SALE - 20 ROLLS 1 1/2x250 D.P.P. AND 5 gross 5x7 D.P.P. Highest offer takes all. SPORLAND, 354 Asylum St., Hartford 3, Conn

GLASS FRAMES STAND UP PASTER BASI for 5x7 photo, \$76.00 per gross; 1/2 gross \$44.00; \$7.80 per dozen. Frame made to sel for \$1.59. Army Series in beautiful colors. Sample order of (6) six, \$5.75. No less sold. Shipments made within (10) ten days. No. 2 Photo Flood Replacements, \$10.00 per dozen. U. S. PHOTO SUPPLY, 344 Frazier Ave., Chatta-nooga, Tenn.

ONE ROLL EASTMAN 1 1/2x2 D.P.P., ONE ROLL 2" Modern, 1944 dating. Both for \$16.50. 114 N. Michigan Ave., Saginaw, Mich.

CLASS MAGNIFYING PICTURE HOLDERS — An excellent novelty picture frame. Made to sell at \$1.25 each. Magnifies the picture 2 1/2 times. Limited number, \$72.00 per gross; 1/2 gross, \$41.00; (1) one dozen, \$7.20; sample of 6, \$5.00. No less sold. This is really quality merchandise. Full cash with orders. Shipments made immediately. U. S. PHOTO SUPPLY, 344 Frazier Ave., Chattanooga, Tenn.

HAVE STOCK AND EQUIPMENT FOR 1 1/2 INCH Hand Operated Photo Machine for a Southern location. Will supply for commission. BOX C-79, care Billboard, Cincinnati 1, O.

HAVE TEN ROLLS EACH EASTMAN 1 1/2", 2", 2 1/2" and 3". Late dating, reasonable. LANKSTON STUDIO, 1276 Lafayette Ave., Terre Haute, Ind. no6

NO. 1 PHOTO FLOOD BULB REPLACEMENTS — Five times the life. Eight dollars per dozen. U. S. PHOTO SUPPLY, 344 Frazier Ave., Chattanooga, Tenn. x

PHOTO MOUNTS—1 1/2"x2", 100 FOR \$2.00; 500 for \$6.00; 1,000 for \$10.00. UNITED PHOTO SUPPLY SERVICE, Gatesville, Tex. no6

RUBBER GLOVES — HEAVY AND DURABLE. \$1.25 pair; \$12.00 per dozen. U. S. PHOTO SUPPLY, 344 Frazier Ave., Chattanooga, Tenn.

WABASH DIRECT POSITIVE BOOTH COMPLETE with Camera with F Three Five Lens. All lights chrome trim. Good looking booth, standard size. Takes one and half by two. Built in enlarger. This booth is portable. Price two hundred dollars complete. Wire half deposit. PALACE PHOTO SHOP, Nine Twenty-Three Congress Ave., Austin, Tex. x

WANTED TO BUY LENS — WHAT HAVE YOU in automatic shutters suitable for direct positive? JACK'S STUDIOS, 249 Chestnut St., Abilene, Tex.

WANTED! — EASTMAN'S DIRECT POSITIVE Paper, 1 1/2"x250. State price and expiration date. HUGH C. BOWEN, 752 5th Ave., San Diego, Calif. no13

WANTED — SMILE A MINUTE PICTURE MACHINE. Must be in good mechanical condition. Give serial number. NATIONAL COIN MACHINE EXCHANGE, 1411-1413 Diversey, Chicago 14, Ill.

WILL TRADE ONLY—WE HAVE 1 1/4, 1 3/4, 2 1/4-inch Eastman Direct Positive and 2 1/2-inch Direct B. Will trade for 3 1/4, 3 1/2 and 4-inch Eastman Direct Positive. GERBER & GLASS, 914 Diversey, Chicago, Ill. ttn

ACTS, SONGS & PARODIES

GHOST WRITING — PLAYS, SKITS, ETC., ghost written. Ten years' professional experience. 1/2c per word. JOHN BENTON, 345th Ord. Depot, Camp Carson, Colo.

MUSIC PRINTED, \$7.00 UP; SONGS RECORDED, \$2.50. Melodies, \$6.00; Piano Arrangements, special offers. (Stamp.) URAB-B.B., 245 W. 34th, New York 1. no6x

MELODIES WRITTEN FOR SONG LYRICS — Royalty basis. Good publishers connections. Comedy-novelty preferred. AL SANDERS, 1261 N. LaSalle St., Chicago.

COSTUMES, UNIFORMS, WARDROBES

BEAUTIFUL EVENING GOWNS, ALL COLORS, \$3.00-\$4.00; Ostrich Feathers, 50c each. JEAN, 15 W. Grand, Chicago.

ASSORTED BUNDLES, \$1.00; COSTUMES, \$1.00 up. Fans, Hulas, Hindoo, Evening Gowns, Wraps, Furs, Bargains. CONLEY, 310 W. 47th, New York.

CHORUS COSTUMES — SLIGHTLY USED, short and long, all colors, two dollars each. FOLLIES COSTUMES, 209 W. 48th St., New York. oc30x

CHORUS COSTUME CLEARANCE — ONE DOLLAR, perfect condition; principals, three dollars. Men's wardrobe. GUTTENBERG, 9 W. 18th St., New York City. no6x

CHORUS PANTIES, 75c; STRIP PANTIES, \$1.00; Net Bras, 60c; G-Strings, 50c; Net Bras Rhinestoned, \$1.50; Lace Pants, \$1.25; Rhinestone G-Strings, \$10.00 up. Free folder. Cards ignored. Mail orders add 10c postage. C. GUYETTE, 346 W. 45 St., New York 19, N. Y. x

MAGICIANS' IVENESS, FULL DRESS, WHITE Tuxedos, Turbans, Velvet Curtains, Orchestra Coats, Striptease, Orientals, Rumbas, Cellophanes, Minstrels. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. oc30

MAGICAL APPARATUS

A NEW CATALOGUE OF MINDREADING, Mentalism, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. Write NELSON ENTERPRISES, 336 S. High St., Columbus, O. oc30

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, etc., 25c. KANTER'S (Magicians' Headquarters), B-1311 Walnut, Philadelphia, Pa. oc30

GAMBLERS' SECRETS EXPOSED! — PROTECT yourself; interesting literature free. DIXIE DISTRIBUTORS, P. O. Box 932-B, Birmingham 1, Ala.

EARN MONEY — ANSWER UNSPOKEN QUESTIONS, tell unknown birthdates. Professional Mindreading, Second-Sight Course, \$1.00. MAGICAL ENTERPRISES, Box 111B, Roseville, Mich. oc30

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. oc30x

QUALITY MAGIC SINCE 1907 — 3 NEW catalogs available, 25c each. Book catalog and lists free. THAYER'S STUDIO OF MAGIC, P. O. Box 1785, Wilshire-Labrea Station, Los Angeles 36, Calif. no20x

ANIMALS, BIRDS, REPTILES

A PAIR OF PELONE OR MEXICAN HAIRLESS Dogs, three months old, \$15.00. State color. ALAMO PET SHOP, San Antonio, Tex.

FOR SALE — TWO EXPERIENCED TRAINED Dogs, a complete act, including somersaults. Ready to work. J. J. DASHINGTON, care General Delivery, Charlotte, N. C.

FRESH REPTILES — MEXICAN IMPERIAL Boas, 5 footers, \$5.00; Mexican Giant Gila Monsters, \$9.00; Mexican Green Rattle Snakes, 5 footers, \$5.00; dens Harmless Mixed Snakes, \$15.00; dens Mixed Poisonous Snakes, \$15.00; Black Iguanas, \$4.00. Wire. WORLD'S REPTILE IMPORTER, Laredo, Tex. x

GIANT RATS (COYPUS), \$25.00 EACH. REX INGHAM, Ruffin, N. C.

PET MONKEYS (IDEAL GIFT) — BUY NOW so you have your Monkey ready for Christmas and New Year holidays. Young Black Spider Monkeys, tame, with collar, \$35.00 TONY CAVAZOS, Laredo, Tex. no13x

SPECIAL — GIANT MEXICAN BLACK SPIDER Monkeys, \$50.00; Giant Spider Monkeys, family, father and mother with baby, \$100.00; medium size tame Spider Monkeys, \$35.00; Baby Monkeys, \$30.00; tame Snookum Bears, \$25.00; semi tame, \$20.00; Mexican Donkeys (Burras), colts, \$30.00. Wire NATIONAL PRODUCTS COMPANY, Laredo, Tex.

HELP WANTED

ARTIST FOR THEATRICAL SCENIC STUDIO — Paint scenery and displays in water color or dye. Steady yearly employment. Advise qualifications and salary desired. THEATRICAL EQUIPMENT & DECORATING CO., 3433 Carnegie, Cleveland, O.

ANIMAL MAN FOR TWO BEAR CUBS—WORK November and December. Write stating height, salary. BOX 507, Billboard, 1564 Broadway, New York 19.

FLOOR MANAGER FOR ROLLER RINK — Honest, sober, able to teach dance steps. Top salary to right man. BOX C-98, care The Billboard, Cincinnati 1, O. no6

LEAD TENOR — \$75.00 MINIMUM GUARANTEED. Union tax paid. Requirements: Big tone, good vibrato, phrasing, sober, commercially minded. Tenor band, hotel locations. No lay offs. Immediate opening. Others write. BOX C-72, Billboard, Cincinnati 1, O.

MIDGETS OR DWARFS THAT DO LITTLE athletics to learn established act. Good opportunity. Write details. BOX NY-39, Billboard, 1564 Broadway, New York 19.

MUSICIANS WANTED ON ALL INSTRUMENTS. Intact sections or complete bands also needed. Air mail all details at once to VSA, P. O. Box 1299, Omaha, Neb. de4x

NEEDED AT ONCE — PIANO AND TENOR SAX; other musicians write. Salary \$60.00 per week. ORCHESTRA LEADER, Colonial Gardens, Louisville, Ky.

PIANIST — LOCATION, GOOD SPOT, STEADY; 4 piece combo. Must read some; \$50.00 per week. PETE GALIANO, 517 1/2 Broad, Beloit, Wis.

WANT DANCE MUSICIANS FOR LOCATION — State draft rating. HARRY COLLINS, Grand Island, Neb. no6

WANT MANAGER FOR ARCADE — WANT sober, reliable married man who can take complete charge, take care of and repair machines; 100 machines in arcade. Good proposition to right man on a percentage basis. BOX C-94, The Billboard, Cincinnati 1, O. oc30

WANT MAGICIAN — DO 20 MINUTES. Novelty Performer, Ventriloquist. State lowest. No advance. Agent. Percentage; book picture theatres smaller towns. STAR NOVELTY SHOW, Billboard, 1564 Broadway, New York 19.

WANTED — GOOD RELIABLE STRING BASS, Guitar and Accordion Men that can sing for high class cowboy unit. Straight time and privileges. State salary, etc. THE DOWN HOMERS, WKNE, Keene, N. H.

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING Machines wanted. MAC POSTEL, 6750 N. Ashland Ave., Chicago, Ill. oc30x

CLOTHESPIN STORE COMPLETE — ALSO BALL Game. Must be first class condition. Give all information. BOX 500, Billboard, 1564 Broadway, New York 19.

EMBROIDERY OR PUNCH WORK NEEDLES, BY gross or dozens, any amount available. MARILYN ARTS, Box 322, Vernon, Tex.

LATEST TYPE POKERINOS — IF YOU HAVE 2 or more let me hear from you. R. GLOTH, Sportland, 354 Asylum, Hartford 3, Conn.

MOCULL'S IS ON A BUYING SPREE AND PAYS top cash for Photographic, Cinematic Items, Cameras, Projectors, Public Address Systems, Enlargers, Splicers, Lenses, Accessories, Film, etc. Complete and partial units considered. Liberal appraisals, immediate cash. Bring or write frankly, describing items in full detail. MOCULL'S, 59 W. 48th St., New York 19, N. Y. x

PANORAMS WANTED — ON OR OFF LOCATIONS; also Reels, Films, Stands, Parts, etc. Accessories. BOX 567, The Billboard, Ashland Bldg., Chicago. no6

PORTABLE ROLLER RINK — FLOOR AND equipment. Must be reasonable. HERBERT BRAUCHLA, Warren, Ind.

WANT — JUMPER OR TRACK MERRY-CO-Round, Ferris Wheel, Kid Rides. Write SHARPE, 2805 E. Fourth St., Long Beach, Calif. no27

WANTED — 16MM. SOUND PROJECTOR. Advise make, lowest cash price. H. JENSEN, Box 424, Route 3, Ogden, Utah.

WANTED TO BUY — 16MM. S.O.F. PROJECTOR and 16MM. Sound Film, both features and shorts. JACK'S STUDIOS, 249 Chestnut St., Abilene, Tex.

WANTED — 30x60 PUSH POLE TENT; 7 FOOT wall, rear gable, front hip. EDDIE BRISTOW, Bennettsville, S. C.

WE PAY YOU WELL FOR "ANYTHING" YOU wish to sell; Merchandise, Jewelry, Tools, Instruments, Equipment. JUSTICE JOBBERS, Box 150, Chicago. oc30x

At Liberty Advertisements
5¢ a Word (First Line Large Light Capitals)
2¢ a Word (First Line Small Light Capitals)
1¢ a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only
MINIMUM 25¢ CASH WITH COPY

NOTICE
Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.
Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS
Young Man, 21, wants work. Does Aerial and Control Acrobatic, Tap, Trick Baton Twirling. Have worked night clubs and theaters in Middle States. Will consider working with acrobatic troupe. Am small for age, draft exempt. Write Don Roy, 2525-36 Ave., North, Minneapolis, Minn.

AT LIBERTY AGENTS AND MANAGERS
ASSISTANT THEATRE MANAGER, PUBLICITY Director, Booker, Agent. Long experience. High class theatres and attractions only. Expert publicity, real booker, contractor. State salary. MANAGER-AGENT, 146 N. Winter St., Adrian, Mich. oc30

AT LIBERTY BANDS AND ORCHESTRAS
7 Piece Union Dixieland Band — One night engagements in Chicago vicinity and 100 mile radius. Earl Retorno, 715 S. Wall St., Kankakee, Ill. Tel. 3953. no20

AT LIBERTY MISCELLANEOUS
PSYCHOMETRY MIND READER WITH WONDER Trained Small Birds to deliver special message wants location; department store, club, etc. JOSEPH CRISTO, 1672 70th St., Brooklyn, N. Y. no20

At Liberty — Expert Slot Machine Mechanic. Can define ailment before opening machine. Twenty years with gaming devices. Can manage and handle m-n. Nice personality, 100% testotater. Salary and commission. Have late model car. Not less than \$100.00 per week. Geo. Hermetet, 8308 Wade Park, Cleveland, O. Phone 1312.

Gagwriter, Idea Man — Writing Patter, Comedy, Parodies, Band Novelties. Low rates. Desiring connection with legitimate entertainer. Free to travel. Don Frankel, 3623B Dickens, Chicago 47.

AT LIBERTY MUSICIANS

ALTO SAX AND CLARINET — Good tone technique and phrasing. Modern fast take off. Age 39, draft 3-A. Now playing Homestead Hotel, Hot Springs, Va. Double Violin for trio or concert. Selmer instruments. Write or wire JOHN CALHOUN at above address.

AT LIBERTY—DRUMMER, 4-F, union, solid. Prefer big band. Can read anything. JIMMY SEARLESS, 717 Cotton St., Shreveport, La. no6

DRUMMER, VIBES — Experienced all lines, draft exempt. Prefer location. Union, reliable. State your highest. SAM CANTRELL, 624 Walnut Ave., Charlotte, N. C.

RHYTHM GUITARIST — Just discharged from army, not subject to recall. Age 22, neat appearance, experienced; read or fake. Write LELAND LIGHT, 115 Brown St., Martinsville, Va. no6

TENOR, ALTO, CLARINET, Vocals — West Coast, \$100.00 minimum. Prefer location, hotel band or small combo. Draft exempt. Write 2301 Jackson St., Olympia, Wash.

VIBRAHARPIST — Arranger — 20, 4-F, union. Take off, dance and cocktail experience; \$70.00 minimum. FRED HODGKINSON, 14313 Calvert, Van Nuys, Calif.

ALTO, DOUBLE TENOR — 4-F, SEMI-NAME experience. Send details in first letter. BOX C-95, Billboard, Cincinnati 1, O. oc30

BASS PLAYER — WIDELY EXPERIENCED hotel, radio, theater, night clubs. Age 39, union, neat, reliable. Photo on request. Desire change. Location preferred. Available in November. Only top salaries considered. Write P. GRENY, 1653 Orchard, Chicago. no6

DRUMMER — 4-F, UNION, READ, SEMI-name experience. Prefer hotel. Good equipment. No traveling. Salary must be good. KENNY LUTEMAN, Sloane Hotel, Sandusky, O. no6

GUITARIST — ELECTRIC, MODERN TAKEOFF. Available 2 weeks. 4-F classification, single. Go anywhere. Plenty experience, age 27, sober, reliable. Play all styles and rhythm. Salary. CLEO PYLE, Box 403, Mason City, Iowa. oc30

GUITARIST — 4-F, READ, FAKE, TAKEOFF, novelty vocals. Experienced, good rhythm. Young, neat, sober and reliable. Union; will travel. State full particulars in first communication. ALLEN HEINZ, 5825 S. Menard Ave., Chicago, Ill.

VIOLIN DOUBLING STRING BASS — COCKTAIL unit or band. Read anything. South preferred. V. COURVILLE, Kendon Hotel, Miami, Fla.

VIOLIN DOUBLING STRING BASS—COCKTAIL unit or band. Read anything. South preferred. V. COURVILLE, Kendon Hotel, Miami, Fla.

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.

At Liberty — Trumpet Player and Chorus Girl for units going South. Can join at once. State your best in first. Box C-97, Billboard, Cincinnati 1, O.

Sweet and Swing — Dance arrangements to fit your individual style. If interested write and give me all particulars concerning instrumentation, etc. Want connection with high class band only. Al Gaffney, 207 Minerva, Jackson, Miss. no13

Trombone — General Business, Fair Band, Shrine and outdoor circus, tent rep, musical revue. Doubles for org. Trouper. Write for particulars. Box C-200, Billboard, Cincinnati 1, O. no20

AT LIBERTY PARKS AND FAIRS

TRIO — FEATURING "DINNER MUSIC," NO swing; using Piano, Solovox, Violin, Sax, Cello, Vibraharp. Union, draft exempt. Address TRIO, 504 Perry St., Vincennes, Ind.

Charles La Croix — Original Trapeze Act. Available for indoor and outdoor events. Attractive equipment. Platform required for outdoor. Address Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne 4, Ind.

Dashington's Circus Dogs and Cats — Two distinct acts for any show and department stores. A real novelty. Reasonable price. Address: General Delivery, Charlotte, N. C. no6

Hulburd's Performing Bears — Two well trained Bears. Real novelty for fairs, indoor circuses, theaters, Christmas department stores. Go anywhere. Address North East Post Office, Nashville 7, Tenn. no13

(Continued on next page)

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place Cincinnati 1, Ohio

Office Hours— 8:30 A.M. to 4:30 P.M. Monday to SATURDAY

Parcel Post

Earle, The Skating, 120 Palmer, Mrs. Esther, 240 McDonald, Corp., Jack D., 130

ABBOTT, Willard Acley, Wm. Sylvain Acuff, Homer Adams, Mrs. A. F. Adams, Ned Adams, Richard E. Adams, Tom E. Adams, Walter W. Adkins, Buster Agne, Harry Akers, N. W. AKINS, Leo ALDORF, James Alexander, Art Allen, Barney M. Allen, Mrs. Barney Allen, Clifford Allen, Florence Allen, G. T. Allen, H. Allen, Jack J. Allen, Mrs. Opal Allen, Mrs. Wally Allen, Wilbert Allison, Arthur Alms, A. F. Altan, Clifford Alvarado, Antonio Ames, Geo. L. Anderson, A. E. Anderson, Arthur Anderson, E. Anderson, Mrs. Anderson, Mrs. Anderson, Nelthe Andreano, Frank Andrews, Edw. C. Andrich, Pete Arbogast, Geo. M. Arcaris, Joe Archer, H. L. ARNETT, James Arnold, Bill & Arnold, Mae Joe Arnold, Mrs. Reba Arrah, Boy Wonder ASHMORE, Wilmer Rhea Astle, Clarence E. Avery, Jos. R. Avery, Robt. L. Ayers, Evelyn Tex Badali, Salvatore Bailey, Irene BAILEY, Sam Baillie, John B. BAKER, Chas. BAKER, Donald E. Baldwin, Julia BALDWIN, Ruel Bard, Giles Hess BARDUS, James Barfield, David Barker, Mrs. John Barker Bros., Roden Barlow, Harold J. Barlow, Wm. BARMAN, Leslie W. Barnes, Floyd Barnes, Paul Barnhill, Essa M. Barr, Evelyn Barry, Geo. Barth, Jack Bartlett, Mrs. Jerry Barton, Wm. Bartones Ideal BASSETT, Harry BAUGHNS, Robt. Baxter, J. A. Baxter, Jesse Baxter, Jerry D. Bayless, Wm. F. BAYLOR, Walter Beal, Robt. L. Beard, Mrs. Benlah Beard, Myron Clark Beasley, W. A. Beechlen, Chas. BEDE, Ardeth Bedrick, Sam BEEGLE, Eugene Bell, Lloyd Fat Benjamin, Anna Bentley, Herman Bentley, Maude BENTON, James Benway, Pete BER, Frank A. BERCAW, Harry BERGENTHAL, Berger, Harry Bergman, Leo H. Bergman, Mrs. Lila Bernan, Joe Bernard, J. M. Bernstein, Lew BERNSTEIN, Buchanan, Fred Buchanan, Lonnie Buck, Mrs. Evelyn Buck, Mrs. O. O. Buckholz, Otto BUCKLES, Leslie Buftum, Chas. Bullard, Jack BULLARD, Travis Bullock, Wyatt H. Burch, Bob BURGESS, Earl Burk, Curley Lester Burke, Mrs. Agnes Burke, Curley Burke, Prof. Harry BURKE, Herbert Burke, Jack Burke, James Burleson, Baby Burley, Harold Burns, Doc J. A. BURNS, John A. Burton, H. Bush, Madam Lavin BUSH, Robt. Wm. Butters, Mrs. Butler, W. H. Byers, June Byrnes, Frank A. Cain, Geo.

Boze, Harley Bozeman, Mrs. BRADLEY, Alonzo BRADLEY, Geo. BRADLEY, Earl R. Bradley, Honia Bradley, Millicent Brady, Chas. Branam, Mrs. Bertie Mae BRANDON, Joe BRANTLEY, Ernest P. Brasfield, L. L. BRASHEARS, Clyde Aton Brasno, Olive BREACH, Howard BREMER, Geo. P. Bronneman, Eugene Bridges, H. E. Briggs, John Chester Brines, Mrs. Carl BRITT, Winfield Britton, Ernest Brodie, Wm. Neil BROOKS, Chas. Brooks, Curley BROOKS, Dee Brown, Mrs. Cecelia Brown, Cecelia Brown, Chas. "Kingfish" Brown, D. J. Brown, Elsie & Bernstein Brown, Ernest C. Brown, Hazel Brown Jr., Jas. Brown, Jas. Frank Brown, Kenneth P. Brown, Mary B. Brown, Mrs. Sally Brown, Walter E. BROWN, Wm. (11850A) BROWNE, Derwood A. Bruer, Ed R. Brunelle, Everett BRUNELLE, Jos. Bruno, Louis Bryant, G. Hodge Buchanan, Fred Buchanan, Lonnie Buck, Mrs. Evelyn Buck, Mrs. O. O. Buckholz, Otto BUCKLES, Leslie Buftum, Chas. Bullard, Jack BULLARD, Travis Bullock, Wyatt H. Burch, Bob BURGESS, Earl Burk, Curley Lester Burke, Mrs. Agnes Burke, Curley Burke, Prof. Harry BURKE, Herbert Burke, Jack Burke, James Burleson, Baby Burley, Harold Burns, Doc J. A. BURNS, John A. Burton, H. Bush, Madam Lavin BUSH, Robt. Wm. Butters, Mrs. Butler, W. H. Byers, June Byrnes, Frank A. Cain, Geo.



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Caldwell, J. E. CALDWELL, Sammie Leo Caldwell, Ward C. CALES, Calvin Franklin CALES, Robt. W. Callaghan, Chas. CAMERON, Isaac McKenley Campbell, W. E. Cannarisse, Miss Bobby Card, John Henry Carey, Al CAREY, T. J. Carl, Mann CARLYLE, John Carmichael, Ellis CARRILLO, Theodora Carroll, Author Carry, Tommy Carsey, Jingles CARTER, William Herbert Carter, Dolores Carter, Zeno Carver, W. C. Carwell, Chas. Lea Case, James B. Casey, Paul Allen Castilas, Casimiro CASPER, John CASEY, Earl W. Catlett, Frances Chalmers, Edw. Chambers, Tex Chandler, Ray

Gibson, James Gibson, Mrs. Nettie Gilbert, Pat GILLHAM, James Girk, Joe Gilmore, John Glickman, Mrs. Gloth, Lewis Gloth, Max Gloth, Robt. GLOVER, Thos. Gloyd, Saide B. Goldstein, Irving Gonzales, Billy GOTOHER, Chas. Goulde, Jacques E. Govrean, Pio. Leo Govro, Whitie Gowen, Bill Graham, Basil GRANT, Clard GRANT, Louis Grass, Iola Graves, Mae Green, Benj. G. GREEN, Clifford Green, Mrs. Ethel Groene, Bruce Groene, Norman L. (Museum) Greens, Pete Greer, Peggy Gregory, Carolyn GRIBBLE, Ralph Griffith, Hugh Griffith, Norma Guarge, Ford Guilfoil, Wm. GUTHRIE, Porter Guyot, Robt. M. Hackett, E. J. Hagelans, Wm. Hale, Mrs. Billie Hale, D. D. Hale, Mrs. D. D. Hall, Chas. R. Hall, J. C. Hall, Louis Hall, Duke Hall, Russell Halligan, Leona Hammes, Orville F. Hammond, Wm. HAMPTON, Clyde Handmaker, Ben HANE, Chas. HANEY, James Hanson, Arthur Hanson, Oscar W. Harcourt, Lady Harden, Geo. Harrell, Gabe Harris, Lew Harris, Robt. Harris, Roxy Hart, Roy Osro HART, Wayne Harthan, Henry HARTLEY, Walter Hawkins, Erskine Hawkins, Mrs. E. HAY, Henry Hayden, Donald L. Hayden, Robt. W. HAYES, Ray Haynes, James Heck, Wm. Hedden, Bert G. Heggins, Pat Hendershot, J. B. Henderson, C. A. Henderson, Cortus Henderson, E. L. Henderson, Jesse Henderson, Peggy Henderson, Ruth V. Henderson, T. M. HENNESSY, Frank Wm. Herman, Mrs. Eddie Hicks, John Hillman, Alfred Hill, Mrs. Frances Hill, Stacey E. Hillis, Irene Hillman, Hatelise HIXON, Edw. Hoage, Orval HOFFMAN, Lawrence HOFFMAN, Pauline HOGHART, Willie HOKE, Wilbur Holden, Jack Holmes, Jack Holmes, Lillie Hooper, Warren Horn, James H. HORN, John Houghton, Alice HOUSE, Leonard Houser, Clifford Howland, Roy Howard, D. Howard, Joe HOWELL, Edgar Howell, Merton F. HOWEL, Gpo. W. Howze, Helen Hudson, Mrs. Ruth Hudspeth, Fred H. Huffman, Harry HUGH, Wm. Oscar Hughes, Claude R. Hughes Jr., John Hull, Richard Humphreys, W. L. (Mickey) HUNKLER, Paul Hum, Herman HUNT, Gilbert Earl Hunt, Harry (Kid) Hunt, James D. HUNT, Joe Hunter Jr., Chas. HUNTER, Ray Husted, Sherman HUTTER, Albert INGHAM, Walter Ingle, Glen H. Isengard, Geo. ISON, Earl E. Jacobus, Stephen Jackson, Caroline JACKSON, Edw. Frank JACKSON, Herbert Jackson, Sgt. Louis JACKSON, Robt. JACOBS, Earl Jagger, Jimmy Jain, Mrs. A. Jain, Super Jeffreys, Jerry Jeffrey, W. H. Jenner, Walter Jimenez, Julio Johnson, Edfrim N. JOHN, Gus Johnson, Mrs. Edna Johnson, Frank Johnson, Geo. E. Johnson, Jimmy Johnson, Lillie Johnson, Logan C. Johnson, Louis Johnson, Mel & Marge Johnson, Mike R. Johnson, Musical (Buck & Clayton) JOHNSON, Roland Carl Edw. JOHNSON, Russell JOHNSON, Walter Johnson, Wm. Johnson, W. O. Bill Johnstone, Ann JOHNSTON, Edw. Noble Johnson, Jerrel Poist Johnston, Mac Jones, Audrey C. Jones, Mrs. Agnes Jones, B. R. Jones, Cowboy Jack JONES, Eugene A. Jones, Oscar Jones, Glen Jones, Jean Jones, John W. Jones, John Wm. JONES, LeRoy Jones, Lewis Jones, Ollie Jones, Oscar Jordan, Jess Jorgensen, Hans Kathauch, Wm. Kane, Meda Kane, Joe Kane, Mrs. VI Kaplan, Sam KARI, Matt Karr, Jos. E. Kaufman, Angas KAYNE, Don Keefe, George E. Kehn, Virginia Keith, John Kellam, Mrs. Kennedy, Don Earl KENNEDY, James Kenyon, Howard Kent, Chas. Mass. Kerwin, Pat Ketros, Mrs. Frank Keyes, Lank Kid, Melvin KILGORE, Rolland Earl Kimmel, Don King, Floyd KING, Henry King, Ward Earlo King, John King, R. C. Kirkham, Leo Kissel, Jerry Klimes, Elmer & Elvira Klock, Audrey KNAPP, James F. Kneel, Toby Kinchey, Donald R. Knight, Stanley C. Knoll, the Great Knoll, Tex Kovoch, Stephen Kowalski, Stanley Kramer, Stan KREIS, Philip Kula, Malie KULA, Paul Helm Laha, June LaBarrie, Babe LABAW, Jan. Wm. LaBounty, Paul LaMaar, G. F. LaMar, Paul LaRose, Rose LaRue, Cleve LaVoy, Harry LaVella, Paul Em LaZella, Helen & Wilb Lafayette, Art & LAGRONE, Russ Lamb, H. R. Lannon, Harry W. Lance, Curtis D. Lane, Heavy Lane, Kay LANE, Lacey Lee Langford, Walter Jorda Langley, George Larson, Pinix Larvis, Paul LAUGHLIN, Edw. Eugene Lawson, Marshall Lawson, Willie Lazier, Bill LEDBETTER, Geo. Edw. Lee, Lucille Lee, Paul Lee, Prineas Lebnan, Charles Leist, John Leo, Ivan Lepora, Mattio Leroy, Mrs. Edna Levey, Mrs. Madga Lewellyan, Mrs. John Lewis, Buddy Lewis, Edger Lewis, Mrs. Eta & Joe Lewis, Jimmie Lewis, Capt. (Rubber Man) LEWIS, Robert Jones Lewis, Robt. Vernon Lewis, Robert X. LEWIS, Wm. Carlile Lewis, Wm. Clarence Linwood, Miss M. List, Herman Little, John Little, Clarence LOCKHART, Wm. F. Lockhart, Mrs. Wm. Lomax, James LONG, F. D. Long, Paul C. LOPEZ, Jas. Bud LORD, Jack Lorman, John LOUSUE, Harry Loving, Dianne LOVITT, Manley Eligh Lowe, Mrs. Pauline Lowry, Glen LUNDGREN, Howard M. LUNDY, Wm. B. Lynn, Gypsy McAuliffe, H. C. McBRIDE, Lawrence M. McCAHEM, Frank Oliver McCall, H. L. McCALLUM, Claud E. McCarthy, John McCall, Ronnie McComb, Ernest McCoy, John McCREADY, Claude M. McDonald, Clarke McDonald, Norma McDonald, Robt. E. McDONNELL, Raymond McDOWELL, Paul H. McDram, Wm. McFarland, Andrew E. McGee, Jimmie McGIRE, Richmond McGILN, Jos. Vernon McGOWAN, FRANK JOE McGuire, Frank C. McHENRY, Gilbert McHugh, G. D. McKESSON, John McLain, Bill McLellan, Lester Geo. McLemore, Thomas Clifton McMillan, Roy J. McPeak, Roy J. McRae, Malcolm McRae, O. L. McROBERTS, Robt. Chas. McWilliams, Madga MacLennan, Angus D. MACK Jr., John Mack, Johnnie Macken, Vincent Mago, Paul Magoon, Mrs. Wanda Mallory, Richard MAHAY, Charles Victor MALONE, Ernest P. Malone, Jess I. Malone, Paul & Quilo Malone, Victoria MALTIN, Sam Manos, Natscha Manning, Oscar Marcus, Maggie Lee

Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

FELLMAN, Jos. A. Fenstermaker, Robt. W. FERGUSON, Pete FERGUSON, Harry FERGUSON, Henry FERGUSON, Case FERGUSON, Edw. R. Fitzgerald, Jimmie FITZGERALD, Kenneth B. Fitzgerald, Maurice E. Flynn, Alma FIZZELL, Francis Fooks, J. W. FORCE, Harold Willis Ford, Frances FORD, Frank Francis Fornataro, Geo. J. FOSTER, Jack Mitchell Francis, Geo. FRANK, Geo. Frank, Toney Frazer, Grace M. Frazer, Owen Fear, Roy FREE, Wm. Byrd FREEMAN, Morris Frost, R. E. FULKNER, Robt. Wm. Fullmer, Howard GABLE, Jos. Chas. GADSEY, J. C. Gaines, Robert Gallagher, Sailor Garbey, L. F. Gardner, Ed M. Gardner, Sailor Gardner, Thos. Garecho, Jos. A. GARLAND, Albert O. Garman, William GARRETT, Leonard Clarence Gasper, Mrs. Edna GATES, Jack Wesley Gattis, Mrs. Rosalie GENTRY, Robt. Paris GEORGE, Joe George, Sunnie Gerber, Joe Getzer, Ward W. Gibbs, Larry H. GIBSON, Glenn Geo. Edgav, H. O. Edgar, Mrs. Horace Edwards, Mrs. Boulah M. Edwards, Mrs. Cedora Edwards, J. D. Edwards, J. L. Elam, Madam Zelma Eldridge, Earl Joe Elliott, Hassell R. Elswick, James Frank Ely, Steve Ema, Lady EMERSON, Geo. Raymond Darge, John J. Darroll, Dorothy Data, D. M. (Glow) ENGLAND, Harold Lee Ephriam, Frank Ervin, Peggy Ethington, Johnnie (Miss) Evans, Chas. Stanley Evans, Clarence Sanford EVANS, Ralph Willard Everton, Ronnie (Organist) Eysted, Benj. A. Fallon, Margo Faraday, Harry E. Farrell, Pvt. J. W. Farrington, Ray PAULCONER, Granville D. Fedrow, Paul Pee, Bill Peerer, Jerome Peerer, Tommy Arthur HANEY, James Samuel Hanson, Arthur Hanson, Oscar W. Harcourt, Lady Harden, Geo. Eugene Harler, LeRoy Hardin, Clarence O. Harman, Mrs. Eddie HARNER, Chester Carl Harpalas, Mrs. Louis J. Harper, Edw. Harper, Jean Harply, Bill (Corty) Harrell, Gabe Harris, Lew Harris, Robt. Harris, Roxy Hart, Roy Osro HART, Wayne Harthan, Henry HARTLEY, Walter Hawkins, Erskine Hawkins, Mrs. E. HAY, Henry Hayden, Donald L. Hayden, Robt. W. HAYES, Ray Haynes, James Heck, Wm. Hedden, Bert G. Heggins, Pat Hendershot, J. B. Henderson, C. A. Henderson, Cortus Henderson, E. L. Henderson, Jesse Henderson, Peggy Henderson, Ruth V. Henderson, T. M. HENNESSY, Frank Wm. Herman, Mrs. Eddie Hicks, John Hillman, Alfred Hill, Mrs. Frances Hill, Stacey E. Hillis, Irene Hillman, Hatelise HIXON, Edw. Hoage, Orval HOFFMAN, Lawrence HOFFMAN, Pauline HOGHART, Willie HOKE, Wilbur Holden, Jack Holmes, Jack Holmes, Lillie Hooper, Warren Horn, James H. HORN, John Houghton, Alice HOUSE, Leonard Houser, Clifford Howland, Roy Howard, D. Howard, Joe HOWELL, Edgar Howell, Merton F. HOWEL, Gpo. W. Howze, Helen Hudson, Mrs. Ruth Hudspeth, Fred H. Huffman, Harry HUGH, Wm. Oscar Hughes, Claude R. Hughes Jr., John Hull, Richard Humphreys, W. L. (Mickey) HUNKLER, Paul Hum, Herman HUNT, Gilbert Earl Hunt, Harry (Kid) Hunt, James D. HUNT, Joe Hunter Jr., Chas. HUNTER, Ray Husted, Sherman HUTTER, Albert INGHAM, Walter Ingle, Glen H. Isengard, Geo. ISON, Earl E. Jacobus, Stephen Jackson, Caroline JACKSON, Edw. Frank JACKSON, Herbert Jackson, Sgt. Louis JACKSON, Robt. JACOBS, Earl Jagger, Jimmy Jain, Mrs. A. Jain, Super Jeffreys, Jerry Jeffrey, W. H. Jenner, Walter Jimenez, Julio Johnson, Edfrim N. JOHN, Gus Johnson, Mrs. Edna Johnson, Frank Johnson, Geo. E. Johnson, Jimmy Johnson, Lillie Johnson, Logan C. Johnson, Louis Johnson, Mel & Marge Johnson, Mike R. Johnson, Musical (Buck & Clayton) JOHNSON, Roland Carl Edw. JOHNSON, Russell JOHNSON, Walter Johnson, Wm. Johnson, W. O. Bill Johnstone, Ann JOHNSTON, Edw. Noble Johnson, Jerrel Poist Johnston, Mac Jones, Audrey C. Jones, Mrs. Agnes Jones, B. R. Jones, Cowboy Jack JONES, Eugene A. Jones, Oscar Jones, Glen Jones, Jean Jones, John W. Jones, John Wm. JONES, LeRoy Jones, Lewis Jones, Ollie Jones, Oscar Jordan, Jess Jorgensen, Hans Kathauch, Wm. Kane, Meda Kane, Joe Kane, Mrs. VI Kaplan, Sam KARI, Matt Karr, Jos. E. Kaufman, Angas KAYNE, Don Keefe, George E. Kehn, Virginia Keith, John Kellam, Mrs. Kennedy, Don Earl KENNEDY, James Kenyon, Howard Kent, Chas. Mass. Kerwin, Pat Ketros, Mrs. Frank Keyes, Lank Kid, Melvin KILGORE, Rolland Earl Kimmel, Don King, Floyd KING, Henry King, Ward Earlo King, John King, R. C. Kirkham, Leo Kissel, Jerry Klimes, Elmer & Elvira Klock, Audrey KNAPP, James F. Kneel, Toby Kinchey, Donald R. Knight, Stanley C. Knoll, the Great Knoll, Tex Kovoch, Stephen Kowalski, Stanley Kramer, Stan KREIS, Philip Kula, Malie KULA, Paul Helm Laha, June LaBarrie, Babe LABAW, Jan. Wm. LaBounty, Paul LaMaar, G. F. LaMar, Paul LaRose, Rose LaRue, Cleve LaVoy, Harry LaVella, Paul Em LaZella, Helen & Wilb Lafayette, Art & LAGRONE, Russ Lamb, H. R. Lannon, Harry W. Lance, Curtis D. Lane, Heavy Lane, Kay LANE, Lacey Lee Langford, Walter Jorda Langley, George Larson, Pinix Larvis, Paul LAUGHLIN, Edw. Eugene Lawson, Marshall Lawson, Willie Lazier, Bill LEDBETTER, Geo. Edw. Lee, Lucille Lee, Paul Lee, Prineas Lebnan, Charles Leist, John Leo, Ivan Lepora, Mattio Leroy, Mrs. Edna Levey, Mrs. Madga Lewellyan, Mrs. John Lewis, Buddy Lewis, Edger Lewis, Mrs. Eta & Joe Lewis, Jimmie Lewis, Capt. (Rubber Man) LEWIS, Robert Jones Lewis, Robt. Vernon Lewis, Robert X. LEWIS, Wm. Carlile Lewis, Wm. Clarence Linwood, Miss M. List, Herman Little, John Little, Clarence LOCKHART, Wm. F. Lockhart, Mrs. Wm. Lomax, James LONG, F. D. Long, Paul C. LOPEZ, Jas. Bud LORD, Jack Lorman, John LOUSUE, Harry Loving, Dianne LOVITT, Manley Eligh Lowe, Mrs. Pauline Lowry, Glen LUNDGREN, Howard M. LUNDY, Wm. B. Lynn, Gypsy McAuliffe, H. C. McBRIDE, Lawrence M. McCAHEM, Frank Oliver McCall, H. L. McCALLUM, Claud E. McCarthy, John McCall, Ronnie McComb, Ernest McCoy, John McCREADY, Claude M. McDonald, Clarke McDonald, Norma McDonald, Robt. E. McDONNELL, Raymond McDOWELL, Paul H. McDram, Wm. McFarland, Andrew E. McGee, Jimmie McGIRE, Richmond McGILN, Jos. Vernon McGOWAN, FRANK JOE McGuire, Frank C. McHENRY, Gilbert McHugh, G. D. McKESSON, John McLain, Bill McLellan, Lester Geo. McLemore, Thomas Clifton McMillan, Roy J. McPeak, Roy J. McRae, Malcolm McRae, O. L. McROBERTS, Robt. Chas. McWilliams, Madga MacLennan, Angus D. MACK Jr., John Mack, Johnnie Macken, Vincent Mago, Paul Magoon, Mrs. Wanda Mallory, Richard MAHAY, Charles Victor MALONE, Ernest P. Malone, Jess I. Malone, Paul & Quilo Malone, Victoria MALTIN, Sam Manos, Natscha Manning, Oscar Marcus, Maggie Lee

CLASSIFIED ADVERTISEMENTS

AT LIBERTY PIANO PLAYERS

PIANIST, VOCALIST — 20,000 repertoire, boogie to classics. Sober, 4-F. Permanent location only; solo work. Union, best references. Wire or write CARL HILL, Box 1481, Boise, Idaho.

PIANO MAN — READ, DEPENDABLE. PREFER Southwest. DICK BALLARD, Eloyenth Ave., Greeley, Colo.

Pianist — Out of draft, A-1 experience all branches. In difficulties with AFM Musicians; out on my own for past 15 years. Expert, rank with America's foremost pianist. Read anything at sight, improvise, reconstruct, transpose, arrange. Dependable, reliable, understand show biz in all its details. Open for bona fide engagements anywhere. Composer, 390 Arcade Bldg., St. Louis 1, Mo. oc30

AT LIBERTY SINGERS

MALE VOCALIST — 20, experienced. Prefer location. Also play Section Trumpet. Write or wire JIM SMART, Ninth Avenue, South East, Rochester, Minn.

AT LIBERTY VAUDEVILLE ARTISTS

WANT POSITION AS BONE RATTLER. WRITE or wire C. PACKWOOD, Rocker Hotel, 1st Ave., Seattle, Wash. no13

STANDARD — NATIONALLY KNOWN THREE People Unit Review, class and rural comedy. Musical, play 17 modern and novelty instruments: Piano and Piano Accordion, Saxes, Clarinets, Violin, Trumpet, Slide Whistles, Harmonicas, Flutes, etc. Single and harmony singing. Dancing, whistling, feature master of ceremonies. Many changes program feature for clubs, theaters, radio, etc. Standard agents and others contact ROY H. BROWNLEE, Berkshire Hotel, 80 Winder St., Detroit, Mich.

At Liberty — Lady Singer, Dancer, Talker; change specialties two weeks; work acts, bits. Need ticket. Gussie Plannue, General Delivery, Toledo, O.

Attention! — The Famous London Punch and Judy Show. Theatres, indoor circuses, department stores, museums, Double Clown. The show with a "punch." Doc Canaler, Billboard, Cincinnati 1. no6

Dixie Dandy Circus — Large Baboon, Rhesus Monkey, five Dogs. Fast routine outstanding tricks, best of props, harness and wardrobe. Presented by man and woman. Twenty minutes or two ten-minute acts. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. no13

Entertainer for shows, radio, halls, theatre, rep, med, vaudeville shows, night clubs. I play the Guitar, Sing hillbilly and popular songs. I do singles, work in acts, bits and sales. Prefer picture-vauvo show, night club, week to two week stands. Draft exempt. Howard Bell, 439 Randolph St., Ettsania, Ala. no6

High Class Musical Show, together with Orchestra, desires stock location, theatre or club. Go anywhere but prefer Florida. E. L. Holt, General Deliverer, Coral Gables, Fla. no6

Panama's Act Beautiful — White Australian Cockatoos, Military Macaws, also Dog-Pony-Monkey Circus. This is the only and original Prof. Panamaisa himself. Permanent headquarters, Manager Geo. E. Roberts, 3504 N. 8th St., Philadelphia 40, Pa. Telephone Sagmore 5536.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Manzo, Frank Blackie
Marino, Patricia
MARRION, Sidney Ray
Marks, Al
Marks, George
MARKS, Miller M.
MARLER JR., Joe
Marlow, Jean
Marra, Leon
Marsh, Gene
Marsh, Jesse B.
MARSHALL, Sam
MARTIN, Carolyn
Martin, Bennie
Martin, Dutch
Martin, Gail
Martin, George
Martin, Herb
Martin, Jack
Martin, Janet
Martin, John
Martin, M. B.
Martin, Mao
MARTIN, Malcolm C.
Martin, Maxine
Martin, Tommy (Cook House)
Morton, Jean
MASON, Avis
Mason, Thos. O.
Mason, Mike
MATHER, Wesley W.
Matthews, C. H.
Matthews, Jimmy P.
Mathews, Robert P.
MATHIS, Casey
Mathien, Philip
Maurice & Andrea
Maxwell, Ike
Maxello, John
May, Bobby
Mayer, Paul P.
MEADE, W. H.
MEADOWS, Clarence
MEADOWS, Dewey Estes
MEEKING, Obs. Karl
Mehl, Tom
Meisterman, Jack
Mejia, Miguel B.
Mellon, Eddie
Melville, Bert
Mercy, Mrs. Dot
Merrill, Mrs. Jas. B.
Messinger, Margaret
Meyers, Johnny
MICHEL, Stanford
Austin
MICKLE, Julius V.
Mickles, Red
Middleton, C. B.
Miller, Albert
Miller, Mrs. Bertha
Miller, Chris H.
Miller, Edw. L.
Miller, F. W.
Miller, Frank
Miller, Fred
Miller, Geo. &
Miller, Mark
Miller, Jack V.
MILLER, Leo
Miller, L. V.
Miller, Marilyn
MILLER, Mike
Miller, Murray
Miller, Nancy
Miller, Nina
Miller, Orson A.
Miller, S.
Miller, T. R.
Mills, Mrs. Matilda H.
MISKOWITZ, John J.
Mitchell, Bill D.
Mitchell, Bob
MITCHELL, Dye
Mitchell, Elife
Clifton
Mitchell, G. C.
Mitchell, G. L.
Mitchell, Mrs. Mary
Mitchell, Miller
MITCHELL, Wm. C.
MOBLEY, Billy
Mooler, James
Moles, Percy Leroy
Monague, Frank
MONAHAN, Edward
MONAHAN, Harry L.
Monarchy, Angelina
MONROE, Geo.
Montello, Jimmy
Montgomery, Grover
Mooney, Angello J.
Moore, Arlon
Moore, Miss Billy
Moore, George
Moore, Mrs. Lou
Moore, Mickle &
Francis
Morales, Pedro
Moreno, Billie
Moreno, Excelo
Morris, Mrs. Billy B.
Morris, T. E.
MORRISON, Ben (Carnival)
Morrison, David S.
MORSE, John
Morton, Martha
Moser, Naomi
MOSHER, William
Mess, Mrs. Anna
MOSS, Charles
Motley, Mrs.
Moyer, Chas. E.
Mukay, Glenn E.
Muller, Heinrich B.
Murphy, A. H.
MURPHY, Edward
MURPHY, John
MURPHY, Louis
Murphy, Mike
Murphy, Walter
Murr, James

MURR, James E.
Murray, Mrs. Peggy
Murrell, Jack A.
Murry, Mrs. Peggy
Mussante, Earl A.
Muss, Sweet
Myers, George L.
MYERS, Wm. B.
NAPOLEON, Lewis
NARAMORE, Chas. E.
NAUGLE, MICHAEL ANDY
Nazar, Nick
Nelson, L. N.
NELSON, Glen
NEWKIRK, Danny
Newman, M. Allen
Newton, Alfred
Newton, Mrs. H. V.
Newton, Harold V. & Mrs.
Nicholes, Mrs.
Nielsen, Wm.
Nippo, Mrs. Elaine
Nolan, Mrs. Eileen
Nold, Carl V.
Norman, Jean
Norton, A. E.
Norton, Bill
NORTON, Ralph
Nuskind, Mrs.
NYE, John R.
O'Brien, E. M.
O'Bryan, Mrs. Alice
O'Dann, Walter
O'Day, Jack Peg
O'Day, Miss Jerry
O'Day, Tim
O'Kelley, Edw. J.
O'Leary, Dennis
O'NEAL, David E.
O'Neil, Phil
O'Neil, Esther
O'Reilly, Howard B.
O'Reilly, Jerry
O'RILEY, Jimmie
Oaks, Goldie
OCEAN, Michael
Odenkirk, C. J.
Odwyer, Miss K.
Offett, Wm.
Osborn, Melvin
Osborn, Bill
Osenbauch, L. A.
Owens, Red
Cunklin
Owings, Sam E.
Own, George
OXFORD, George
Pager, Steve
PAIGE, George
Paige, Nancy
Painter, Wm.
Palmer, Esther
PALMERINO, Chas. J.
PARDEE, Eugene
Parce, Pat
PARK, GEORGE
Park, Mrs. Mary
Parker, Bill
Parker, Earl
Parks, Valerie
Parsons, Pvt. F. S.
PATMAN, Earl
Patrick Daughters
PATRICK, Theodore
Patterson, Sgt. Jas. N.
Patterson, Homer L.
Paulas, Paul
Paulert, Albert
Payen, Mrs. Mable
Payne, Jack
Pefee, Lois
Peluso, Miss Tex
PENDLETON, Floyd W.
PENTLICK, Anthony J.
Peppers, Mrs. Julia
Perry, Frank
Perry, James
PERRY, Leonard
Peters, Ray M.
Peters, Wm.
PETRIE, Roy Allen
PHILBRICK, Marshall L.
Phillips, E. B.
Phillips, Jerry
Phillips, Jimmie
Phillips, Donald
Phillips, Robert
Pialot, Alexander
PIERCE, Carl
Piercy, Ralph J.
Pierson, Wm.
Pike, Willie
PIKUL, Frank A.
PILLIVANT, Richard
Pillsbury, Wm.
Andrew
PINCKLEY, Robert Dale
Pinkerman, Anna L.
Pinkston, J. W.
Pippin, Merlin
POLITTE, Leo
Poole, Charlie
Poplin, Theodore R.
POPOVICH, Charles
POUNDERS, Andrew
Powell, Bethel
Pratt, Mrs. Fannie
PRESTON, Jas.
Price, Lester
Price, Mrs. Letha
Pringle, Johnny
Proshosky, C. F.
Parvey, Lewis
PURVES, Russell
Purris, Cecil B.
Quick, R. J.
Rae, Ginger
Ragalis, Jos.
RAGLAND, Phillips Thos.
Randall, Jeanne

Rau, Mrs. Dollie E.
Raub, Margaret
Marie
Rauer, George
Ray, Happy
RAY, Joe
Raye, Mickey
Raymer, Walter J.
Reager, Buck
Red, Lot
Reddick, Johnnie
Reed, Ann
Reed, Miss Billie
Reed, Rabbit
REISE, ELMER CALVIN
Reeves, James
Reeves, Whitie
Reid, Mrs. Dolly
Reid, Mrs. Thos.
Reinheimer, Mrs.
Rennie, Craig
Remo, Carmaletta
Rett, S. Nalis
Rey, Don
Rhoads, John
Rhodes, Girlie
Rice, Geo. D.
Rice, Thos. W.
RICHARDSON, Cal Eugene
Richmond, Harry
Richmond, Paul
Riddle, Annatta
Riddle, Lewis
Righter, Royden E.
Rigoletto Bros.
Riley, Mrs. Jo Ann
RILEY, Wm. Allen
Rinehart, James
Rinehart, Ollie
Rippel, Jack
Ritz, Captain
ROBERTS, Bert
ROBBINS, John
Roberts Dogs &
ROBERTS, Earl
Roberts, James C.
Roberts, Lynn
ROBERTS, Steve
Roberts, Wm.
ROBERTSON JR., Burton B.
Robertson, Kenneth
ROBERTSON, Carneal
Robinson, Evelyn
Robinson, Frances
Robinson, Fred D.
Roby, Geo.
ROCK, Randall
RODEN, Thos.
Rodgers, Frances
Rogers, Harley
Rogers, JoAnn
Rogers, Mickey
Rogers, Peggy
ROGERS, Robt. E.
Roggins, Isabel
Rokonyi, Susanna
Roland, Jockey
Rollo, International
Rorabaugh, Harry E.
Rose, Bert
ROSE, Jacob A.
Rose, Martin H.
Rose, Marly
ROSE, Wesley
Rosen, Herb
Rosenfield, Jon
Rosenthal, Julius
Ross, Big Al
Ross, Diane
Rothwell, J. H.
Rowan, Mrs. Walter
ROWE, Manley
Roy, Carey J.
RUEL, Milton B.
Ruff, Max
Ruggles, Flo
Rupert & Marlene
RUSCH, August
Harman
RYAN, Patrick
Sakobie, James
Salo, Bozo
Salzberg, Doc
Samson, Little
Sandlin, L. J.
Schaffer, Jackie
SCHMIDT, Daniel
Schoemaker, Robt. P.
Schreiber, Mrs. Harry
Schropshire, Yvette
Schultz, Mrs. Frances
SCOFIELD, Clifford Marion
Scott, Mrs. Giles
Scott, Mrs. Margaret
Scott, Richard
Scott, Wallace
Seibert, Carl
Seifried, W. M.
Selle, Roy
Serfass, Lloyd D.
Sexton, Marie
Shaffer, Sam
Shamshak, Nick
Shannon, Jerry
Sharps, Mrs. Leaura
Sharps, Mrs. Sybil
SHAW, Wm.
Shea, Wm. Walter
Sheets, Howard
Sholton, Mary E.
Shepard, Thomas
Shepherd, Frank
SHEPHERD, Willie B.
Sher, Abraham
SHERWOOD, Richard B.
Shesser, Jos. V.
SHINE, Ish
Shipstad, Roy
Shirley, Ruth
Shoe, Carl
SHOEMAKER, Jos. Marion
Short, James H.
Shuftel, Fred
Shultz, Gus

SHUFFIT, Raymond
Siegrist, Chas.
Siegrist, Helen
Silver Slates Show
Simms, Emmett
Simmons, Joanne
SIMMONS, Kell
SIMPSON, Charles E.
Simpson, Mrs. Mario
Simpson, Clara & Oscar
Sims, Carl
Singares, Danny
Sisk, Rosemary
Skalla, Anderson
SKEGGS, Martin
SKEHAM, Jas.
SKRWANIE, Claude
Slagle, Kay
Slate, G. B.
Slaven, Claude
Sloss, Richard
Slover, Mrs. B. A.
Smiley, L. R.
Smith, Chas.
Smith, C. C.
Smith, Fannie E.
Smith, Frank Carl
Smith, George
Smith, Charlie
SMITH, H. M.
SMITH, Howard B.
SMITH, James
SMITH, Marvin
SMITH, Jas. Frank
Smith, Mrs. K. Max
SMITH, Tom Lee
Smith, Mrs. Thelma
Smith, Wm.
SMITHLY, John
Snuickler, Bernie
Snuickler, Mrs. Marie K.
Snyder, Dawson
Snyder, Howard
Snyder, Whitie
Harold
Soes, Lou
Sontag, Josef E.
Soper, Robert
SORENSEN, Asger
Sorensen, Joe
Sorum, Andrew N.
South, Mrs. Lottie
SPEAR, Barney
Spaulding, Warren
Spillman, Mrs. Pearl B.
Spirez, Johnnie
Springer, Tony
Sprith, Fred
Staber, Androy
STAIR, C. H.
Staley, Margaret S.
Stanley, Bessie
Stanley, Chas. W.
STANLEY, Frank
Stanley, Juanita
Stanley, Nick
STANSBERRY, Mearl Robt.
Staples, Thos. E.
Starr, Hedy Jo
Steffin, Sam
Steele, Buck
Steele, Mrs. J. E.
Steinbarber, Frank
Stephens, Wm. J.
STERLING, John
Wm.
Stern, Duke
Stevens, Johnny &
Mary
STEVENS, Tom
SPINMAN, Robert
Stockton, Fred
Stoffel, Mrs. Mary
Stoffel, Walter
Stone, Mrs. C.
Stone, Geneva
Stover, Jas. R.
STRAIN, Lawrence
Edw.
Strickland, Lee
Stroka, John
Strong, Harold J.
Stroud, Earl
Stuart, R. E.
Studebaker, Mrs. Jean
Stultz, Tom
Styles, Talmadge
Sullivan, John
Sullivan, Leo
Sullivan, Wm. H.
Summers, Fred
Summers, L. S.
Sumbrock, Larry
Sundstrom, John E.
Sutton, Charlie
Sutton, Spike
Swanson, Bob
Swanson, Carl O.
Swengles, Howard N.
Swicegood, Mrs. Earl
Swords Jr., J. D.
Sylvor, Henry C.
Synak, Leonard
SYMIT, Paul
Syracuse, Mrs. Edith
Talbott, Geo. Burl
Tangredi, Mrs. Irene
Tarbes, Max
Tarnova, Olga
Tato, Leona
TAYLOR, A. J.
Taylor, Flora
TAYLOR, Herman
Taylor, Howard Ray
Taylor, Jack M. E.
Taylor, J. H.
TAYLOR, Major Lee
Taylor Novelty Co., Raymond
Taylor, Mrs. Pauline R.
Taylor, Sam
Taylor, Wm. Chas.

Taylor, W. E.
Templeton, Fay
TERRY, Harry
TERRY, Ervin
Thacker, Mable
THARPE, Raymond W.
THARPE, Willie
THERRRELL, Otis
Thibault, Frenehy
THOMAS, Arney
Thomson, Jack
THOMAS, Troy
Thompson, Alexander
Thompson, Woodrow
Thompson, Butch
THOMPSON, Francis Ingulf
Thompson, Mrs. Goldie E.
THOMPSON, Jas. Culver
Thompson, Ray
Thompson, Mrs. Wanda
Thorne, Jerry
Thornton, C. A.
THORNTON, David Daniel
Thrower, Mrs. Berthina
THURMAN, Joe
Tilghman, Earl R.
Tillman, Fred W.
Tinsch, Frank
TIPTON, Fred
Tisdale, Mrs. Jean
TODD, Jas.
TODD, Franklin
TOLBERT, John L.
Tolliver, E. G.
Tom, Walter
Tomb, Doc J.
Tompkins, Charles
Tomson, Tony
Torrell, E. C.
Townson, Robert
Travers, George
TRIMMER, Paul
Triplitt, Mrs. Cassie
Troy, F. J.
TRUSTEE, Loyd
Turner, Wm. Gene
Tyler, Charlie
Tyree, Earl
Ulrich, G. F.
UNDERHILL, Andrew Daniel
UNDERWOOD, Ralph Neal
Urich, Miller
Valentine, Fred
Valier, Orval
VAN CAMP, Arthur John
Van Heest, Gilbert
Van Hoozer, V.
Van Rossum, Jacobus H.
Van Sickle, Roy J.
Vandyke, Robert
Vansandt, Mrs. Helen
Vanzandt, Kenneth E.
VAREOKA, John Jos.
VAUGHN, Edgar Hatfield
VAUGHN, Hamp Sylvester
Vaughn, Mrs. W. W.
Vernon, James
Vibbard, Paul L.
Vogstad, George
Vogt, Frank X.
Wade, Mrs. Myrtle
Wages, J. W.
WAGRAN, Geo. Frank
Wagner, Rupert O.
Walk, Joe
Walker, Betty Wm.
Walk, Mrs. Daisy
Walker, Frank
Walker, Elmer
WALKER, George
WALKER, Martin
Walker, Sweetie
Wallace, Beryl
Wallace, Mrs. Viola
Walton, Ralph E.
WARD, Clyde C.
Ward, Mrs. Josephine M.
WARD, Kenneth
Warner, Mrs. Marie
Warren, Mrs. Gladys
Warren, Leldon
Washburn, Elsie
Washburn, Geo. Huck
Wasso, Joe
Waterman, Noto
Watkins, Mrs. Dorothy
Watkins, Joe Moon
WATSON, David
Watson, Oakley
Watson, Tommie

Watts, Cotty Blackface
WEAVER, Geo.
Webb, Mrs. Catherine
Weber, Arthur R.
WEBER, Frederick
WEBSTER, Jas. C.
Weidner, Harry P.
Weiner, Sam
Weinke, August
Weinmann, Geo.
Weiss, Ben
Weiss, Mrs. Kay
Welles, Vickie
Weller, S. E.
Wells, Mrs. Albert
Wells, Carmen
Wells, Caroline
Wells, Henry
WELLS, Joe
Wells, R. D.
Welshman, Bert
Wend, Mrs. Betty
WENDT, Vern L.
Werner, Geo.
West, Bess & N. L.
West, W. E.
Westbrook, Clarence
Weyls, Ed
Wheeler, Carl F.
WHEELER, Eddie
Wheeler, Ray
Wheelock, Roy
Wheverit, Robt.
White, Doc G. W.
White, Katherine
White, Mrs. Oscar
White's Scandals, Geo.
Whitehead, Chief
Wietermann, Fred
Wiggins, Loyd
WILKE, Thomas
Joseph
WILKERSON, George
WILLARD, Frank David
Williams, Alma
Williams, Mrs. Alma
Williams, Buddy
WILLIAMS, Daniel Allen
Williams, Dewey
Williams, Mrs. W. A.
Williams, Walter
Willis, Betty
Willis Jr., Geo. Burl
Wilson, Constance
Wilson, Al
Wilson, Betty or Dolly
Wilson, J. D.
Wilson, Joe
Wilson, Louise
Wilson, Marie
Wilson, R. O.
Speedy
WILSON, Robt. Earl
Wilson, Mrs. Sylvia
Wilson, Willie
Wilson, Wm. W.
WINDSOR, Willard E.
Winn, Joe Michael
Winniman, Sully
Winslow, Edward
Winslow, Jack
Winterhalter, Wm.
Winters, Jacob G.
WOMACK, Carmack D.
Wood, Ted
Woods, Jack
Woods, Mrs. Larry
Woods, Rosa Lee
Woods, Johnny
Woolsey, Mrs. John
Worham, Chas.
WOZNY, Jos.
Wright, Mrs. Charles
Wright, Gerard R.
Wulkotte, Lieut. B. A.
Xander, Ben
Yacolem, Ferne
Yancey, Mrs. Cecile
YANKISH, Tony
YANNULITIS, Michael
Yates, Alfred H.
Yee, Richard Geo.
YOST, Arthur M.
Young, Howard A.
Young, John A.
Young, Milwaukee Red
Young, Red
Youngblood, Zoke
YOUNGQUIST, Lawrence Calvin
Yutceakis, Tom
Zacchini, Bruno
Zarlington, Christina
Zarlington, Tiny
Zeelsdorf, Mrs. Belle
Zeelsdorf, Mrs. Dolly
Ziehler, A. O.
Zimmer, Florence
Zumpano, August

Albertson, Bert
Antonio, Noeora
Attell, Abe
Baith, Mrs. B.
Beane, Reginald
Beltwood, Marion
Brown, Winifred
Buck, Mrs. O. C.
Calkander, Barbara
Carlos, Chas.
Carroll, August
Carter, Jean
Christiani Family
Claude, Leo
Colasanti, Sam
Cole, Agnes
Cole, Olive Cooper
Courtney, Alfred
Crane, Nina
Crawford, Margaret
Curt, Kenneth
Demetro, Tom
Desiata, Joseph J.
Devere, Billie
Dexter, Herbert
Douglas, Dudley
Duke, H. J.
Eddius, Leon G.
Etting, Curly
Evans, Edward
Farnsworth, Dudley
Finorling, Alexander
Flores, Mariasa
Fox, Ethel Luckey
Franks, V.
Friedman, Fay
Gersch, Bill
Gilkey, Ethel
Goswick, Mickey
Graf, Frank G.
Grano, Leonard
Graves, Mr. E.
Gregory, J.
Gremo, Eddia
Hamilton, Robert
Hanna, Jack
Hart, Mary
Hathaway Jr., Charles E.
Henderson, Billy
Hines, Harry
Hoar, Geo. Frisbee
Hornfeld, Isador
Hubane, A. L.
Huffie, John
Hyams, Margie
Illions, Harry A.
Jester & Perdue
Annie, Co.
Kelly, Fred
Ketchum, Patrick
Kitchoff, Mary E.
Kinball, Duto
King, Ray
Koert, Katherine
LaMarr, Ethel
Lady Stella
Lane, H. J.
Lauer, Alvin G.
Leeper, Jack
Lester, Harry E.
Logan, Diane
McClugh, James
William
McKeon, Raymond
McPherson, Patsy
Robinson
Malgr, Mildred
Malica
Mauteaux, Mario
Marks, John H.
Martin, Marion
Meredith, Gail
Mignac, Jacqueline
Miller, Luther C.
Minibello, Patsy
Mohalle, Adelaide
Moore, Betty
Morgan, Helen
Morin, Paul
Moroco, William
Morae, Ruth
Murphy, Vinton
Najah, Gene
Napolitano, Mr.
Nasca, Tony
Nazzo, Joseph
Nethaway, Lulu
Norman, Ed
O'Brien, W. J.
O'Rourke, Tex
O'Shea, Pat
Olson, George
Perry, Helen
Preston, Lew
Regas, Belle
Ricci, Genevieve
Richman, Dan
Roamer, Searle
Roland, Mary
Romano, Freddie
Romirez, Marsha
Rooney, Pat
Smith, Fred
Soper, Frank E.
Sordoleit, Henry
Starnes, Harry
Stone, Ginger
Tunkins, Tommy
Wade, Franklin
Wagner, Lillian
Whitaker, Ossey
Wilson, Violet
Zablo, Mary

RAMSEY, Mr.
Howard Raymond
Ripley, Robt. L. &
Robt. T.
Rau, Claire
Scrogan, Lowry
SELLERS, William
Sherman, Chester
SIMS, Leonard
Stevens, John Cecil
Taylor, Mrs. Jack
Tennyson, Davo
Three Swifts
Tidwell, T. G.
Vaughan, George F.
Vito, Helen
Warshay, Akbar
Wassau, Hinda
Weiss, Mrs. Esther
Weiss, Otto J.
Welles, Vickie
Wicker, James C.
Yancey, Beemon
Zacchini Bros. Shows

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post
Allen, Bill, 30c
Anderson, Bud E., 26c
Campbell, Henry A., 6c
Keyes, Stanley, 6c
Pfund, Robert, 26c
Thomas, Jessie, 6c

MAIL ON HAND AT
CHICAGO OFFICE
12th Floor Ashland Bldg.
155 No. Clark St.
Chicago 1, Ill.

Office Hours—
9:30 A.M. to 6:00 P.M.
Monday to FRIDAY
(Not open on Saturdays or
Holidays)

Adele, Grace
ALEXANDER, Sam
Allen & Lee
Anderson, Marna
Anderson, Nanette
Arn, Mr. & Mrs. Bill
Arnold, Mr. F.
Barker, Tommy
Barnett, Mr. & Mrs. C. E.
Barrow, Miss Bobbie
Bassett & Bailey
Beard, Albert
Beard, A. J.
Berry, F.
Blondin Redlin
Bluestein, Sam
Britton, Sherry
Boyles, Mr. & Mrs. Duke
Bryant, Julio
Bulson, Wm. H.
Cannon, Jerry
Carpenter, Wm. C.
Casanova, Frank
Clare, Jimmie
Clifford, Bill
Cohee, Rex Gail
Combs, Joe C.
Cooswell, James
Costa, Davala
COURNOYER, Paul B.
Dagmar, Bert
D'Aubour, K.
Davis, Ken
Davis, Mrs. Mary
Dawn, Alice
De La Wezzales, Zoleka
Del Rio, Diana
Dennis, Florence
Doria, Elissa
Dusk, Naomi
Edwards, G. A.
Evans, Frank G.
Flying LeForns, The
Frances, Dorothy
Fraziers, Jack
Gallagan, John
Gamble, Edward
Gardner, Madeline
George Jr., Harold
Greenup, Doris
Graver, Harry
Harger, Dolly
Harrison, Robert L.
Hart, Ervil
Harter, Lou
Headberg, Gwynn
Higgins, Mrs. Ollie
Hodges, Marie Alta
Hoggard, Roy H.
HOIT JR., Theodore
HORTON, Frank James
Jennier, Walter
John, Frank
Johnson, Charles A.
Johnston, George A.
Jones, Edward
Jones, Roy B.
Kamaka, Miss Dossie
Karr, Lonnie
Kelton, Jack & Betty
Kennedy, Jack
Kepler, Harry
LaToy, Harry
Klavick, Carl
Klippel, John J.
Kroll, Mrs. Jack
(Bonnie Mae)
Lambert, Zorita
Lee, June
Lejune, Roy
Leutz, Mrs. Nicholas
Lewis, Capt. Robt. N.
Littlefield & Wells, Mrs.
Lippert, Oscar
McCabe, Vinson
Mabry, Robert E.
Mace, Patsy
Mack, Cuban
Mantell, Janet
Marcus, Red
Meitzler, Mrs. Elda
Meyers Jr., Earl
Meyers, Patsy Ruth
Mohamed, Ahmed Ben
Morrison, Babo
Nash, L. R.
Nathan, Richard
Nethaway, Lulu
Nichols, Les
NICHOLSON, Clyde Archie
O'Day, Betty
O'Shay, Johnnie
Patterson Jr., H. M.
Pikal, Frank
Porter, Roland D.
Powers, Patricia
Reasy, Rilla

MAIL ON HAND AT

NEW YORK OFFICE
1564 Broadway, New York 19, N. Y.

Office Hours—
9:30 A.M. to 6:00 P.M.
Monday to FRIDAY
(Not open on Saturdays or
Holidays)

Albert, Louis
Alex, Max
Allicote, John W.
Allen, Bernard

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Address Merchandise Dept., The Billboard, 155 N. Clark St., Chicago 1, Ill.

Merchandise Trends . . .

By CAROLINE ASPRAY

CHICAGO, Oct. 23.—If WPB allows the necessary equipment, the paper shortage may be partially solved by a new de-inking process recently demonstrated by its developers to various government agencies. Chief promoter of the idea, James H. R. Cromwell, has been getting lots of newspaper publicity with his claims that the lowest grade scrap paper can be converted into pulp fit for the finest writing paper. De-inking isn't new, but Cromwell's scheme makes it possible to convert waste containing impurities such as asphalt or wax; it is promised that the shortage of paper for magazines, books, kraft, paperboard and tissues will be relieved if this de-inking process can be installed in commercial plants.

CIVILIAN GOODS.—An executive of the Office of Civilian Requirements, speaking in Los Angeles, recently stated that the production of cutlery will be stepped up in 1944 and that better quality alarm clocks are on tap, too. Announcement that several rubber companies in Akron are beginning to reconvert war facilities to production of civilian items gives a firmer foundation to rumors of more tires for civilian automobiles, more rubber gloves, heels and raincoats.

LIGHTS OUT.—Could be it's just another rumor, but reports will have it that OPA is ready to issue a weighty regulation on household lamps and shades. Idea is to prevent jobbers from selling each other merchandise over and over again above ceiling levels.

PLASTIC GADGETS.—Big attendance at a Detroit plastics exhibit staged by the Society of Plastic Engineers indicates the public's interest in old familiar gadgets in new garb. The trade and public inspected some 1,500 items of industrial, household and military plastic items.

NEW TOYS.—Wartime conditions have given the toy industry an opportunity to demonstrate an ingenuity that may have to continue for years after the peace if the findings of a research institute are any indication. Report is that the war will result in children neurotic or emotionally unstable at birth, smaller babies and more boy babies.

LUXURY GOODS.—October 15 issue of *Tide* magazine carried a story on luxury goods which is the chief factor in maintaining the high levels of retail sales. The business publication reported on surveys of luxury purchases to show that women's clothing is now selling 60 per cent above last year; jewelry is 35 per cent ahead; stationery and playing cards are 35 and 56 per cent, respectively, better than 1942. All research on increases points out that women, as in the last war, are the heaviest spenders.

POST-WAR SURPLUS.—While Congressional committees and various government agencies have been debating the problem of war contract terminations and disposal of Uncle Sam's surplus goods for some time now, it was finally announced by the President that the Office of War Mobilization headed by James F. Byrnes had been given charge of the problem of post-war adjustment which is to include reconversion, termination of contracts and disposition of the government stock pile. A few days later officials of WPB stated that the board was formulating plans to dispose of vast amounts of radio equipment after the war. Rather than dump military equipment on the market, however, it is planned to distribute a certain amount of transmitters and receivers to foreign markets, particularly in South America, and to retain a large part in the services for months and perhaps years after the war.

WE'LL SEE RED.—Manufacturers are noting that certain shades of red are creeping up in popularity in the men's neckwear field. At one time blue accounted for about 65 per cent of the demand, but current favor of red seems to be holding over. Brown shades are in third place and green ties fourth.

OPA RATION TOKENS.—Despite disappointments in the number of firms submitting estimates, OPA expects to have 400,000,000 blue tokens, to be used as "change" for ration coupons, ready by

Bond Program To Be Pushed During Holiday Season

WASHINGTON, Oct. 23.—In a recent bulletin on trade developments the Office of War Information said that the program for selling War Bonds would be pushed in stores during the holiday buying season. Retail buying normally peaks in November and December. In department stores these two months ordinarily account for about one-fourth of the year's volume.

This year consumer purchasing power will be at a new high during these months. Supplies of goods, while more ample than was anticipated some months ago, would be seriously impaired if everyone bought all he could afford. Therefore an especially heavy promotion of the use of War Bonds and Stamps as Christmas presents and for holiday purchases is planned. The retail trade will be a major factor in the campaign. Suggested advertisements, radio copy, displays and promotional suggestions will be furnished thru the Retailers' War Campaigns Calendar. A Christmas envelope to hold bonds or stamp albums will be produced by Treasury in a quantity of between 15,000,000 and 20,000,000. The Treasury will also produce an insert order blank for War Bonds and Stamps to accompany November bills. Posters will be displayed. Special promotions will be carried on by motion picture theaters and by banks.

Altho the campaign will peak at Christmas, four special days will be featured during the drive—Armistice Day, November 11; Thanksgiving Day, November 25; Pearl Harbor Day, December 7, and December 21, "The Shortest Day of the Year But Still Long Enough To Buy War Bonds."

the first of the year. Only three firms bid for the job of manufacturing the new "money," and two of the bids covered tokens made of unacceptable materials. Even the qualifying estimate covered tokens made of vulcanized fiber rather than the cold mold plastic OPA had originally in mind.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The newcomer may not realize it, but when fur coats were first introduced on a deal it seemed silly to believe that such an item could lend itself to a board promotion, that it could possibly pay out. At least most of the boys felt that way, and their attitude certainly gave no indication that furs would develop into sure-fire producers for the fall and winter. The general attitude was that the take necessary would be too high, that the coat was too far removed from the regular run of salesboard merchandise and that a fur deal couldn't possibly turn over fast enough to make it worth anyone's while. However, it wasn't long, in fact, before the first season was out, that many of the skeptics had hopped the band wagon. The few deals placed at the start had clicked so well that it was natural for others to follow. Today the fur coat is unquestionably a card and board staple, and, with the addition of the fur jacket and chubbie to the line, operators, especially thru the Midwest, have something to keep them in folding money right thru the season.

The success of the fur coat on a big card helped pave the way for the re-acceptance of the big-take deal, for when furs hit the market the trend had been toward deals with a take of less than \$20 and in many cases less than \$10. The battery-operated radio of fond memory and other items which came along later and which also required a comparatively large take got off to a fast start because of this. The operator had been shown again that if you give John Public an item with enough consumer appeal the latter will dig into his pocket often enough to make a deal pay out regardless of the take.

Have you ever offered an extra award to the location to stimulate completions within a definite period. It's an old gag but a good one, and operators have found it valuable in obtaining faster and assured collections. Very often the worker will make up the difference in the take out of his own pocket should the deal not be completed when the operator calls.

Ten States Represented In Variety Store Group

CHICAGO, Oct. 23.—A National Association of Variety Stores was recently started here and claims to be making progress. Members have enrolled in at least 10 Midwest States, according to organizers of the movement. J. C. Amis is secretary of the organization.

The organization was formed among independent variety store proprietors who were dissatisfied with some of the plans for post-war business being introduced by Butler Bros., the nationally known distributor of variety merchandise. Most of the independent stores had been customers of the wholesale firm, or members of the voluntary chain system buying merchandise from Butler.

Mexico Tourist Trade

MEXICO CITY, Oct. 23.—Tourist trade in Mexico, which reached near-boom proportions this year, may be even larger in the future. Mexican and American officials are getting together toward bettering tourist conditions along the Pan-American highway. Outcome is expected to bring millions of American lend-lease dollars into Mexico to build a series of tourist camps, hotels and modern rest rooms along the road.

Carton Order Cuts Packages For Novelties

Order L-317 sets quotas for users of cartons in specialty merchandise field

WASHINGTON, Oct. 23.—Packaging of novelty merchandise threatens to become as much of a problem as manufacturing shortages and transportation difficulties. The new War Production Board fiber container Order L-317, effective October 1, deals with carton manufacture, usage inventories and set quotas for all users of cartons for tablewares; household pottery, china and glassware, pottery, china glass, wood, plastic, metal or leather ornaments, jewelry and games and toys. These are among the items put on a quota basis figured on 1942 usage, divided into quarterly periods.

Beginning with the quota period starting October 1 all users of cartons for tablewares, household pottery except ornamental, and candles are limited to 80 per cent of the same period in 1942. Ornaments of materials listed above may use only 65 per cent of their 1942 quota. This applies to manufacturers.

Retailers' and wholesalers' deliveries of these products in cartons are also restricted, the wholesalers' quota being 8 per cent and the retailers divided into two groups—80 per cent for those using mail, express or common carrier and 6 per cent for deliveries other than by these agencies.

These quotas are based on tonnage and footage, neither of which may exceed the quota set. If a product is not mentioned in the order it is not subject to limitation. Also, tumblers, under the 80 per cent quota as tableware, are excepted from the quota if used as containers.

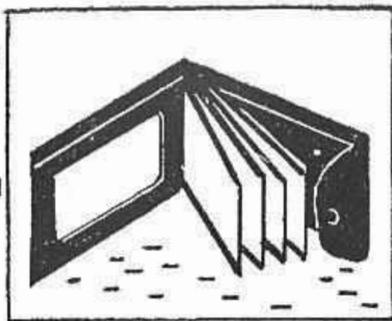
Manufacture of gift boxes from corrugated or solid fiber (.060 or heavier) is prohibited.

Several points remain to be cleared up under the order as of last week. The china, glass and giftware trades all brought up again to the problem of what is meant by "ornaments," and the decision will probably lie in the hands of the manufacturers themselves as to what is purely ornamental and what item they can show serving useful purpose. OPA some time ago handed down a definition which, while it has no authorization, official or otherwise, as the interpretation under this WPB order, may serve as a likely guide. OPA definition says that items for the preparation

(See CARTON ORDER on page 53)

New Tax Readied

WASHINGTON, Oct. 23.—The House Ways and Means Committee completed public hearings October 20 and began closed sessions the following day. Early reports indicated the committee would probably have the 1943 tax bill ready within two weeks. Agitation for a federal sales tax has declined during the week and there was not so much mention of increased excise taxes on luxury items in political circles. Anything can happen, as the committee works on the actual construction of the new tax bill. True to its reputation Congress continued to play politics rather than get down to the serious business of raising much needed revenue.



GENUINE LEATHER BILLFOLDS

GOATSKIN, Per Dozen...\$7.20
CALFSKIN, Per Dozen...\$10.20

Seven pockets for Folding Money, Cards, Passes, Auto and Draft Cards, etc. Four of these in Celluloid Window Style, Snap Fastener Closing. Durable Construction, Attractively Styled.

Sample Postpaid:

Goatskin, \$1; Calfskin, \$1.50.

GENUINE LEATHER CIGARETTE CASES

PER DOZEN\$18.00
PER GROSS\$18.00



LATHER LEAVES

"SOLVES THE SOAP PROBLEM"

DEMONSTRATORS: This is tops for demonstrating. Gobs of lather for washing or shaving from a single paper leaf. A winner that the demonstrator can parlay into real money. No one likes to carry a messy bar of soap. Result: Big Sales.

Designed for the service man . . . and the civilian worker as well. Ideal for all outings.

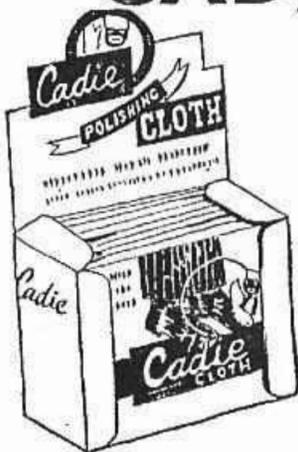
Attractively packaged, 24 scented leaves to the packet. Packets and boxes available with illustrations of soldier, sailor, aviator or nurse. 12 packets to the box—12 boxes to the carton (144 ten-cent packets). Sells for 10c per packet.

\$7.20 GROSS



SAMPLE BOX OF 12 \$1.00 PACKETS . . .

CADIE CLOTHS



"The Polish Is in the Chemically Treated Cloth"

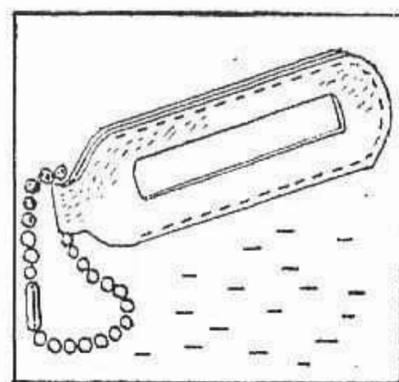
- Used by the Serviceman. • Used by the Civilian.
- Four different cloths for Silverware, Furniture, Shoes (all leather goods) and Military Metal.

These chemically treated cloths are odorless, greaseless, moistureless and leave a fine finish on objects shined. Wonderful for the demonstrator and a good seller on any counter. With polishes of all kinds scarce, these Cadie Cloths are a greater value than ever before. Everyone is a prospect for a Cadie Cloth. Each cloth, 9 by 18 inches, is packed in a beautifully illustrated glassine bag. Packed 12 cloths to a display carton (see illustration). Our price to you is

\$9.60 GROSS

PETER PEYTON

405 1/2 WASHINGTON ST. WAUKEGAN, ILL.
25% Deposit With Order—Balance C. O. D., F. O. B. Factory.
We Prepay Shipping Charges on All Cash in Full Orders.



GENUINE LEATHER IDENTIFICATION TAG

With Nickel-Plated Key Chain and Clasp. In big demand and will be difficult to secure when these are gone. Marvelous 10-cent seller.

\$9.60 Per Gross

\$65 Per Thousand

Half Gross Sample Lot \$5

GENUINE LEATHER LUGGAGE TAG

With 7 1/2-inch leather strap, complete with metal buckle. A fine quality luggage tag of genuine leather with printed blank for name, address and city. Celluloid window cover. Tag measures 2 by 3 1/4 inches—a 25-cent retail seller.

Sample Half-Gross \$6
\$10.80 Gross



They Glow in the Dark LUMINOUS RELIGIOUS FIGURES and BLACKOUT FLOWERS

101 DIFFERENT SUBJECTS—ALL SIZES

ORDER NOW FOR CHRISTMAS!

- Holy Family. Doz. \$7.50
- Assorted Alfars. Doz. 6.50
- Assorted 8" Saints. Doz. 6.50
- Assorted 5" Saints. Doz. 3.60
- Large Crucifix. Doz. 6.50
- Large Bust of Christ. Doz. 6.50
- Large Bust of Mary. Doz. 6.50

SEND \$2.00 FOR SAMPLE ASSORTMENT OF THREE 5" FIGURES AND YOUR CHOICE OF ANY OTHER TWO FIGURES.

Large Gardenia with Bud \$ 3.60 Doz.
Small Gardenia with Bud 2.75 Doz.
Double Gardenia (Corsage) 3.60 Doz.

SEND \$2.00 FOR SAMPLE ASSORTMENT OF ANY FIVE FLOWERS.

WE CAN'T GUARANTEE LAST MINUTE DELIVERY! ORDER NOW! 1/3 DEPOSIT, BALANCE C. O. D., F. O. B. NEW YORK.

NITE GLOW PROD. CO.
105 W. 47th St., New York 19, N. Y.
Phone: MEdition 3-5794.

PEARL PLATES for Wire Workers

We have just received new consignments of Fresh Water Shells and can make immediate and unlimited deliveries. Pictured is No. 8520—70 Ligne Double Heart and Arrow.

Blue Ocean \$16.40 Gross
Iridescent Fresh Water 12.00 "
Orchid Fresh Water 12.00 "

5 gross lots of assorted designs, 5% discount

Terms: 1/2 Deposit, Balance C. O. D., F. O. B. Brooklyn, N. Y.
Order Today!

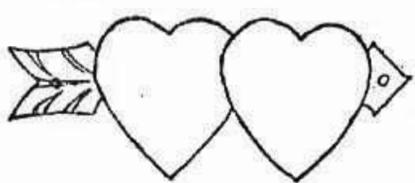
Send \$1.50 for sample card of 15 different Gold Plated Sterling Silver Insignias for cementing. WE ALSO SUPPLY WIRE FOR WIRE WORKERS—WRITE FOR DETAILS!

JOBBERS! WRITE FOR SPECIAL DEAL!

SEND FOR CATALOG OF COMPLETE LINE OF PEARL PLATES

MURRAY SIMON

109 SOUTH FIFTH ST., BROOKLYN 11, N. Y.
PHONE: EVERGREEN 8-6690



8520
MILITARY INSIGNIA JEWELRY
If you haven't seen our exquisite line of Military Insignia Jewelry write for catalog today! A complete assortment of genuine Ocean Mother of Pearl pieces with Gold Plated Sterling Silver Insignias.

LARGEST 10c PACKAGE OUT!

MacARTHUR CANDY and TOY

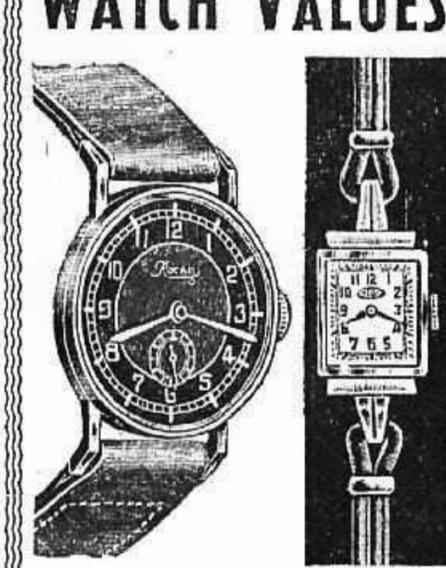
Here it is! The General Douglas MacArthur 10c package of confections and novelty. It's the largest package out today—3 1/2"x5 1/2"—beautifully done up in red, white, blue and gold. All confections in the box are individually wrapped and novelties are assorted to the case. Mail, Wire, Phone Your Order NOW! Immediate delivery.

One case, 100 boxes (sample order) \$7.25
5 case lots 7.00 per case
1/3 Dep., Bal. Sight Draft Bill of Lading Attached. F. O. B. Brooklyn, New York



JOBBERS, GET SPECIAL DEAL!
PIONEER SPECIALTY COMPANY
38 CROSBY AVENUE, BROOKLYN 7, N. Y. Phone: Applegate 7-2640

WATCH VALUES



#1288 #1909
#1288—PIN LEVER WATCHES
Round or Rectangular
1-Jewel Ea. \$7.25
2-Jewel Ea. \$7.75
4-Jewel Ea. \$9.25
#1909—4-JEWEL MEDA
5 1/4 and 6 by 8 Ligne
Each \$9.25

TUCKER-LOWENTHAL
5 So. Wabash, Chicago 3, Ill.

Headquarters for
ARMY SUPPLIES
Send for Our Free Circular.
Flamingo Trading Co.
8. S. W. First Street MIAMI, FLA.

INTRODUCTORY LISTINGS Covering All Items Still Available NOW READY
IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.
IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.
1-day Service
ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.

BINGO
SUPPLIES—CARDS—PLASTIC MARKERS
Write for Bulletin
AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

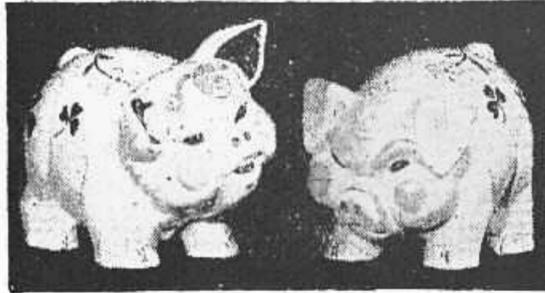
#3810K—HANDPAINTED MINIATURE PORCELAIN BOOTS



2 3/4 in. high, assorted colors, decorated with beautiful roses. \$3.60 per doz. pieces, packed 1 doz., well assorted in box.

"CHEERIO" AND "CROSSIO"—THE TWO LUCKY PIGS

The two most laughable looking pigs that you ever saw anywhere. Made of terra cotta composition. They are about 4 in. high, 5 1/2 in. long, 3 1/2 in. wide. \$10.80 per doz. pieces. 1 doz. of a number smallest quantity sold. In 3 doz. lots \$9.80 per doz. pieces. Decorated in natural pinkish color and handpainted with flowers, clover leaves, beauty spots and other grotesque ornaments.



No. 3812

No. 3813

#3812K "Cheerio"—happy-go-lucky, ready to take in the funny things in a pig's life, looking so cheerful that when you see him you cannot help but be cheered up yourself, even if the rent is past due and your best girl has run away with a handsomer man.

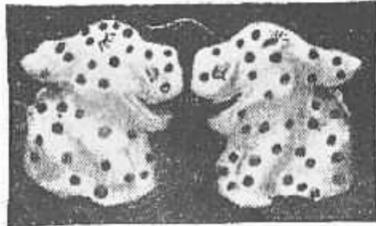
#3813K "Crossio"—produces even more mirth than "Cheerio," for he takes life so seriously that the wrinkles show on his forehead and his cartilaginous funnels droop, looking like the last rose of summer, expressive of the belief that there is nothing perfect in a pig's life. These are two of the best sellers we ever produced.

We carry a large line of GIFT GOODS from \$1.80 to \$90 per doz. Complete set K of illustrated price lists mailed on application to any re-seller. No C. O. D. orders filled without a 25% deposit, but will gladly open accounts with those entitled to credit.

LEO KAUL IMPORTING AGENCY, Inc.

115-119K South Market St. Chicago 6, Ill.

#3815—SALTS AND PEPPERS Laughing Mules Polkadotted



2 1/4 in. high, very conical looking, the polka dots in red, green and blue on different pairs. \$4.00 per doz. pairs, in 6 doz. lots \$3.60 per doz. pairs. But in 6 doz. lots they can be assorted with about fifty different salt & peppers that we handle. Salt & Pepper price list mailed on application.

#3811K—HANDPAINTED MINIATURE PORCELAIN DUTCH SHOES



1 1/4 in. high, 3 in. long, assorted colors, painted with tulips and ornaments. \$3.60 per doz. pieces, packed 1 doz. in box, well assorted.

Popular Items

Polishing Cloths

Peter Peyton has a new line of chemically treated polishing cloths busy housewives and busier servicemen will welcome. One package contains a cloth for polishing silver and metal, which is odorless, greaseless and moistureless; it will not stain hands or leave a film on surfaces. Another kit contains a specially treated dusting cloth, and a third package will appeal particularly to the boys in the armed forces—it's a shoe polishing cloth, and the firm claims a few brisk rubs put a brilliant shine on shoes and leather goods.

Sewers' Delight

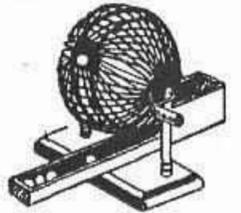
With dry goods and notion departments reporting unprecedented volume of sales, a little gadget put out by Pelouze Manufacturing Company should get plenty of attention from the distaff side. The company has a gauge which is an unvarying measure for knitting, and sewing. It checks hems, tucks, ruffles, distances between buttons, hooks and eyes and has many other uses where a precise measure is required. A very inexpensive item, it should account for big volume sales.

For Smokers

A new handy full-pack cigarette protector is offered by Messenger Corporation. It's a plastic slip-on cover, which keeps loose tobacco in the package and cigarettes from being crushed. Slip the button with the thumb, and jerk up a smoke. The firm will put names on

OVER 1000 JOBBERS
SELL OUR
BINGO SUPPLIES

- Specials—1500s—7 Colors
- Specials—1500s—10 Colors
- Specials—3000s—7 Colors
- Specials—5 Ups—6 Ups—7 Ups to Pad, Black and Red Markers
- Admission Tickets (Rolls)
- Attendance Prize Coupons



We still have BINGO CAGES on hand. Inquire today!

WRITE FOR CATALOG!

MORRIS MANDELL

131 West 14th St. NEW YORK, N. Y.



NOVELTY PANTS

PRINT ANY NAME OF CAMP OR CITY VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO.

1033-1035 Mission St., San Francisco 3, Calif.



BEAUTIFUL HONOR ROLL EVERY SOLDIER, SAILOR, MARINE OR WAAC A PROSPECT

A wonderful 4 color certificate with all branches of the service illustrated. Size 14x11 inches. Frame is simulated leather finish and glassette. Fitted with both easel back and ring for hanging. It's complete and all ready to hang or display on table. This is a beautiful Honor Roll and the buyer will prize and keep it forever. Each roll comes in a heavy mailing envelope. Send 75¢ for sample (prepaid).

\$4.50

Doz. Retail Easy

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS Pillow tops for the Army, Navy, Marines, Coast Guard, Air Corps or WAAC at \$5.75, \$6.00 and \$6.50 per dozen. Send for samples. Made up for any Fort or Camp. Pennants, 8x24 and 12x30, \$12.00 and \$16.00 per hundred. Made up for any fort or camp. A BIG FLASH—Lace-like Handkerchiefs at \$1.50 per dozen. For all branches of the service. With inscription for mother, sister, sweetheart, friend and wife. Embroidered Handkerchiefs at \$2.75 per dozen, made up for the Army, Navy and Air Corps. With inscription for mother, sister, friend and wife. A FOUR PIECE SCARF SET, with the Army and the Navy coat of arms embroidered, \$12.00 per dozen. A Good Number. A NEAT HAND MADE WOODEN COMPACT at \$12.00 per dozen. Also HAND MADE WOODEN CIGARETTE CASE at \$18.00 per dozen. BEST SELLING STONE PINS AND EARRINGS. BLACKOUT FLOWERS AND RELIGIOUS STATUES. ALL KINDS OF ARMY AND NAVY MILITARY SUPPLIES AND SOUVENIRS. 25% DEPOSIT WITH ORDER. SEND FOR PRICE LIST.

WORLD ADV. NOVELTY CO.

122 E. 25TH STREET, NEW YORK 10, N. Y.

PHONE: GRAMERCY 5-2174.

- Handkerchiefs, Flocked Rayon, Army, Mother, Sweetheart, etc. Gross \$ 9.50
- Gold Finished Locketts with Chains, All Branches. Doz. 13.50
- Gold Finished Insignia Pins, Carded, All Branches. Doz. 1.00
- Sterling Int. Onyx Insignia Rings, All Branches. Doz. 13.50
- Rhinestone Insignia Pins, Extra Big Value, All Branches. Doz. 4.50
- Double Chain-Double Heart Bracelets, All Branches. Doz. 7.20
- Army Insignia Rings, Heavy Weight Gold and Silver Finish. Doz. 4.50
- Compacts, All Metal, Round and Square. Doz. \$13.50, 18.00 and 24.00
- Insignia Plastic Beaded Key Chains, All Branches. Doz. 3.00
- Sterling Silver Mother, Sweetheart, Wife, etc., Brooch Pins. Doz. 9.00
- Sterling Silver Bracelets, All Branches. Doz. \$12.00, 15.00 and 24.00
- Frat Pins, Attractively Carded, All Branches. Doz. 5.50
- Sterling Silver Service Pins with Pendants, Army, Navy, Air and Marine Corps. Doz. ... 6.75
- Wrist Watch, Army Style, Waterproof, 7 Jewels. \$45.00 Retail Value. Each 29.50
- Lace Handkerchiefs, Bright Assorted Colors, All Branches—Mother, Sweetheart, etc. Doz. \$2.00; Gross 21.00
- Pocket Knives, One and Two Blades, 2 Doz. in Carton. Doz. 6.50
- Mechanical Pencils, Flashy, Good Value, \$2.00 Price Tickets. Doz. 10.00

BIG SPECIAL SAMPLE LINE

40 Items. Retail Value \$30.00
PRICE \$13.50

We have no catalog or circulars—Send us a list of your jewelry requirements. Order from this ad. 25% With Order—Shipments Prepaid When Full Amount of Cash Sent.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

SPECIALS FOR THIS WEEK ONLY U. S. GLASS INTERMEDIATES

- Ash Trays, Gro. \$3.75
- Tea or Coffee Cups, Gro. 4.50
- 9 Oz. Tumblers, Crystal Clear, Gro. 4.00
- 4 1/2" Kitchen Bowls, Gro. 4.10
- 4 1/2" Napples, Gro. 4.00
- AMERICAN MADE SLUM
- Jr. Air Raid Warden Bands, Per 100 ... \$1.25
- Catalin Charms, Gro. 1.00
- W. M. Rings, Ass. Gro. 1.00
- 27" Shoe Laces, Blk. Gro.75
- Hat Bands, Ass. Colors, Hundred 2.00
- Tattoo Transfers, Gro.85
- IMPORTED SLUM
- Miniature Charm Knives, Gro. \$1.00
- Large Metal Whistles, Gro. 1.00
- Tin YoYo Top, Gro. 1.10
- Charms, Plaster Filled, Ass. Gro. 1.20
- 8308—Roly Poly Pictures, Gro.60
- 8170—Celluloid Teeth, Gro.75
- 7818—Water Flowers, Paper, Gro.35

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders



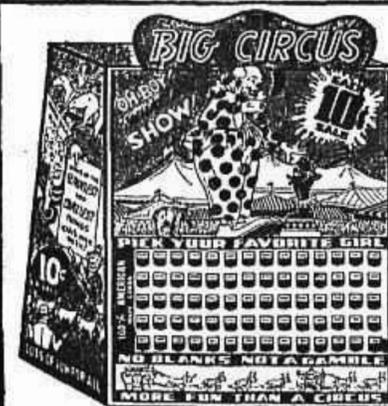
FURS

COATS — JACKETS

Quality — Price — Style
Latest 1944 Styles. Coneys, Sealines, Caraculs, Muskrats, Skunks, Red Fox, etc. Write for Large Illustrated Catalog. Free.

M. SEIDEL & SON

243 W. 30th St. N. Y. O.



MONEY GETTER

No. D2—Doesn't a circus tickle the fancy for something funny, something different, something exciting? The "Big Circus" deal possesses features like these. It's teeming with laughter, mystery and excitement, all rolled into a Big Show of Fun. Inns, taverns, cigar stores, etc., are a few of your prospects. There are 70 tabs on front of cabinet. Brings in \$7.00 at 10¢ a sale. Suggested price to dealers, \$5.50. COSTS YOU \$3.60. LOTS OF 14—\$3.45 EA. SPORS CO., 1043 Lamont, Le Center, Minn.

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 10c sellers. Send 15c for sample cards and folder.

XMAS CARDS

Now ready. Many new numbers. Catalog on request.

M & M CARD CO.

1033-1035 Mission St., San Francisco 3, Calif.



GLAMOROUS FUR COATS

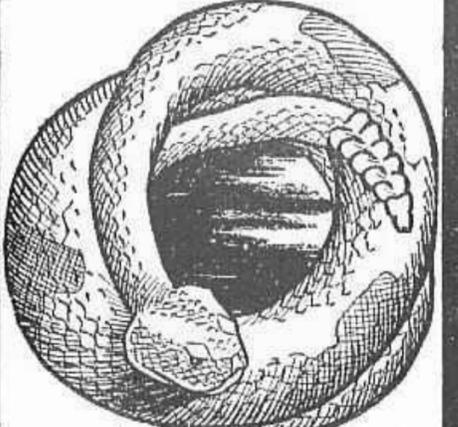
Jackets and Boleros

Make Your Selection Direct From My Factory. I carry a full line of distinguished 1943-'44 styles including Persians, Muskrats, Skunks, Foxes in all shades, Marminks, Kid Skins, Sealines, Beaverettes, Checklans, Caraculs, Kimmers, etc.

Lowest Factory Prices

Pony and every other Fur. WRITE Immediately for new illustrated catalog and price list just off the press. It is FREE. BRIEN SEWARD Manufacturing Furrier, 289 Seventh Ave. (Dept. B) N.Y.C.

!!! SELLING BIG !!!
RATTLESNAKE ASH TRAY



4 Inch Diameter. Another Sure Hit Item. Repeat Sales Are Terrific! Cannot Be Distinguished From a Real Rattler Even by an Expert. Novelty Stores, Gift Stores and Fair Workers Report Wonderful Sales. Priced \$3.25 Dozen—\$37.50 Gross.

BABY RATTLER \$1.50 Dozen \$16.50 Gross

A Sure-Fire Repeat Seller! Genuine Reproduction of a Real Prairie Rattlesnake, 2 Inch Diameter. Wonderful Joke and Novelty Item. Packed One Dozen on Display Card.

SPECIAL CLOSE OUT!
MILITARY PILLOW TOPS

All Regular \$9.00 Doz. Pillow Tops—Now \$6.00 Dozen.

Army — Navy — Air Corps — Marine — Coast Guard.

STUART NOVELTY CO.
 166 E. Jefferson Ave., Detroit 26, Mich.

the plastic slip-on cover, so it's a dandy item for premiums.

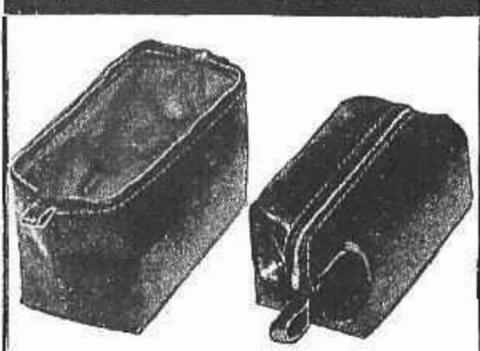
Stuffed Toys

Jerry Gottlieb's line of stuffed dolls and animals covers a wide variety of types. Picture hat dolls, bears, scotties, monkeys, clowns and even elephants are available in different materials and sizes. The company advertises immediate delivery, and with Christmas so close, that's important these days.

CARTON ORDER
 (Continued from page 50)

storage or service of foods, candlesticks, vases, bowls, hurricane lamps and smokers' accessories are not among those items designed for purely ornamental use, nor are figurines or ornamental statuary if they perform a function as lamp bases, flower containers or "like articles."

The order deals only with new fiber containers. It also exempts containers already on hand or in transit, to the user, before October 11, and containers made from less than .060 liners. Cartons either directly or indirectly—thru distributors—going to the army, navy, maritime commission, Lend-Lease or the War Shipping Administration are to be considered free of the quota limitations and may be ordered and used in excess of quantities under quota. Also small users—under \$500 of containers yearly—are exempted. The order supplements the priority Order P-140 and does not replace it.



ZIPPER TRAVEL KITS
IN BIG DEMAND

#B17L170—Black treated imitation leather Zip Kit, 9" long, 4 3/4" wide, 3 1/2" tall, assorted waterproof linings, sample postpaid \$1.50, per dozen \$15.00.

#B17L140—Similar to above but of waterproof khaki material, folds flat when not in use, sample postpaid \$1.25, per dozen \$12.50.

#B17L164—Large size Kit of genuine leather, light tan color only, 10 1/2" long, 6" wide, 4" tall, waterproof lining, sample postpaid \$4.55.

#B17L146—Large size, russet color Kit, 10" long, 6" wide, 4" tall, waterproof lining, sample postpaid \$6.65.

JOSEPH HAGN CO.
 Wholesalers Since 1911
 223 W. Madison Street, Chicago 6

LEADING SELLERS IN FUR COATS

LOWEST JACKETS PRICES CAPES • SCARFS

ALL GENUINE FURS!

Our new 1943-1944 Victory Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for **FREE NEW GIANT CATALOG!** Satisfaction guaranteed or money refunded. Same day deliveries.

H.M.J. FUR CO.
 150-B West 28th St., N. Y. C.

INDIAN CHIEF STATUE
 \$15.00 A DOZ.

WYANDOTTE STATUARY
 17014 Toledo Rd., Dept. B, WYANDOTTE, MICH.

LUMINOUS BLACKOUT FLOWERS

RUSH \$1.00 FOR 6 DIFFERENT FLOWERS AND A PRICE LIST.

HALE NOVELTY CO.
 2661 E. 13th St., Brooklyn 29, N. Y.

SOCIAL SECURITY PLATES

Red, Blue and Gold colors, on metal, \$6.00 per 100, F. O. E. Chicago, while they last. Sample 10¢ each.

CHARMS & CAIN
 407 S. Dearborn St., CHICAGO, ILLINOIS
 Tel. Web. 3546-3547-3548

FAST SALES! FAST PROFITS!

With These Two Big Value Watches While They Last

MEN'S MILITARY WATCH

Packed in Attractive Gift Box

A fast seller for men or women in service. Truly wonderful value in this handsome Watch. Has accurate movement, sturdy, long wearing case, with attractive dial. Comes in assorted designs with good-looking wrist strap. Colorful, attractive gift box aids sales.

Do not confuse this masterpiece of beauty with watches being sold for less. We handle watches of quality.

\$8.88 Each IN DOZ. LOTS



LADIES' WATCH

Packed in Attractive Gift Box

An appealing, dainty-size Watch with double-cord wrist strap. A real beauty that creates instant buying. Has attractive, sturdy case; dependable movement, beautiful dial. Be sure to stock this sight seller to meet gift demand. Assorted designs—each Watch attractively gift boxed.

\$9.68 Each IN DOZ. LOTS

SAMPLE PREPAID \$10.00

SAMPLE PREPAID \$11.00
ORDER NOW—25% DEPOSIT WITH ORDER

Our supply of these Watches is limited. Mail your order NOW—enclose 25% deposit—balance C. O. D., F. O. B. Chicago. SHIPPING CHARGES PAID IF YOU SEND FULL AMOUNT WITH ORDER. SAMPLES SENT POSTPAID IF FULL AMOUNT IS ENCLOSED.

HOT OFF THE PRESS—OUR GIGANTIC CIRCULAR PACKED WITH LARGEST OFFERING OF FAST SELLERS.

Send FREE on request—and gives you a source of supply for such items as Billfolds (including genuine leather), Mechanical Pencils, Jewelry Items, Religious Items, Razor Sharpener and a wide assortment of clever, serviceable, attractive items—all PRICED LOW.

LEE INDUSTRIES
 187 N. LaSalle St. Dept. B30 Chicago 1, Ill.

WOOD JEWELRY

Lapel Gadgets • Pendants • Pins • Photo Lockets • Gold Wire Mother-Neckles

Send \$10.00 For Sample Assortment Or Write for No. 43 New Catalogue

Charles Demec
 WOOD PRODUCTS
 PHONE 116 E. WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

MIRROR SERVING TRAY



Size 16 1/4 x 10 1/2

Chrome frame, walnut and plastic handles. Attractive, practical and useful—and at a price so low you can't afford to pass 'em up.

BB102—Price, \$15.00 Per Doz. Sample, \$1.45.

ROHDE-SPENCER CO.
 223-225 W. Madison St. CHICAGO 6

Beautifully Designed

CEDAR CHESTS

Filled With Quality Chocolates

\$24.00 Dozen Send \$2.25 For Sample

10% Discount in Gross Lots Send Remittance With Sample Orders. Send 25% With Larger Orders.

PHILDECO SALES
 3750 Rochester Ave., Detroit 26, Mich.

ALL METAL CASE and STEEL

RAPID NEEDLE THREADER

Special CLOSE-OUT

10c



Threads All Kinds of Needles in a Jiffy! Pre-war quality at a bargain price. Patented. Opens and closes like a knife. Instantly threads smallest needles, also sewing machine needles, bead needles, darning needles, crewel needles, etc. Never fails! Saves time and nerves. Prevents eye-strain. Supply limited. Packaged with instructions. Rush your order at 10¢ each in dozen lots.

25% Deposit, Balance C. O. D.

ILLINOIS MERCHANDISE MART, Dept. AN
 500 N. Dearborn Street CHICAGO 10, ILL.

Everyone Loves

CUDDLE BEAR



Here's a real knock-out, 21 inches over all with roly-poly eyes, cotton stuffed made of heavy rayon duvelyn in contrasting colors.

\$2.25 Each

Write for three color booklet 25% Deposit With All Orders.

JERRY GOTTLIEB
 303 Fourth Ave., New York City

RARE OPPORTUNITY FOR DISTRIBUTORS, SPECIALTY SALESMEN, ETC.

Immediate Delivery

Exceptionally attractive sterling silver pins and earrings that can be boxed individually, or as PIN AND EARRING SETS with STONES TO MATCH. Packed in one dozen lots—containing assortment of beautiful stones in about 6 outstanding colors—ruby, topaz, amethyst, aqua, etc. \$15.00 to \$27.00 Doz. ALSO gorgeous, brilliant blue-white and colored rhinestone pins, earrings and novelties in highly polished finishes . . . sprays, flowers . . . butterflies, peacocks, zebras, apples, pears, etc. \$15 to \$75 per Doz. We carry a complete and extensive line of costume jewelry. Single pins, earrings or selections sent upon receipt of check or C.O.D. State quantity. DISCOUNTS TO JOBBERS, WHOLESALERS & DISTRIBUTORS.

COSTUME JEWELER
 264 Fifth Avenue New York 1, N. Y.

FUR COATS

JACKETS—CHUBBIES

LARGE assortment of NEW 1943-44 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
 238 W. 27th St. (Dept. b-3), New York 1, N. Y.

PIN-UP GIRLS

Novelty Stores—Gift Shops—Hustlers

Pin-Up Girls Pictures are the story, on Radio, Screen and Stage. Newspapers have stories every day about Pin-Ups. We have attractively packaged sets that are real sellers. Will be big Xmas item.

Set #1 has 12 pictures, 7x9 inches.
 Set #2 has 9 pictures, 5x7 inches.
 Set #3 has 5 pictures, 4x5 inches.

Best work of most prominent artists, nothing sordid or offensive. Samples of all THREE items with wholesale price list, postpaid \$1.00.

KANT NOVELTY COMPANY
 323 Third Ave., Dept. BP, Pittsburgh 22, Pa.

ZIRCONS 3 FOR \$2.75

Genuine White Diamond Cut
 Blue Zircons—\$1.25 per Carat

ZIRCON RINGS SOLID GOLD \$4 to \$10 EACH
 Ladies or Gents

B. LOWE, BOX 311, ST. LOUIS, MO.

SPARKLERS WANTED

100 gross or better. Also will buy any novelty suitable for Xmas sale. Will sell Buttons for football games. Also will sell one Bowling Alley. Write

JOE SALADINO
 MECCA HOTEL BIRMINGHAM, ALA.

SELL MIDGET BIBLE Christmas CARDS

WITH THE WORLD'S SMALLEST BIBLE

This Midget Bible is about the size of a postage stamp containing over 220 pages of the New Testament, including the Lord's Prayer and the 23rd Psalm. Each word can be read with good eye sight or a reading glass. The little Bible is attached with a ribbon to a beautifully designed card, size 5 by 6 inches and contains an appropriate prayer and a beautiful sentiment. The card comes complete with envelope and Bible and can be mailed anywhere in or out of the U. S. A. for three cents postage.

CARDS FOR EVERY DAY AND CHRISTMAS! SENSATIONAL SELLERS! IMMEDIATE DELIVERY!

Only 25¢ Liberal discount to jobbers and wholesalers. Territory now open! Real money makers!

Send \$1.00 for complete set of samples. Many different novelty and midget Bible Greeting Cards that are "Fast Sellers." Your \$1.00 refunded with your first order!

SORIN BIBLE & CARD COMPANY
Butler Bldg. Dept. B Cincinnati 2, Ohio
Publishers of Midget Bibles and Unusual Novelty Greeting Cards!

PIPES

FOR PITCHMEN by BILL BAKER

Communications to
25 Opera Place, Cincinnati 1, Ohio

SAN FRANCISCO . . . is the spot where Jack Reddick, Jack Russin and Syd Wolf were pitching when Red Barker glimpsed them. Reddick tells that Lionel Hirsch is looking for a New York spot, having cleaned up at Seaside Heights, N. J., with redwood, lucite and cedar.

ACT LIKE and be big business men.

PFC. WILLIAM H. SHUTER . . . now with a medical unit in North Africa, pens that while on a furlough he visited T. C. Jacob's vitamin show. Bill formerly played bass and comedy with this trick before donning khaki. Shuter, who is the son of Mr. and Mrs. L. A. Sellhauser, known professionally as Al K. Hall and Lena, asks for pipes from his old pals.

RED BARKER . . . ex-pitchman infers the glad tidings that he is out of the hospital after serving 22 months in the South Pacific, and has time on his hands to cut up jackpots with the boys on the West Coast.

ARE YOU TRAVELING or planted for the duration?

AL AND PHIL GREEN . . . are featuring redwood, cedar hearts and lucite jewelry on a Los Angeles lot.

W. F. McDONOUGH . . . pipes from Gardiner, Me., of meeting Chet Greely and Jack Cary, who are working Aroostock County with sheet and jewelry. They report business good and would like pipes from Paul Dennis and Ray Baker.

TAKE PRIDE in working clean and try to offset the work of knockers against Pitchdom.

FRED HESS . . . is getting the long green with lucite in a jewelry layout in Hollywood. Art Cox was there, and left his wife in a depart-

MEDICINE MEN

Write today for new wholesale catalog on Tonics, Oil, Baire, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacologists
137 E. Spring St. Columbus, Ohio
BUY WAR BONDS FOR VICTORY

HARD TO GET NECESSITIES
—ALSO—
MILITARY PATRIOTIC ITEMS

Priced below competition in 192-page Wholesale Catalog, FREE. Write Today! 27 Years of Values!

MILLS SALES CO.
Our Only Mailing Address: OF NEW YORK INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

NEW Quick PROFIT LINE

added to FAMOUS "STORE-ROUTE" PLAN
Laymon's VITAMINS sell 7 for 10¢! Actually 3¢ to 3½¢ lower than most others! Potency guaranteed! This selling sensation of the year now added to our Nationally Advertised Line—including over 200 products. Let us start you making BIG money in permanent wholesale business of your own.

Big Cash Pay Daily!
Show retailers how to DOUBLE profits! Prospects everywhere—stores, service stations, restaurants, poolrooms, post exchanges, beauty shops, etc. No car or experience needed. Free book gives amazing facts on how to make steady, sure income. Write today!

WORLD'S PRODUCTS CO.
Dept. 8-K Spencer, Indiana

FINE LEATHER BILLFOLDS
With Pass Cases, \$9 Dozen.
New Torchere Floor Lamps, Beautiful Designs, Dozen Lots . . . \$11.50 Ea.
Table Lamps, Silk Shades, Dozen Lots . . . 4.25 Ea.
Order Now While Supply Is on Hand.

SAM HARRIS
70 WEST 48TH ST. NEW YORK

New . . . DECAL TRANSFER
by JEROME ROSE DECAL CO.
The funniest decal ever made. LET'S DROWN THE RATS, price is \$5.00 per 100. Where do you place this transfer????? WHEN YOU FIND OUT . . . IT'S A SCREAM.

JEROME ROSE DECAL CO.
233 West 4th St. Los Angeles 13, Calif.

MAKE Extra MONEY FAST
Sell ILLUSTRATED COMIC BOOKLETS for adults (vest pocket size) and other novelties. 10 different sample booklets sent for 50¢ or 25¢ assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C. O. D. orders. Send Cash, Stamps or Money Order. GRAYKO, Dept. 107, Box 520, G. P. O., New York

Colorful Comical

CHRISTMAS CARDS

Manufacturers of Colorful, Comical Joke Cards SINCE 1935

WRITE FOR DETAILS—Please use business letterhead
Creators of "You Can't Take It With You," "Advice on Health," "To a Deserving One" and dozens of others.

MARCY MFG. CO., INC. 138 W. 17th St., New York

Jewelry Workers, Attention!!

CEDAR LOCKET HEARTS

Two Sizes. Now Available. Beautifully Beveled on Both Sides. High Gloss.

LUCITE LOCKET HEARTS

With Jump Rings — Ready for Chain or Ribbon.
Wire Workers, Attention —
This Heart Makes a Beautiful Background for Names.

Send \$10 for Sample Assortment

OCEAN PARK WOODEN JEWELRY MART

218 MARINE ST., OCEAN PARK, CALIF.
We Also Manufacture a Full Line of Redwood and Cedar Novelty Jewelry

HOTTEST ITEM IN THE COUNTRY

"THE JEEP BOARD"

Fastest Selling 50c Pocket Game on the Market
Size 3½" x 3½"

15 GAMES
10 PUZZLES

A compact two-sided game board, size 3½" x 3½", individually boxed. Complete with 40 pegs and 32 page instruction book. 15 well-known games, such as Checkers, Fort, Cribbage, etc. Plus 10 Puzzles. Cloth pocket holds pegs and book, patented knees tilt eliminates necessity of table.

IMMEDIATE DELIVERY
\$36.00 Per Gross
Sample Doz. \$3.50 Prepaid.
25% Deposit With Order.

CHESTER CHAPP
1244 No. Dearborn St. CHICAGO, ILL.

XMAS COUNTER CARDS — 20% SAVINGS
Titled Xmas Cards, such as Wife, Mother, Dad, Juvenile, Sweetheart, Money Holders, etc. Selling price imprinted on back.
10c Cards 4c Box of 12—48c
15c Cards 6c Box of 12—72c
25c Cards 10c Box of 12—\$1.20

LET ME KNOW YOUR WANTS

IDEAL FOR SERVICE MEN

DECAL TRANSFERS
ALL SHIP YARDS IN THE U. S.,
\$5.00 Per 100.
Ship Yard Occupation Decals,
\$2.50 Per 100.

NOW! NOW!
Our Entire Sample Line of
DECAL TRANSFERS
\$5.00

Jerome Rose Decal Co.
233 West 4th St., Los Angeles 13, Calif.

ment store with redwood jewelry while he went on to Chicago. He was working peelers and got plenty of mazuma before he left. Red Barker also met Mickey Horrigan, ex-scope worker, and Al Weisman, ex-peeler worker, who took him out for a real time and dinner at the Brown Derby with ringside seats at the Hollywood Stadium fights, topped off with a look-see at Earl Carroll's nitery. Barker expects to start with Horrigan and Weisman soon, representing them on the Pacific Coast. Seymour Popeil is knocking 'em dead with redwood and Lucite.

NOW'S THE TIME for careful thinking and talking.

BIG AL WILSON . . . still passing out combs, stopped by the desk last week on his way south. He'll trek back in three weeks to open McCoy stores in Ohio.

MADALINE RAGAN . . . was back in Cincy last week, commuting from Chicago, to pick up stock and connive with her husband, Ray Herbers, about their winter campaign. She stopped off at Indianapolis to see her daughter and granddaughter. Visiting Bill Baker, Madaline told of a surprise duck dinner in the Chicago apartment of Tip and Lil Halstoms, of sharpener and flower fame. Those partaking of the fowl were Harry and Sylvia Weber, Jimmy Wells, Mr. and Mrs. Hutchison, Doc and Mary Lytell and Madaline. Plenty of jackpots were cut up. Madaline is looking for pipes from Harry Myers, Doc Vic Lund, Doc Phil Bradley, Little Tommy Adkins and other old-timers.

HUSTLE THE NEXT COUPLE of months and then take it easy in the sunny climes.

DOC MATT HARLAN . . . and wife, Maxine, are located for the winter in Barberton, O., and maybe for the duration, as their son, Bruce, has entered the army. Bruce's wife and daughter are with her parents at Sheridan, Ind. Doc says he had a good summer working office on the Black Horse med show. He invites any of the lads to drop in and cut up jackpots.

IN THE WINDY CITY . . . quite a few old-timers mourned the passing of Montana Mae Belmont, at one time an ace pitchwoman. Madaline Ragan told Bill of the many folk who extended sympathy to Mr. and Mrs. De Graw, whose pet dog was run over by an auto and killed.

THE PUBLIC simply appraises the services rendered it and pays what it thinks those services are worth.

THE MAXWELL STREET LINE-UP . . . on a recent Sunday morn included Madaline Ragan, Tommy Burns, Shorty Lubin, Gypsy Carl Maise, Art Stein, Cuban Mack and family; Mr. and Mrs. De Graw and daughter, Mabel Rice, and her hubby; Louis Weit and the missus; Doc Gilbert Jericoe, Doc Bender and Chicago Blackie. Vitamins still going strong with Jack David, in the Boston Store, and with Mr. and Mrs. Du Boise.

A. L. FITCHETTE . . . lines that he has left the road for the duration, stored his concessions and bought a large rooming house in Milwaukee.

I. W. HIGHTOWER . . . letters from Atlanta: "The war has cut into fountain pen production, nevertheless I note some retail stores are getting

plenty of writing sticks. The manufacturers are evidently making a mistake. If they don't pay more attention to the penmen now the latter may forget those manufacturers who have not given consideration to the penmen's needs. Surely the penmen's money is just as good as the storekeepers. Certainly the manufacturers should stand by those who made them what they are.

"SOME PITCHMEN know it all but never know in reality what it's all about," says I. W. Hightower.

HARRY MAIERS . . . tells that things are humming in Birmingham, and that Sparks, the former jam man de luxe, is now offering sox to good takes.

REMINISCING . . . I. W. Hightower inquires about the old-timers and recalls some of the lads whose pipes are now long overdue, including Morris Kahntroff, Jerry Russell, Joe Clarke, George Silvers, Eddie Lorenz and George Marz.

GET THOSE INKSTICKS working, boys and girls, and send in some brief and to-the-point pipes.

PAUL E. ORDLO . . . pipes that he is in an Atlantic City hospital following a heart attack. He thanks Irving Rosenbloom, Edward Horney, Mack Weiner, Barney Weiner, Dick Wolfson and Al Jackson for their phone calls. He'd appreciate pipes from Charlie Ray, W. G. Barnard, Al Weisman, Phil and Al Green, Ollie Gordon, Charlie Ross, Spiegel, and the grand-daddy of all, Harry Poppeil, Al Fischer, Fred Langer, Sam Spiegel and the grand-daddy of all, Harry Prall, who is still pitching at 72. He particularly asks for a pipe from J. C.

Paddick Jr., operating with plastic gadgets in the Kress chain around San Francisco.

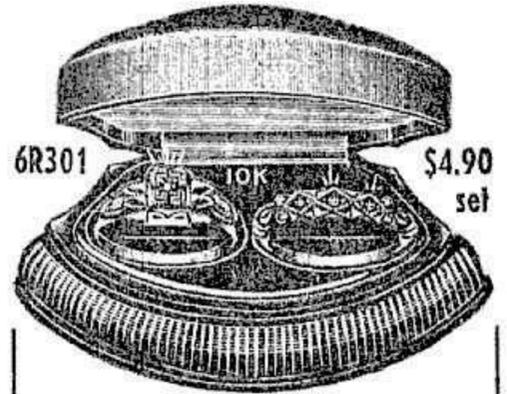
YOU WILL NEVER BECOME conspicuous for what you will do if you are satisfied with what you have done.

CARL HERRON . . . pipes from New York that "Lightning Calculator" Bill Schultz, recently retired pitcher, is writing a book. The Manhattan lads are asking for pipes from "Tumbling-Block Slim" Wagner, Danny Kaufman and Harry Myers.

KID CARRIGAN . . . shoots from Louisville: "This is a boomtown. Saw some of Pitchdom's worthy sons working on Market Street to large tips. One of them was Doc Fry. Who said pitchmen are all dead?"

Events for Two Weeks

- October 25-30
 - IND.—Hammond, Civic Center Circus, 25-28.
 - N. Y.—Buffalo, Dog Show, 30-31.
 - New York, Rodeo at Garden, 25-31.
 - WIS.—West Allis, Rodeo & Thrill Show at Fairgrounds, 23-31.
- November 1-6
 - ILL.—Chicago, Antiques Expo. & Hobby Fair, 1-6.
 - KY.—Louisville, Cattle Show, 3-5.
 - ME.—Lewiston, Poultry Show, 2-4.
 - MASS.—Boston, Rodeo, 4-11.
 - MICH.—Lansing, Dog Show, 7.
 - Middleville, Community Fair, 4-5.
 - Potoskey, Potato & Apple Show, 2-4.
 - N. J.—Newark, Dog Show, 7.
 - N. Y.—New York, Dog Show, 7.
 - TEX.—Beeville, Cattle Show & Rodeo, 1-2.



DIAMOND RING SETS
10K Gold Mountings

6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring Set \$4.00

6R307—3 Diamond Engagement Ring and 3 Diamond Wedding Ring Set 5.85

6R305—3 Diamond Engagement Ring and 5 Diamond Wedding Ring Set 6.40

WRITE FOR NEW CATALOG FEATURING MILITARY JEWELRY & DIAMOND RINGS.

BIELER-LEVINE
37 South Wabash CHICAGO 3

FOR VICTORY BUY U. S. WAR BONDS AND STAMPS

AFTER VICTORY

OAK-HYTEX TOY BALLOONS

WE'LL BE SEEING YOU

The OAK RUBBER Co.
RAVENNA, OHIO

HUSTLERS

MILK WHITE Auto and Furniture Polish Emulsion. Single ingredient, just add water. Your cost 10¢ per gal. Source of free screw top pint bottles wherever you are. \$1.00 for above information and formula.

W. H. BROERMAN
2215 Sinton Avenue CINCINNATI, OHIO

BIG PROFIT SELLING U. S. WAR WORKERS

Beautiful post card size Decals for all War Workers for windshield, lunch box, suit case or window. Designs of B24 Bomber, Jeep, Tank and Wings. Retail 2 for 25¢. One man sold 30,000 near one plant. Send for assorted samples of 100—\$4.00. 1/3 with order, balance C. O. D.

E. A. GORNEY, 302 Arnet, Ypsilanti, Mich.

PAPERMEN

Plenty money in the cotton states this year, and entire South is open; collections greater than in past ten years. When ready to come, write either

JIMMIE KELLY | **J. L. ROGERS**
South Land Annex Bldg. | Insurance Bldg.
Dallas, Texas | Raleigh, N. C.

GET ABOARD, Live Crew Managers and Salesmen. Service Men's Magazine (Est. 1916) sponsoring Order of Blue Star for getting ammunition to front. Fast selling service joke books. Year's review "Yank" Army Paper, facts, fiction, hot cuts, new to public. Will Rogers joke book. Premium items. Free copy U. S. Service killing all ordinances. Samples 10¢. **SERVICE MEN'S MAGAZINE**, 169 Duane St., New York 13, N. Y.

CREW MANAGERS, SHEET-WRITERS, with EXCELLENT REFERENCES ONLY, to promote **THE AMERICAN CITIZEN** Established 1930

169 Duane St., New York 13, N. Y.
Sponsored by Service Men's Magazine established 1916. Specializing post war REHABILITATION LEGISLATION. Supporting Congressman Patman's Bill and other legislation behalf of service men and their dependents. Samples free 20 per cent turn in.

15c GALLON North Pole Anti-Freeze. Big Profit. Make and Sell From This Guaranteed Formula and Instructions, \$1.00. (Material obtainable in open market.)

DIAMOND X PRODUCTS
Box 213 Gabbs, Nevada

TRADE PAPER MEN

Can use several good Men, National, Southern, Mid-West. Sure-fire money-getting papers. Write or wire

JACK TYLER
511 Phoenix Bldg. Minneapolis 1, Minn.

CHewing GUM SORRY!

No new Agents' Territory open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

The Big ISSUE No MERCHANDISE ADVERTISER WANTS TO MISS!

Of Great Importance to Merchandise Manufacturers and Jobbers!

CHRISTMAS MERCHANDISE ISSUE

Every merchandise buyer is face-to-face with the same problem this year—obtaining sufficient quantities of merchandise for the Christmas buying splurge. Reader attention has soared to a new all-time high for Billboard advertisers. The Christmas Special Merchandise Number, dated November 27, will be the big catalog-type issue for these buyers. They are waiting for it now! Don't miss it—advertise your complete line and get immediate results.

FORMS GO TO PRESS WEDNESDAY, NOV. 17

Mail Your Advertising Copy Now

The Billboard Publishing Company
25 Opera Place Cincinnati 1, Ohio

FAMOUS ELECTRIC ENGRAVING PENCIL

Favorite of 5 and 10's, pitchmen, libraries, industries, etc. Great money maker for you wherever crowds appear. "So easy to handle, does such beautiful work." Guaranteed one year. Five-day approval. "Just with a twist of the wrist engraves fine, medium or big lettering in gold, silver or color foil on almost any smooth material; wood jewelry, sea shells, silk, leather, plastics, enameled metal, etc. Famous professional model, switch on 7-foot safety cord. \$7.25 cash (M.O.) postpaid, with six rolls superior gold foil. Extra foil, gold, silver, colors, twelve rolls, 1"x400", \$4.80. We originated the famous, practical electric pencil in 1931.

R. E. STAFFORD
2434 N. MERIDIAN ST. INDIANAPOLIS 8, IND.

Engraving Jewelry STILL AVAILABLE

Immediate Shipment — Order Now

From Catalog #26 we can still supply—stocks limited; also a few other styles not listed in catalog #26. Send for up to date list now.

MILITARY JEWELRY

Send open order for your needs—give some details.

STATE YOUR BUSINESS.

HARRY PAKULA & CO.
5 N. Wabash Ave. Chicago 2, Ill.

New . . . DECAL TRANSFER

by JEROME ROSE DECAL CO.

What the Senor south of the border thinks of the gas rationing. This transfer comes in six beautiful colors, price is \$5.00 per 100. Send for our complete sample line of decals only \$5.00.

JEROME ROSE DECAL CO., 233 West 4th St., Los Angeles 13, Calif. Decal Transfers made to order.

Home Trek for Stephens Personnel After Closing

HARDIN, Mo., Oct. 23.—Chariton (Ia.) Fair marked closing of the Stephens Shows' season, which was estimated as best in history of the show. Altho rain was encountered at the beginning of the season, not a night was lost.

Movements of some of the personnel: P. F. (Bud) Whitney and wife, Cora, bingo; Harry Whitney (they also have the Wild Life Exhibit), Des Moines; Mr. and Mrs. Red Coatney and daughter, Dorothy, two ball games, Centerville, Ia.; Albert Fowler, ball game, and wife, Mickey, penny pitch, Queen City, Mo.; Wingle Stewart, game, Mason, Ia.; Peck Brooks, high striker, Livonia, Mo.; Alva (Bassie) Caswell, popcorn, Queen City, Mo.; Nick Carter and wife, Peggy, and M. Hazard, pan game, Tama, Ia.; Mr. and Mrs. Virgil Grey and son, Harold, snow cones, refreshment stand and cork gallery, Unionville, Mo.; Lee Percell, Merry-Go-Round foreman, Spickard, Mo.; C. (Slim) Nelson, Ferris Wheel foreman and electrician, and wife, Violet, bingo assistant, Kirksville, Mo.; Rusty Woods, Girl Show, Centerville, Ia.; Charles and Ruth Nichols, Auto and Kiddie Rides, Waterloo, Ia.; Sealey Ceals, and wife, Edith, Athletic Show, Centerville, Ia. Delmar Harridge and mother stored their two concessions and free act equipment in Queen City, Mo., and expect to go south for the winter.

Polack Bros. Booked For Tulsa November 2-7

TULSA, Okla., Oct. 23.—Polack Bros. Circus will take over the Coliseum here beginning night of November 2, for a six-day engagement. James Rison, advance man for Polack, was here last Saturday, paving the way for the show.

Rison reported a sizable contribution to the Third War Loan drive by Polack Bros. on the swing eastward from the West Coast. Up to now, he said, more than \$3,000,000 in War Bonds have been sold during street shows staged by performers. In El Paso, Tex., \$350,000 worth of bonds were sold in an hour and a half show. A similar event will take place here.

LEWIS ORG TO STRATES

(Continued from page 31)
the rides and canvas. The equipment will be combined with his Strates Shows property, and he contemplates taking out a greatly enlarged show in 1944. Art Lewis will be associated with the Strates shows in an executive capacity, but will devote most of his time to his parks here and his other business interests in New York.

Shows Merged in Spring

"The Lewis equipment will be left in the Norfolk quarters until spring," said Strates. "The Strates shows will winter in Mullins, S. C., and the two units will be brought together next spring for a greatly enlarged show."

Lewis, head of the Greenco Corporation, will continue to direct its operation of concessions in Ocean View Park here and full operation of Seaside Park, Virginia Beach, recently purchased by the Greenco Corporation for \$275,000.

Rides Going to Parks

"Rides of the Lewis shows will be placed in Ocean View and Seaside parks,"

PHONE MEN

Want experienced Phone and Program Men for Elks' Charity Show. Lots of good deals to follow. Wire or write TOM HASSON, Elks' Headquarters, Virginia Land Bank Bldg., Rooms 501-502, Charleston, W. Va.

WANTED

Telephone Solicitors Advertising Banners & Tickets.
MICKEY BLUE
Polack Bros.' Shrine Circus, Care Shrine Mosque, Peoria, Ill.

WANT

For Richmond County Fair Association Fall Festival

Hamlet, N. Car., November 1st through 6th
Busses from Camp McCall every hour, with 40,000 soldiers. Annual American Legion membership rally. War Bonds given away each night.
Can place Chairplane Foreman and a few Semi Drivers. Want Concessions of all kinds, including Pop Corn. Shows with own outfits. Big Armistice celebration to follow.
All Answer to R. C. McCARTER, Gen. Mgr.

UNITED AMERICAN SHOWS

Carthage, N. Car., this week, and Hamlet, N. Car., next week.

Lewis said, making 16 riding devices in all. "Pending litigation with the ownership of Ocean View Park has been amicably settled. The Greenco Corporation now has a long-term lease in Ocean View and has assumed ownership and management of Seaside Park."

Harry Nicholson, prominent Norfolk showmen's attorney, represented both parties in the deal, and in the conferences of the two show owners was Charles Lewis, brother of Art Lewis and associated with him and Jack L. Greenspoon in the Greenco Corporation.

Crews in Mullins Quarters

It was said that the railroad equipment purchased consists of 17 flatcars, two coaches and one boxcar. Winter quarters for the Strates Shows in Mullins were arranged for by General Representative William C. Fleming.

Southern fairs played by the Strates Shows, especially those in Danville, Va.; Burlington, N. C., and Greenwood, S. C., were reported to have given gratifying grosses. Plans have been made for extensive work in the Mullins quarters and crews will be retained to recondition and do construction for next season.

LYNCH HALIFAX BASE

(Continued from page 31)

in Halifax and closed here with a four-week stay, establishing Canadian carnival history for length of showing in one community. Both Halifax stands were without auspices and the same applied to two weeks at Sydney, N. S. On the tour, business was good. Most of the rides set new records for grosses. A dime pay gate prevailed, including Halifax. The American Eagles, a high-wire bicycle act, two men and a woman, gave two daily performances for about 17 weeks. Members of the free act also operated a concession. In Halifax Bill Lynch hosted inmates of Protestant and Catholic institutions for orphaned and deserted children and men and women of the city home for aged poor, and in St. John, N. B., orphans and abandoned children, Catholic and Protestant.

A-S GOES TO BARN

(Continued from page 31)

personnel the show never missed a Monday opening and went into quarters looking spick and span, as much paint had been spread during closing weeks under direction of Mrs. M. A. Srader. Staff remained unchanged thruout the season, as did the ride foremen, most of whom signed to return in 1944.

Mr. and Mrs. M. A. Srader, owners and managers, are in Wichita, where their daughter, Patsy (shows' treasurer), is in her junior year at the university. Gabe and Grace King, bingo operators, went to Oklahoma City. Roy and Ada Frear with their daughter, Maxine, placed their cookhouse in quarters and went to Texas for a visit. They will return home to Wichita. Hughie Carlin, in charge of the kiddie rides, will rest in Wichita and then go to California for the winter. Mr. and Mrs. Cliff Meyers went to Fulton, Mo., to place their son, Bill, in school, then south to play a few late spots. Mr. and Mrs. L. Stroud went to Topeka, where they have a studio.

Ken Smith to Coffeyville, Kan. Elvin and Arline Bishop to Wichita. He has for years been the shows' Eli Wheel operator and she has the cigarette gallery. Mr. and Mrs. Tom Mooney went to Topeka, where they recently purchased a home. He continued to Shreveport and a few other spots, while Mrs. Mooney gets them moved into the new house. Coonie Clark, Tilt foreman, went to Herington, Kan., where he has an interest in a business. Charles Gerhart, snow cone and floss, went to Lake Herington for a few weeks fishing before going to Wichita. Fred and Freda Hamilton placed their popcorn outfit in storage and will rest at their home in Newton, Kan. Fred, the shows' boss mechanic, is proud of the fleet of trucks. Freda hung up new popcorn records.

Mr. and Mrs. Denton, of concession row, went to their home in Nebraska. Ben Roweth will be in Texas until

Christmas, then home to Denver. Guy Forres, of the Crime Show, went to Denver, where he has long been doorman at the Gem Theater. Mr. and Mrs. Albert Martin and son went to Ottawa, Kan. A girl-show operator, he enjoyed a banner year. Mr. and Mrs. Red Ryan went to Kansas City and points east, where he has winter matches lined up. Blackie Miller and family will winter in Florida. He was ride foreman with son, Jackie, on the Tilt, and daughter, Wanda, helping her mother on diggers. Bill Mahoney, novelty man, reported a banner summer and will as usual cut up jackpots in the Reid Hotel, Kansas City.

The John T. Hutches Modern Museum went into quarters on his farm near Cassville, Mo. His feature, Prince Oddie, mentalist, went to Pittsburgh. Mr. Payne, of Funhouse and ride note, went home to Norton, Kan. His son, Vic, former ride boy on the show, has received the Purple Heart decoration in the South Pacific. Mr. and Mrs. Larry Nolan jumped home to Denver and, after a few weeks of rest, will open a studio and novelty jewelry stand in downtown Denver. He will be back as general agent next season, which will be his fifth consecutive one. Mrs. Nolan had a great season with her pan game. The show had a good 27-week route in Kansas and Nebraska, playing defense towns and three fairs.

FINAL CURTAIN

(Continued from page 30)

his wife Mae, known professionally as Virginia Goodwin. The Norths retired from show business in 1927 and settled in Columbus. Services in that city October 21, with interment in Riverside Cemetery there. Besides his widow he is survived by a stepson, Pearl A. Lunn, and a sister, Mrs. Arthur N. Borden.

PETERS—Aloys (The Great), 45, known as "The man who hangs himself and lives to tell it," October 22 at the Wild West Rodeo and Thrill Circus, under auspices of the Firemen's Pension Fund in St. Louis. He was killed at the climax of his act in which he allowed himself to drop with a noose around his neck from a high platform. He had increased the height of the drop for the St. Louis show, and his neck was snapped when the rope failed to extend to its full length and his plunge was abruptly halted. He was rushed to Deaconess Hospital but was pronounced dead before arrival. He came from an old circus family, was born in Germany and came to this country in 1931 and had appeared with circuses and at numerous outdoor events. Survived by his widow, the former Catherine Cowdery, who was with him in St. Louis, but did not witness the fatal accident.

ROPPOLO—Leon, 41, organizer of the New Orleans Rhythm Kings and one of the outstanding clarinet players, in New Orleans October 14. He organized his band in 1920, and together with the Dixieland Jazz Band, made jazz history. His numerous recordings are now among collectors' items. He had also toured the Orpheum Circuit with Bee Palmer. Survived by his widow, a son, his mother, a brother and two sisters.

SALMON—Thomas, veteran outdoor showman and former lot superintendent on various carnivals, including Johnny J. Jones Exposition and Rubin & Cherry Exposition, in New Orleans October 18 of a complication of ailments. Funeral services were held October 20 in the Leitz-Egan Funeral Home and in St. Patrick Church. Funeral arrangements were in charge of J. E. (Shanty) and Billie Mahoney.

SPIELMANN—Louis, 68, veteran vaude agent, October 17 in New York of a heart attack. He was European representative for Ringling Bros. and Barnum & Bailey Circus, the New York Hippodrome, and the Keith-Albee and Orpheum circuits. Survived by his widow, a daughter and son.

STODDARD—Burtram (Toby), 66, veteran rep and stock actor and musician, at his home in Cleveland October 12 after a brief illness with pneumonia. A native of Norwich, N. Y., Stoddard entered show business in 1900 and trouped at various times with the Lou Dockstader, Haverly, Nankyville and John W. Vogel minstrels, Charley Waldron's Trocadero and the William Kibble, Leon Washburn and Thomas L. Finn Uncle Tom's Cabin companies. He also had out his own road company, the Stoddard & Williard Tom show. In recent months he and his wife, Lucille Lewis, appeared with the Ralph Young Players in Cleveland. Services at the Lorree Wells Funeral Home, Cleveland, with interment in White Haven Memorial Park there, members of the Young Players serving as pallbearers.

Surviving are his widow and two daughters, June, a night club performer, and Elsa May.

WALLE—Alfred W., 74, theatrical business manager and advance representative at his home in New York October 20. In his early days he was stage manager for the late George Lederer, and in 1906 Henry W. Savage engaged him as company manager for King Dodo and The Prince of Pilsen. Later he served in the same capacity with Alma, Where Do You Live?; Mr. Hopkinson, Abie's Irish Rose, Ruth Draper and with the Shubert's in Chicago. At various times he managed the Stone Opera House, Flint, Mich., and the Grand Opera House, Grand Rapids, Mich. Services under the auspices of the Actors' Fund of America at Walter E. Cooke's Chapel, New York, October 21. Interment in the family plot in Kensie Cemetery, Westchester County, N. Y.

WOLFORD—Josie Edna, 58, wife of Henry Wolford, former dog and monkey trainer and later a concessionaire, October 10 in St. Petersburg, Fla. Burial in Memorial Park, St. Petersburg.

Marriages

DIRMAN-PINKER—Eddie Dirman, trap drummer at the Coronado Hotel, St. Louis, to Jackie Pinker, dancer, October 14 in St. Louis.

FORD-POWELL—Eleanor Powell, tap dancing screen actress, to marine Sgt. Glen Ford, former film actor, October 23 in Hollywood.

KNIGHT-OSTERBERG—Fred Knight, announcer with WIBG, Philadelphia, to Eleanor Osterberg October 15 in New York.

LEVINE-BAILEY—Stanley Levine, treasurer of the Selwyn Theater, Chicago, to Charlotte Bailey, secretary to Abe Cohen, manager of the Selwyn, October 18 in Chicago.

RAYCROFT-HART—Russ Raycroft, former WGN producer now in the U. S. Maritime Service, to Frances Hart, employee of the WGN transcription department, October 11 in Chicago.

REESE-DAVIS—Jackie Reese, ice skater, for the past month at the Hotel Netherland Plaza, Cincinnati, and Florence Davis, former ice skater and now a New York dress designer, in Cincinnati October 18. The bridegroom was inducted into the army the following day.

SMITH-O'CONNELL—En. Clifford Smith Jr., USNR, to Helen O'Connell, singer formerly with Jimmy Dorsey, October 19 in New York.

Births

A daughter to Mr. and Mrs. Norman Wheaton October 19. Father is manager of the Telenews Theater, Detroit.

A son to Mr. and Mrs. Tom Richley October 13 in Cincinnati. Father is drummer on staff of WLW-WSAI there and mother is the former Jeannine Macy, radio vocalist.

A daughter, Valerie Lynda, October 15 in Research Hospital, Kansas City, Mo. to PFC. and Mrs. H. A. Eads. Father was known professionally as Howard Sharlan, emcee and producer, and mother is Mignon, character dancer.

A daughter to Lieut. and Mrs. Ole Cassini in Washington October 15. Mother is Gene Tierney, film actress.

A son to Mr. and Mrs. Andy Wong in San Francisco October 19. Father is the owner of the Chinese Sky Room niter there.

Divorces

Julie Leonard Taurog from Norman Taurog, motion picture director, October 6 in Reno, Nev.

Nancy Sewell Anthony from Earl Kelly Anthony, son of Earle C. Anthony, San Francisco radio executive, in Reno, Nev., October 2.

Beatrice Goetz from Harry M. Goetz, pioneer motion picture producer, in Reno, Nev., October 14.

Betty Lee Crandall Rohs from Edward H. Rohs Jr., musician, in Cincinnati October 21.

Joan Marsh, film actress, from Charles Spencer Belden, screen writer, in Las Vegas, Nev., October 23.

Great Peters Is Victim of Fatal "Hanging" in Act

ST. LOUIS, Oct. 25.—Death of Aloys (The Great) Peters, 45, at the Wild West Rodeo and Thrill Circus under auspices of the Firemen's Pension Fund here October 22, was caused by an accident in the act which he had been presenting for about 13 years. Billed as "The man who hangs himself," he had been with several circuses and had appeared at many indoor and outdoor events.

His widow, the former Catherine Cowdery, whom he married here three years ago when he was appearing at the St. Louis Police Circus, usually witnessed all his performances as an assistant. But, being an expectant mother, she was absent during the fatal show and was taken to a hospital following the tragedy and later removed to the home of relatives.

She said that Peters had lengthened the drop in his act, in which he plunged with a rope noose around his neck from a high platform, for the St. Louis Show. Ernie Young, producer of the show, said it appeared that the canvas-enclosed rope used by Peters had been extended by rubber and steel cable, the rubber to ease the force of the drop and the cable as a safety factor. Apparently the rubber used failed to break the fall from the additional height and Peters's neck was snapped when the rope failed to extend to its full length, leaving him dangling in the air after an abrupt stop. More details in the Final Curtain.

RB SEASON BIGGER

(Continued from page 38)

robs, flags, banners and the like were replaced with new ones near midseason.

Season's Business Better

As the show ended its stand here, with the end of season close at hand, General Press Representative Roland Butler disclosed that the circus has had a somewhat healthier season's business than in 1942.

"We haven't had nearly the draw from the outlying feeder localities because of mileage rationing, but the immediate location vicinities, many of them war-worker swollen, have more than made up," Butler said. The season opened at New York, April 9, and closes at Tampa, Fla., November 6.

Butler issued the following 1943 estimate based on actual figures to date: "Number of persons who attended performances—4,270,000. Men and women in armed forces admitted free during season—36,750. Entire performances donated to U. S. Treasury Department and given free to purchasers of extra War Bonds—eight. Bond buyers given free tickets—194,656. Total of their extra War Bond purchases—\$100,000,000. Performances scheduled—374. The season has included 188 exhibition days; 7,443 miles traveled; 57 cities visited and 17 States and 10 capitals; 15 Sundays played; 18 railroads used; 1,467 employees. There have been 13 three-day stands and 17 one-day stands. Longest

Jump was Springfield to Buffalo, 387 miles, and shortest was Livernois Avenue to Harper Avenue, Detroit, 10 miles."

SLA

(Continued from page 32)

quin, Milo Anthony, Solly Kann, Dock H. Parks, William R. Snapp, George M. Knight, Michael Blue, Marshall L. Green, Fred D. Williams. They are credited to Harry Ross, Earl H. Parks, James Dewey, Ray Belew, I. J. Polack, Lou Leonard, Bernie Mendelson, F. J. Bligh and H. B. Shive. Nominating committee, to report the regular ticket at the next meeting, is G. L. Wright, James Campbell, Ned Torti, Rudy Singer, Ed Wall, Petey Piver and Charles G. Driver, with George Terry and Irving Malitz, alternates.

For the banquet and ball December 1, Chairman Sam J. Levy reports that reservations predict a sellout. Whitey Woods and Frank Perry are back. Izzy Brodsky in from Canada. Charles R. Hall back after a prolonged absence. Ned Torti in for the meeting. George Terry returned and Max Sharp still here. Other visitors included A. R. Cohn, Maxie Herman, Jack Tavlin, Fizzle Brown, Paul Delaney, Toby Wells, Harry Ross, Pete Wheeler, Ray Marsh Brydon; Joe Burns, Detroit; Leo Sennett, John Wulf, Edmund Kornrumpf, Jack Temkin, Jack Andrews and A. E. Seiden.

Obligation was given to William B. Townsend, Charles Bohdan, Smiley Daly and Jack Krutt, Lew Keller officiating. A committee was appointed to get figures on a commemorative tablet for Showmen's Rest. Action has been taken to dedicate a section of the album as a memorial to brothers who have passed on, and the name of John O'Shea will be first in this section. Recent donors to Red Cross Drive included Harry Mamsch, J. Kaplan, Maxie Herman, William B. Townsend, Ed Kornrumpf and Smiley Daly. Servicemen's fund was increased by donations from Smiley Daly, Ollie Bradley and sale of two bond boards. Orval Harris, who closed his season, has returned.

PCSA

(Continued from page 32)

silent prayer for them was given. Many are coming in from summer tours, and among those present for the first time in several months was Nina Rogers, chairman of the finance committee. Mary Texeira, who came from Oakland, spoke a few words. Marlo LeFors and Ethel Krug arrived late. Rosemary Loomis said that her mother, Jessie Loomis, was expected in the city soon. Condition of Lalia Pepin is improving at her home. Mrs. Leta Jones, who was present, was to be operated soon in California Hospital.

Peggy Forstall, bazaar chairman, exhibited some lovely articles brought in by Lillian Eisenman. Bank night award went to Elsie Sucher, and Lucille Dolman won the door prize donated by Mary Tulle. Mrs. Zack Terrell, of Cole Bros. Circus, sent a check for \$204, a donation from Cole circus people to be added to the Sick and Relief Fund of the auxiliary. Martha Levine gave a donation for the cemetery fund. There was a letter from Rely Burglon. Helen B. Smith, chairman of the homemakers' project, reported good co-operation.

EXPOSITION AT HOME SHOWS WANT

For Soldiers' Payday, Monroc, N. C., November 1 to 13, with Concord and another Big Camp Site for two weeks. Concessions all kinds. Shows with own equipment not conflicting. Want Working Acts for Side Show, Dancers for Girl and Posing Shows; wire Bull Martin or Johnnie McIntyre. Place A-1 Secretary that understands office and all forms taxation applying to carnivals. Place capable Help. Will buy or book Kiddie auto, factory built or equivalent. Wire. Address ROX GATTO, Winston-Salem Colored Fair, Southside Ball Park, Winston-Salem, N. C.

WANT FOR FRANKLIN COUNTY FAIR

Apalachicola, Fla., November 8-13; then two weeks in downtown Birmingham, Ala.: Grind Shows and Girl Shows with own equipment. Legitimate Concessions of all kinds, join now for Bay County Fair, Panama City, Fla., October 28 Through November 6. Replies,

J. F. SPARKS

PEE DEE FAIR

FLORENCE, S. C., NOVEMBER 1st to 6th Inclusive

WANT—Two Girls for Posing Show. Must be young and attractive.

WANT—A few Carnival Skilled Workingmen in all departments. Top salaries paid by the office.

CAN PLACE ALL LEGITIMATE MERCHANDISING CONCESSIONS AND EATING AND DRINKING STANDS AT ALL FAIRS.

FREE WINTER QUARTERS FOR ALL ATTRACTIONS JOINING AND BOOKING FOR THE 1944 SEASON, OPENING THE FIRST OF APRIL, DOWNTOWN IN PETERSBURG, VA. Winter Quarters at Fairgrounds, Petersburg, Va.

All Address

CETLIN & WILSON SHOWS, Inc.

WAYNE COUNTY FAIR, GOLDSBORO, N. C., THIS WEEK.

Scott Exposition Shows WANT

For LAWRENCEVILLE, GA., FAIR next week, Musicians and Performers for Minstrel Grind Shows. Concessions of all kinds and Concession Agents. Want to buy Fly-o-Plane or Octopus. Free winter quarters to those booking for 1944. Want Ride Help. Irving and Blvd., Atlanta, Ga., this week; Lawrenceville, Ga., next week; then Atlanta Lots as long as weather permits.

GOLD MEDAL SHOWS WANT

For Greenville, Miss., Legion Celebration, November 1 to 6 Frozen Custard, Penny Arcade, Novelties, Basketball and 10-Cent Merchandise Concessions. Big Army Air Base Payday and good Cotton Crop should make this a big date. Address

OSCAR BLOOM, Manager, Marks, Miss., this week.

WANTED FOR DISABLED VETERANS' INDOOR CIRCUS

OPENING NOVEMBER 15, TOLEDO, OHIO

We now have 17,000 square feet on one ground floor. Can place a large high-class Pit Show and high-class clean Vaudeville Girl or Posing Show. Can place Crystal Maze, Glass House or Fun House. Also can place Animal Show or Monkey Circus, Midget or Fat Girl Platform Show, Big Snake and Model City Show. Would like to place a Flea Circus. We still have choice space for Merchandise Concessions and Demonstrators. We can use two more Free Acts. Also can place high-class Program, Banner Advertising and Photo Man. Can place a capable Secretary. Hodges Pit Show and Carl Romney, also Fred Guthrie, get in touch with me.

K. G. BARKOOT, Director
624 SUMMIT STREET

PHONE: MAINE 0428

E. L. YOUNG, Mgr.
TOLEDO, OHIO

FORT MYERS, FLORIDA, AMERICAN LEGION FESTIVAL

WEEK NOV. 1ST

WANT legitimate Concessions—High Striker, Pitch To Win, Ball Game or any Concession that works for 10 cents. Ft. Myers is Florida's big boom town. Location: City Park, in heart of town. Have ten weeks in "boom" spots. Want Ride Help of all kind. Top salaries, all winter's work. Doc Stanton, get in touch. Address:

MONARCH MIDWAY

N. P. ROLAND and LONNIE PERKINS, Venice, Fla., this week.

Playland Amusements, Inc.

Want Cannon Act. Can place Bingo, Penny Pitches and any legitimate Concession. Want one more Show. American Legion Celebration, Moultrie, Ga., November 1-6, Soldiers' Payday. American Legion Armistice Celebration, Thomasville, Ga., November 8-13. This week, Eastman, Ga.



Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago 1, Ill.

Association Work—12

LOCAL ADVERTISING

Many trade organizations that have difficulty in mapping out a program of local activities may be able to simplify the problem somewhat by adopting a schedule of local advertising. The purpose of this advertising, placed over the association name, would be to build good will for the trade as well as all members of the group. Many trade organizations in the largest industries in the country are following such a plan so there is plenty of precedent for the idea.

Moreover, a number of associations in the coin machine trade have during past years carried out such creditable advertising programs that some good examples are already available to the trade. The Billboard has published an eight-page bulletin on the subject which illustrates a number of examples of actual work done in this field.

It happens in some cases that members of the trade who cannot see any other reason for being active in the local organization will quickly realize the value of something so concrete as a local advertising program. If such a program is started, then the membership committee should get busy at the same time in a concentrated effort to get every member of the trade in the community into the organization to help support the program. The advertising will give something concrete upon which to base appeals to stragglers and inactive members.

The style and theme of such an advertising program can be varied thru the whole field of ideas in the great advertising business itself. Examples taken from the coin machine industry range all the way from full-page display ads in local newspapers to the use of billboard advertising in the community. One of the outstanding examples appeared in Akron, O., some years ago, in the form of full-page display copy in local newspapers. The layout and copy was as dignified and effective as any advertising ever used by a great industrial firm. Incidentally the ads bore the signature of the Akron Amusement Association and Affiliated Merchants. It is worth noting that locations were included in the program.

Just to mention a few examples, the Phonograph

Merchants' Association of Cleveland has perhaps carried on the greatest sustained program in the industry; the Associated Operators of Los Angeles County (Calif.) have set a unique example for great variety in forms of advertising used over a long period; the Minneapolis Amusement Games Association distributed an attractive and patriotic wall calendar for 1943, and others have used newspaper space. There really is no limit to the ideas that may be used.

When newspaper space is used, the association should work closely with an advertising man since he can help in many ways. In some cases the association may lead in the advertising program in the local papers while individual firms support the program by taking smaller space along with the association advertising.

The war period suggests the advisability of using patriotic themes in all programs. In fact, the emergency creates an opportunity for trade organizations to win credit to themselves and their members by carrying out aggressive publicity programs using patriotic themes. Members in the business today expect to be in it when the war is over and now is the time to start building good will for the post-war period.

Paying for the advertising program is a big problem, like all other financial questions facing local organizations. Every organization should try first to get special contributions from all members for the advertising program. If this fails, then it is a question of financing a small program from the regular funds of the organization. In many cases, it may be a lot easier to get extra contributions after a program is started to show what it really looks like.

The question will always come up about the advantages of making a big splurge or carrying on a smaller program over a longer period of time. On this point all advertising men have their own opinions. There are occasions which really call for a big splurge, but a general rule would suggest a more modest program extended over as long a period of time as possible.

ENTERTAINMENT FOR MEN IN THE NAVY

Music Very Appropriate



CHICAGO, Oct. 23.—Many opportunities for patriotic services have been presented to the coin machine industry during recent months. One of the most interesting contributions made to the morale of men in the services was the donation of equipment of various kinds for a new navy ship by certain manufacturing firms.

Officials of Bally Manufacturing Company led in this movement, and they were joined by some other manufacturers who contributed certain types of equipment. These leaders in the coin machine trade say there is a wonderful opportunity for various associations and heads of coin machine firms to carry on in this great work. They say that new naval vessels are being built and equipped continually and that the officers and men from every vessel would welcome various types of amusement devices for use on the ships.

The plan would call for equipment totaling about \$2,500 to \$3,000 in value. The donations made to a recently commissioned ship included various devices, ranging from phonographs and a full supply of

records to small games of all kinds, including checkers, and every possible form of game or entertainment device that could be installed on a ship without interfering with navy routine and war conditions. It is understood that all equipment must meet the approval of navy officials and plans should be approved before any equipment is purchased. One suggestion is that any organization or individual firms that may wish to equip a new vessel should get in touch with Capt. J. D. Barner, USN, CVE Pre-Commissioning Detail, U. S. Naval Station, Astoria, Ore.

Expressions of appreciation from men and officers who have already received such donations from the trade are so enthusiastic that a general program of such contributions is being urged upon the industry. Since everything must be carefully planned, it is suggested that organizations or individuals write The Billboard before taking further steps. Due to the cost of equipment for supplying one vessel, it may be necessary to get two or three organizations or a number of firms together in order to supply the equipment. For that reason The Billboard will undertake to get interested parties together. Address the Coin Machine Department, The Billboard Publishing Company, 155 N. Clark Street, Chicago 1, Ill.

FOR THE NAVY. Ray Moloney (right) and George Moloney, president and vice-president respectively, of Bally Manufacturing Company, Chicago, look over ex-station sound system which the firm recently presented to the officers and crew of a new navy vessel.

EASTERN FLASHES

By BEN SMITH and BOB SEIDEL

In Self Defense

Meyer Parkoff, Atlantic Distributing, has finally done it. He has made the big decision to build himself a private office. The railing which divided the front of the Atlantic Distributing store and enclosed Meyer's and his secretary's desks, is soon coming down and a wall will go up to give Meyer a chance to talk and think in peace. This is going to be done in self defense, Meyer says. His juke box repair department has been so busy lately that with the machines being tested constantly and at full strength, finally forced him to decide to get some privacy.

In Town

Bill Donlon, well-known arcade man and bingo operator from Utica, N. Y., came to town for a few days last week to take in the first fall meeting of the Arcade Owners' Association and, believe it or not, to entertain and show the sights of the big city to his janitor. The janitor had never been to New York, had always wanted to see it and Bill, in appreciation for more than 15 years of the janitor's services, graciously offered to take him along. Being a colman it is not surprising to learn that Bill's favorite hobby is coin collecting. He has two sons in the service, one in India, the other still in the States.

Out of the Army

Nat Gores, former phono operator, is back in civvies after spending more than 18 months in the army. Nat never expected to be out of it so soon, in fact he was all prepared to be shipped overseas. However, as a result of a final physical examination before being shipped, he received an honorable discharge and is now in the process of becoming acclimated again to civilian living.

Of This and That

Dorothy Levine, Sam Sach's efficient secretary, has just completed four years with Aeme Sales. Sam remembered with a gift. . . . Sidney Moskowitz, Bridgeport, Conn., was in town on a buying visit. . . . Sid Abrams, Chemical City Music Company, Charleston, W. Va., was another visitor. . . . Max Levine, Scien-

tific Machine Corporation, was spotted strolling thru Bronx Park with his lovely wife. That was really something for Max and the missus are Brooklynites. . . . Louie Rosenthal, well-known mechanic around town, believes he has a number of inventions that will click after the war is won. He was spouting about them while working over a machine at Leon Berman's New York Supply store. Leon and Charlie Katz, Buckley's Eastern representative, are preparing to leave together shortly on a buying and selling trip that will take them thru Pennsylvania, Ohio, Indiana and Illinois. Trip may last two or three weeks. . . . Mrs. Helena Fuller, arcade and amusement machine operator from New Hampshire, paid a surprise visit to New York and took in the AOA meeting. She also joined the association. . . . Lt. Earl Winters, stationed in Wyoming, is now doubling as a master of ceremonies when shows are put on for the boys. He can do that right well, as those who watched him work way back when can verify. . . . When discussing proposed levy on howling alleys last week, it was not intended to infer that this proposal was intended to cover coin machines.

Philadelphia Notes

Al Cohen gave up his Almar Music Company to devote all his time to pinball operations, selling his record business to C. R. Rosenthal. . . . Sid Meyers, music operator trading under his own name, made for the latest service star on the local industry's honor roll. . . . he left for the army, but not before all the boys got together and gave him a swell send-off at Jack Lynch's Walton Roof. . . . Decca Records' distributing branch, which has been functioning in temporary quarters because its building was razed by fire, will soon move into its own new building, a center-city location. . . . Joe Nanni, Decca branch manager, will thus be in a better position to service the operators with records. . . . Louis N. Sussman's Lyric Amusement Company is the latest to set up a department for the rental of music machines to private parties. . . . Many of the operators are shortening their hours of operation, because of the man-

power shortage, with some of the boys taking part-time jobs in local war industries.

Stocks of Vender Parts Available

CHICAGO, Oct. 23.—Cameo Vending Service, a distributing firm that purchased the remaining stocks of the Unedapak cigarette and candy vending machines some time ago, announces that they can still supply parts and accessories for these venders. Cameo purchased a large stock of parts and have continued to serve operators in this field.

Edward W. Barnett, of the firm, says that they have a large quantity of change-over levers available. The firm also is well equipped to handle repair jobs on vending machines and offers excellent service to operators.

Fort Worth

FORT WORTH, Oct. 23.—This city's largest auto sales agency, Mastin-Parris Motor Company, has been turned into a reconditioning plant for bottle caps with the result that thousands of used caps from beer and soft drink bottles are being reclaimed each day. The caps go

thru nine different chemical processes and then are baked for final sterilization for an hour in 150-degree heat.

Output is approximately 250,000 caps a day. This means a saving of 1,500 pounds of tin and sheet metal daily. Thirty employees work in two nine-hour shifts.

Most of the equipment was made of odds and ends right at the plant. One machine, second-hand, was brought from Monterrey, Mexico. The new concern is known as the Texas Crown Company.

Pinball games are gaining in popularity, according to operators of this area. There is a bigger demand for games each month. The play is especially heavy where war workers congregate to pass away the time. Some night spots report their juke boxes are never silent. Crowded places, some unable to care for the overload of population are reaping a nice profit from the music boxes.

Rumblings of prohibition elections in this section cause worry. Petitions calling for a prohibition election will go into circulation here next month.

The Dallas County campaign against beverage alcohol already is circulating petitions asking for an election. With Dallas only 32 miles away, dries here say they will ask for an election the same date Dallas seeks one.

**ANOTHER WEEK
NEARER VICTORY!**

— HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

SPECIAL PRICE

2040 RWB TICKET DEALS

DOZ. \$30.00	SAMPLE \$3.00 Each	GROSS \$324.00
<small>Takes in \$102.00. Pays Out \$72.00. Profit \$30.00.</small>		

Have Only a LIMITED AMOUNT. Order Now. Deposit Required With Order. Don't Wait.

WISCONSIN DELUXE CORP.

1902 No. Third St. MILWAUKEE, WIS.

YOUTH MOVEMENT GAINS

Teen-Age Clubs Get Big Boost in Chicago Paper

Feature gives many details on how to organize and conduct youth centers

CHICAGO, Oct. 23.—The Chicago Herald-American in its Sunday edition October 3 gave its strong support to the teen-age club movement which is one of the newest developments in the nation's efforts to prevent juvenile delinquency. The Chicago newspaper published full details of the teen-age club plan being tried at Moline, Ill., a city plan that has already received considerable mention in the press. But the Chicago newspaper gave the club such prominence as had not been done previously by newspapers.

The front page of the Sunday edition carried a bold headline story extending the entire width of the page, also practically another full-page continuation of the story inside, plus a full page of pictures showing how young people enjoy the club in Moline.

The Moline club has at least two juke boxes to furnish music and this fact was appropriately featured in the story. Practically all teen-age clubs use juke boxes when the school orchestra is not on the job. Juke boxes are such a favorite with the teen-age group that they also add much to the atmosphere of the clubs.

Hardly had the Chicago newspaper story had time to reach local readers when copies had reached other cities also and had stirred up interest in clubs there. One of the first cities to report was Pittsburgh, where civic clubs began at once to organize a teen-age club. Newspapers in Pittsburgh have promised to give full support to the movement. The mayor of Pittsburgh and other leaders are on the committee to investigate the idea and promote a club there.

The Moline Story

Because of the completeness of its details the story of the Moline club is reprinted in full by permission of The Chicago Herald-American as a contribution to the national program of providing good entertainment for teen-age groups.

Some of the enthusiasm that flashed in the girl speaker's blue eyes was transmitted to her adult listeners who packed the city hall auditorium.

But it was 18-year-old Ruth Clifton's logic, as she presented youth's own answer to the wave of juvenile delinquency, that really sold her audience on that day when the Moline plan was born.

The pretty high school senior was poised as she gazed out over a sea of intent faces. There was something of the Joan of Arc spirit about her as she challenged:

"I speak for the boys and girls of Moline, Ill. We want a place to gather and enjoy a social time. A place to talk over a coke, to dance a bit, perhaps to play games.

"We want this to be a decent place. We don't care to go to taverns and drink or gamble. Yet, just now, we have no alternative.

"Will you give us a chance?"

Maybe there was just a little impatience in Ruth Clifton's voice. She had indeed been given a run-around. With her plans in a neat scroll under her arm she had marched to the mayor's office, only to be told that a hearing was not to be had.

Other individuals had listened and had politely bowed her out. She had returned, time after time, to the offices of the school paper where she was editor-in-chief and where the Moline plan had originated.

Ruth Clifton had conferred with the co-authors of the "clean-up" petition—Bill Falk, news editor; Aline Kerns, copy editor; Elmer Larson, reporter. Together they had mustered courage to try again.

Because juvenile conditions in Moline

were deteriorating so rapidly that they could no longer be ignored, they found a willing ear at last. The Clifton idea was mentioned in the council of Associated Dads' Clubs, comprising fathers of school children.

Partly thru curiosity, partly impelled by a desire to "let the kid have her say," the clubmen had gathered in the graystone city hall. With them, by special invitation, were members of the Parent-Teacher Association and a group of civic leaders.

Unabashed Before Elders

So far from being abashed by the capacity turnout of her elders, Ruth Clifton rose to the occasion and pounded home point after point:

"We know home-town conditions better than you. We know they are not local, but nationwide. We don't like the sale of liquor to minors nor wide-open gambling. Laws are designed to protect us, but they don't.

"We regard the increase in juvenile delinquency as a challenge that we accept. We have drawn up a plan. We want to organize ourselves. We want to govern ourselves. We want to handle our problem in our own way, and you'll find you won't need any recourse to law."

If there had been an air of condescension in that vast audience none remained as Ruth Clifton talked on. The girl was making sense! She was telling truths!

Then she outlined the program of action which was to be rushed into effect in Moline—and which may be destined to spread across the country as a pattern for averting juvenile delinquency everywhere.

Because the adults had caught some of the youthful fire whence the plan originated, the ensuing action was brisk and pointed.

Recreation Center

A resolution was adopted providing for the establishment of a recreational center. A sponsoring committee was ap-

pointed. They dug into their pockets and produced enough to rent a three-story building in the heart of the business section.

The youngsters did the rest.

Formerly used as a warehouse, the new clubrooms were in a deplorable state. Out came mops and pails, scrubbing brushes, brooms and paint brushes. From top to bottom the building was given a vigorous house cleaning.

Eight truckloads of debris were removed from the basement alone. Ten teen-age girls tackled an entire wall, scrubbing it from ceiling to floor in 45 minutes.

The town's leading artist, with the aid of high school students, painted wall panels presenting a panorama of athletic activities, depicting young people playing tennis, football, bowling, swimming, skating and golfing.

Boys and girls pitched in to build benches and tables. They treated and dyed the basement floor, covered it with five gallons of wax for dancing.

Ice cream and coke bars were installed. Interested citizens donated games—shuffleboard, quoits, table tennis, checkers, anagrams, etc.

The basement floor accommodates 500. It has a cozy cafe atmosphere, with tables lining the walls, a coke bar and soft lights.

In the absence of an orchestra a juke box on the first and basement floors provides the music.

Good food is furnished at cost. Sizzling hot dogs (cooked in 20 seconds with a first-class donated electric cooker) are 10 cents, hamburgers 12 cents, soft drinks 5 cents; popcorn, candy bars and potato chips are available.

But—most important of all—the youngsters have free rein in the management and maintenance of the club, which they have nicknamed the "Rek" (abbreviation for recreation).

They elect their own members to the house committee, formulate and enforce rules of conduct and punish offenders.

List House Rules

Following are the house rules which have never been violated:

1. No intoxicating beverages.
2. No rowdiness that disturbs others.
3. Minimum membership age—eighth grade.
4. Membership limited to Molliners.
5. Only members and guests allowed within dancing and clubroom areas after

6 p.m. and on Sundays.

6. Each member limited to three guests.
7. Members are responsible for conduct of their guests.

Any eighth-grade pupil, regardless of age, is eligible for membership. The maximum age limit is fixed only as "the age of embarrassment." As long as they conduct themselves properly age is no barrier.

Guiding behind the scenes is Richard C. Dopp, who took a six months' leave of absence from his position as traffic manager of Fairbanks-Morse Company to prove to the cynics of Moline that its youth was capable of self-government and worthy of trust.

Juvenile Crimes Returned 50 Per Cent

That he has proved his point is evidenced in the statement of Chief of Police Benjamin De Jaeger, who said:

"Since the outbreak of the war juvenile delinquency has increased 25 per cent in Moline, but since the opening of the 'Rek' there has been a 50 per cent decrease."

Gone, says De Jaeger, are the wild drinking parties, the jalopies loaded with young boys and girls speeding thru the streets in violation of all traffic laws.

Since its opening on August 1, 1,024 have joined the club. Membership candidates are issued temporary cards permitting them all except guest privileges until their applications have been voted upon by a house committee composed of junior high school and high school students.

No applicant has as yet been rejected nor has any infraction of house rules necessitated the revocation of a membership.

Red and white striped awnings and (See Youth Movement Gains page 65)

Refurbishing Firm Sells to Distrib

CHICAGO, Oct. 23.—The Sullivan-Nolan Advertising Company, manufacturers of refurbished amusement games, announced last week that their games business had been sold to the Bell Products Company, also of this city. Thomas D. Sullivan, president of the firm, announced the sale. Al Sebring heads the Bell Products firm, a nationally known distributing organization.

Sullivan said his organization had greatly enjoyed their contacts with the coin machine industry and also wanted to thank their many customers in all parts of the country. He explained that the increasing demand for their silk screen and painting processes was the reason for selling out the games business. War production firms are calling upon them for considerable work in the field.

Al Sebring announced that his firm will continue the refurbishing business and carry on the same excellent service that Sullivan-Nolan had given to the trade. In fact, Sebring said his firm was planning to enlarge their service to operators.

St. John, N. B.

ST. JOHN, N. B., Oct. 23.—Several more coin machines have been added to the layout at the Rendezvous, Halifax, N. S. by Charles Rowlett. There are now a dozen machines of all types. The demand for coin machine entertainment and service at the Rendezvous has been increasing. The Rendezvous, with lunch bar and jewelry stands, is rapidly taking on the appearance of an arcade. Max Merker, veteran of coin machine arcade in Canada and the United States, is the jewelry concession. Rowlett has also increased the number of machines at his White Cross, another Halifax location.

Syd Taube, who specializes in locating merchandise vendors in theaters thru the Dominion, has two sons in the Royal Canadian Air Force. Irwin has been training in Belleville, Ont., and Jerry has been stationed overseas. Syd and his wife recently celebrated the 31st wedding anniversary.



ONE HUNDREDTH PRODUCTION—This picture, taken at Minoco Studios, New York, was made during the filming of 100th Soundie produced and directed by William Forest Crouch. Mr. Crouch is at the right in the front row; George P. Ulcigan, general manager, is seated next to him. The others are staff members.

Operators to Buy Bomber

Philly music machine, amusement operators' associations join forces in \$300,000 campaign

PHILADELPHIA, Oct. 23.—Giving further evidence of the spirit of co-operation that permeates the music machine and pinball operators, the respective associations of each group have again joined forces, this time to further the local industry's effort on the home front by launching a campaign for War Bonds sales to christen a bomber in the name of the coin machine industry.

Jack Cade, business manager of the Philadelphia Music Machine Operators' Association, and Bill Rodstein, president of the Philadelphia Amusement Operators' Association, jointly launched the "Buy a Bomber" War Bond campaign this week. Significant is the fact that neither association is seeking individual credit. Instead, the War Bond campaign has been made an all-industry effort with all bond sales going into the same "pot." The goal set is \$300,000 in War Bonds.

Stimulating interest in the drive, a contest will be launched next month to select an appropriate name for the bomber, a name that will typify the entire coin machine industry. The contest is open to all industry members, here and elsewhere, upon purchase of a War Bond of any denomination. A committee comprising both music machine and pinball association members will serve as contest judges in selecting the name, with War Bonds as prizes. The real satisfaction, however, will be in having the suggested name eventually used when the bomber is christened.

Enthusiasm among the members of both associations is running high. While no deadline has been set for the attainment of the \$300,000 goal, all efforts will be made to have the bomber fund completed in time to make the christening a gift to the army air forces as a New Year's presentation.

Jukes Headlined in Contract "Scandal"

WASHINGTON, Oct. 23.—The so-called scandals that have developed about army contracts have resulted in some unfavorable publicity for juke boxes. A government official who spoke before the House Military Affairs Committee mentioned a long list of erroneous claims that had been included in contractors' reports. A number of newspapers featured juke boxes in the headlines because a few of the reports had included juke boxes in their lists of expenses. The long reports included everything from vitamins to false teeth, and, of course, writers of the headlines noted that juke boxes had been mentioned also.

Some newspapers, particularly *The New York Times*, did not mention juke boxes in headlines. However, *The Times* did mention juke boxes in the caption of a picture used with the story.

Canipe Back 'From Biz' Trip

MEMPHIS, Oct. 23.—C. A. (Jack) Canipe has just returned to his office at the Electro-Ball Company here from a trip thru Arkansas and Texas. In Little Rock he visited Ed B. Stern, Seeburg representative for the Southwestern territory, who is confined in his bed on the advice of his physicians. In Wichita Falls Canipe visited with Mr. and Mrs. Bill (Pop) Newell before proceeding to Dallas.

Coinmen Big Bond Buyers . . .

PORTLAND, Ore., Oct. 16.—The coin machine industry was one of the first in Oregon to go over the top in the Third War Bond drive.

J. E. Cusson, of the campaign committee for the industry, says the \$4,400,000 goal was met in grand style with some operators putting \$400-\$500 in bonds each week.



NOVEL WINDOW DISPLAY. Fritzel's, downtown Milwaukee ladies' ready-to-wear store, featured a Seeburg Symphonola in their display window recently. A loud-speaker was attached above the outside door and music from the machine called attention to both the phonograph and the models on display.

Mexican Reports

MEXICO CITY, Oct. 23.—Many of the city's leading markets have installed juke boxes which blare forth with American and Mexican tunes during busy trading hours. Market masters say business has picked up since the jukes were installed.

Two Mexican engineers, Ricardo and Alberto Mendez Raygoso, have perfected a new method for using petroleum gas instead of gasoline as fuel for internal combustion engines. This invention, which has been patented in the United States as well as in Mexico by its discoverers, was recently demonstrated before government officials. So interested did the government become that they encouraged the engineers to conduct further experiments with government materials.

Attention, chewing gum manufacturers! Production of chicle, of which Mexico is the world's largest producer, is expected to net growers in Maneadero, Baja, Lower California, 1,500,000 pesos (\$300,000). A local commission has been appointed to go to the United States to contact the market for the chicle.

Alien Patents Offered U. S.

WASHINGTON, Oct. 23.—When Leo T. Crowley, alien property custodian, released a recent list of Italian patents which were offered by his agency to American firms, there was mention of two or three patents that might be of interest to the coin machine trade. Among these were patents covering a coin-operated photographic apparatus, a coin computing and delivery mechanism, and a totalizer for various types of coin-handling mechanisms. The alien patents may be obtained by American firms on very liberal terms.

Detroit

DETROIT, Oct. 23.—William K. Palmer, Brilliant Music Company, is on a business trip thru Ohio.

L. V. Rohr, head of Rohr Sales Company, one of the oldest vending operators

in the city, as well as president of the Greater Detroit Vending Machine Operators' Association, has moved his office, formerly on 12th Street, to 1952 Leslie Avenue.

Rose Marie Bennett, of the record department at Brilliant, reports supplies of records coming in much better.

Joseph Brilliant has recovered from a serious cold which incapacitated him for several days.

Max Lipin, head of the Allied Music Sales Company, has left for New York on business, leaving his brother, Aaron Lipin, in charge of the business in Detroit.

Sam Lucas, former manager of Michigan Panoram Company, was killed October 16 in an automobile accident at a grade crossing.

Ben Newmark, of the Motor City Music Company, has just returned from a buying trip, with a large stock of phonograph equipment to service the local trade.

Carlo Di Liberto, coin machine jobber, has moved his headquarters, formerly on Harding Avenue, to the far East Side at 13911 Alma Avenue.

Joe Frederick, who closed his arcade last week, reports the biggest season in his history with his arcade. He has just closed a string of successful fairs in Ohio, Pennsylvania and Indiana. A big

British Coinman Has Arcade in Australia

CHICAGO, Oct. 23.—One of the latest issues of *The World's Fair*, British coin machine trade paper, to reach the United States has an interesting report about Percy Goddard, an English coinman who will be remembered by many people in the United States. It seems that Buck Taylor, still in England, had a letter from Goddard, who has been in Sydney, Australia, for some time. Goddard now has a number of arcades in Sydney, and American readers who might wish to contact him may write to him at 391 George Street, Sydney.

Goddard writes his English friends that he expects to return to England after the war. His son is joining the air force. Goddard himself is doing whatever volunteer work he can to aid the war effort.

Our readers will remember Goddard as a very quiet gentleman, but when he would begin to talk of his experiences, he had very interesting anecdotes of many wars in the past and travels in the Balkans and almost every part of the world. No doubt he is accumulating many other interesting reports in Australia during the present war.

Million Dollars Collected In Portland, Ore., Meters

PORTLAND, Ore., Oct. 23.—The 20,000,000th nickel was deposited recently in Portland's parking meters. This brought the total collection for five years up to \$1,000,000.

Contrary to predictions that gasoline rationing would reduce the city's revenue from parking meters, the amount has increased steadily. In 1940 the average amount collected from each of the city's 2,060 meters was 32 cents a day. The average yield this year is 34.7 cents a day.

factor in his record this season was the installation of a 30-foot neon front, making one of the most attractive traveling arcade fronts on any midway.

August Pagliughi is closing his downtown arcade on Tuesdays because of wartime help shortages and other conditions, picking the same day for closing as several downtown restaurants and taverns.

FOR GUARANTEED
JENNINGS EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

Experienced Operator
On Bells — Flat Tops — Payout Pin Games
DESIRES CONNECTION
with Reliable Firm.
BOX #570, The Billboard, Chicago.

WORLD SERIES '43

(A FASCINATING CONVERSION FOR SEVEN-UP)

Here is the ONLY BASEBALL conversion available for one of the greatest games ever built. Replays are awarded on HITS, HOME RUNS, BATTING AVERAGE and by lighting the nine BALL PLAYER BUMPERS.

More come-on appeal than the original Seven-Up.

RUSH YOUR ORDER TODAY

Also shipping—
BOMBARDIER for Victory, BOMB THE AXIS RATS for Star Attraction.

SLAP THE JAPS for Knock-Out, Ten Spot, Seven-Up, Stratoliner and Gold Star. Shipments made same day order is received.

VICTORY GAMES, 2140-44 Southport Avenue, Chicago 14, Illinois
Telephones: DIVERsey 5680-5681.

Eastern Distributor: LEADER SALES CO., 131 N. Fifth Street, Reading, Penn.

HERE IS WHAT YOU GET

A new score glass with a 12-color Baseball Scene. A new set of over-size, two-tone bumper caps with Ball Players in Color. New instruction and score cards. Nothing else to buy. No tools required.

\$9.50 each

Cash with order, F. O. B. Chicago.

MUSIC MERCHANDISING

N. Y. Ops' Sixth Annual Shindig Pulls Full House

NEW YORK, Oct. 28.—A capacity gathering of 410 guests, representing all branches of the music industry, came to the Waldorf-Astoria tonight to see, hear and enjoy the Sixth Annual Entertainment Dinner and Dance sponsored by the Automatic Music Operators' Association of New York. The affair has become a fixture in the Big Town and no one was surprised when it developed into another huge success.

The show and dancing was taken care of by Nat Brusiloff and his orchestra. Billy Glason acted as emcee, and the show included Dell O'Dell, Ken Whittmer; Day, Dawn and Dusk; Herman Hyde, Lewis and Ames and Mollie Picon. Guest stars included Benny Goodman, Gene Krupa, Tommy Tucker, Amy Arnell, Tommy Dorsey, the Ink Spots and many others. Affair ran into the wee hours of the morning.

Records Plentiful, Even If They're Not All Hits

BALTIMORE, Oct. 28.—Music box operation is one of the brightest spots in the coin machine picture, says Charles Blumberg, trading as the Standard Coin Machine Company. He said that this is true despite the shortage of popular records. Disks are plentiful, but not always of the type currently in favor.

The great influx of war workers from the hillbilly sections of neighboring States, together with the growing victories by the Russians, are reflected in the records in greatest favor at the moment, according to Blumberg. The demand is chiefly for hillbillies. This is especially apparent in the unprecedented demand for *Pistol Packin' Mama*, *No Letter Today*, *Born To Lose* and others of the same ilk. The Russian influence, Blumberg said, is reflected in the steadily growing popularity of polkas. As the string of victories grows, the popularity of polkas increases proportionately.

International and Foreign Record Hits of the Month

(Note: Here are the most popular international and foreign recordings of the past month. Similar lists will be published in this section once every month.)

INTERNATIONAL RECORDINGS:

Pennsylvania Polka, Horse and Buggy Serenade, Casablanca, Ohio Polka, Oscar From Madagascar.

FOREIGN RECORDINGS:

Czechoslovakian, Marias, Cerny Kriz. Croatian-Serbian, Sinoc Mi Dragi Dolazi, Cajle Manojle, Kucavica, Spremta Se Spremta Cetnici. German, Erika Kornblumenblau, Spanische Dorf-musik. Greek, O Rezilis, Mi Se Niazi, Ela Mikro Mou, Syntagmatarhis M. Frixis. Hebrew-Jewish, Mein Yiddische Mame, Der Glatter Bulgar, Abi Er Ken Tantzzen, Dem Nayem Sher. Hungarian, Ha en gazdag lenne, Az a szep, as a szep, Beszegodtem Tarnocara. Italian, Il Valzer de Gallo E La Gallina, Annetta che Va In Fretta, Viale Fiorito. Norwegian, Gamle Norge, Den Gamle Valsen, Ja, Vi Elsker. Polish, Nie Badz Taka, Kartoflanka, Na Koniku, Cierni z Grubem, Nasz Basita. Russian-Ukrainian, Ochi Chornya, Dve Gitary, Solovej. Scandinavian, Skridsko, Dina Bla Ogon, Balen En Karlstad. Swedish, Min Lilla Teddybjorn, Tomten Blott Ar Vaken, Da-Da-Da.

MUSIC IN THE NEWS

TRIVIA.—The *St. Louis Globe-Democrat's* "Bleacherite" column recently carried this squib under the heading, "Coming Events": "The maternity ward, of a Memphis hospital, houses a quartet of patients, Mrs. Melody, Mrs. Musick, Mrs. Harp and Mrs. Piano. The stork must be coming in on a boogie beat." . . . Members of the Chicago Restaurant Association are offering music school scholarships as an inducement to keep waitresses on the job. *The Milwaukee Journal* reports. A survey showed one-third of the 9,000 restaurant workers in the city had musical talents and ambitions. . . . Nate Gross, columnist for *The Chicago Herald-American*, writes: "Lots of new songs we've never heard of have been recorded for the Soundies machines to follow *Pistol Packin' Mama*. Listen to these titles and don't laugh: *Send Me V-Mail From a Female* and *Skinny Minnie From New Guinea*. But to offset those Soundies producer Bill Crouch has made a musical movie short of *Don't Be an Absentee*, a song written from an idea by Ronna Richards, former local model."

BALANCED DIET.—A mixture of sympathy and swing is the ideal musical menu for soldiers and sailors, according to Mrs. Roland Wright, president of the Oklahoma State Symphony Society which conducted programs for soldiers this summer.

The New York Times says Mrs. Wright found the first part of a program should be aimed at soldiers who like "the long-haired stuff, starlight concert music." The second part of the program is swing, with dancing in the streets for the soldiers and sailors and their dates.

HOW IT WAS WRITTEN.—The slow, sentimental lyrics to the popular tune, *In the Blue of Evening*, were written by Corp. Tom Adair during army maneuvers in South Carolina. *The Atlanta Constitution* reveals. During a rest period Adair began humming a tune, then eagerly writing a few words. Oblivious to the noise he wrote such phrases as, "There in the dusk we'll share a dream reverie . . ." Music for the song was written by D'Artega, popular orchestra leader, who called it *Autumn Reverie*. He sent a transcription of it to Adair, asking him to add lyrics.

Adair admits he hesitated to undertake the job, since he had more or less specialized in "smart" songs like *Let's Get Away from It All* and *Everything Happens to Me*. He was tired and maneuvers were strenuous, but his wife, Frances, was sold on the song and urged him to finish it.

In the summer of 1942 Adair and Lieut. Dick Uhl, who had collaborated on *A Romantic Guy*, I, popular a few seasons ago, were called to Washington by Secretary Morgenthau. For three months

they wrote patriotic songs and shows. During this time they produced *Everybody Every Payday*, which has been used extensively in War Bond sales campaigns, and they also wrote words and music for the *Treasury Star Parade* programs.

Adair is now stationed at Athens, Ga., where he is attached to the personnel office of the army specialized training unit there. He still writes the weekly *Tommy Dorsey Treasury Show*, and claims that Dorsey gave him and Matt Dennis, another of his collaborators, their first big start.

BRIGHT SAYINGS.—Under the heading, "Have You Heard These Before?" *The Chicago Daily News* printed this item:

A city kindergarten teacher told her students the first day of school that they would start out by singing a few favorite songs to be selected by the group. There were restrained renditions of *God Bless America* and *Onward, Christian Soldiers*, followed by a long pause.

"Now what would you like to sing?" the teacher asked brightly.

The youngsters hesitated a moment. Finally, led by a few bold spirits they cried in one voice, *Pistol Packin' Mama!*

And to the teacher's credit, sing it they did!

NEGRO MUSIC IN LONDON.—A chorus of 200 Negro soldiers presented *A Cabin in the Cotton* in London's Albert Hall recently before a distinguished audience. *The St. Louis Globe-Democrat* reports. The program included ballads and such spirituals as *Certainly Lord*, *When Angels Go Marching In* and *Ain't Dat Good News*. *Ballad for Americans* was presented by the chorus and an orchestra.

A REAL "CAT."—Not only a real cat but a real hepcat is Calamity Jane, feline pet of the soldiers who frequent Service Club No. 3 at Camp Bowle, Tex.

Calamity Jane wandered into the club one day recently, according to a news story printed in Texas papers. Nobody paid much attention to her until someone dropped a nickel in the juke box, whereupon the kitty started thumping her tail to the rhythm of the tune.

Now the boys feed nickels into the slot more than ever before and watch Calamity Jane, meanwhile hoping her former owner won't show up to claim her and spoil their fun.

COULD THIS BE A DIG?—W. H. Had-don Squire, writing from London for *The Christian Science Monitor*, takes a jibe at prooners—and, by inference, at juke boxes and other mechanical forms of entertainment. The word croon, says he, is derived from the Dutch word *kreunen*, to groan; unfortunately the groans are by no means confined to the (See *MUSIC IN THE NEWS* on page 71)

Challenge to Petrillo . . .

NEW YORK, Oct. 23.—Four transcription companies signed an agreement with Petrillo this week and it seemed that the music situation might be on the way to a final settlement. Companies signing the new agreement are said to have gained some advantages over the Decca contract. The new contracts have a no-strike clause. The public is to be represented by an advisory committee of two persons to be appointed by the War Labor Board which will keep an eye on how Petrillo and the AFM use the transcription fees paid into the union treasury as an employment fund. The money is to be used for fostering musical culture.

But Victor and Columbia record firms were still holding out at the end of the week, and on October 22 the National Association of Broadcasters issued what newspapers called a challenge to Petrillo for an open fight to the finish.

Among other things the broadcasters will contend that all fees should be paid direct to the musicians doing the work and not into the union treasury. Broadcasters say this is a policy vital to the public and hence they will fight to the end. Victor and Columbia record firms are expected to delay settlement, as the broadcasters carry on the public issues.

Division of Labor Has New Meaning For Servicemen

DES MOINES, Oct. 23.—Hiring of a typist to accompany the serviceman on phonograph routes is the newest in the employment-war situation as reported by Paul Nelson, head of the Nelson Music Company, Des Moines.

Nelson said that he found the easiest way to solve typing the name cards was to send along a girl typist. He explained that the serviceman now never knows which records will be worn out and need replacement. It is too much of a job to type up a large quantity of cards in advance.

So far, Nelson is sold on the idea and is looking for another typist to use on another route. Nelson would like to get one mechanically minded who could do service work after understudying the serviceman.

Shellac to Decrease, Says Gov't. Official

WASHINGTON, Oct. 23.—The Office of Economic Warfare revealed last week that the government will continue its control of the purchase of shellac supplies in India and also the allotments in the United States. Louis Gillespie, formerly connected with an importing firm in New York, has been in India investigating the shellac market. He reported to the OEW that the supplies of shellac in India were still very scarce despite rumors that considerable quantities could now be had. He said that transportation and labor difficulties in India were increasing, and that American firms might expect shellac shipments to even decrease in the future.

The OEW official also explained why the shellac shipments to the United States have recently been of higher quality. He said the sections of India which had supplied the low grade shellac in the past were now cut off by the war and only the best grades were being shipped.

The government recently released the following report on allocations of shellac for the month of October.

Requests for the following uses were granted 100 per cent for the month of October: Tablet coating and medicinal, 10,862 pounds; rubber and latex, 5,949 pounds; communications equipment, 1,998 pounds; food coatings and containers, 13,195 pounds; engraving, paper and inks, 53,049 pounds; mirrors, 4,687 pounds; machinery, 5,079 pounds; abrasives, 38,304 pounds; wood patterns, 8,064 pounds; containers, 6,027 pounds; tape, 25,845 pounds; insulation, 56,077 pounds; basing cement, 16,842 pounds; boning mica and motors, 102,828 pounds; hat stiffener, 86,473 pounds; leather and clothing, 46,444 pounds; sealing wax, 328 pounds.

For the three months beginning October 1, phonograph record manufacturers were allowed 20 per cent of their average consumption during the third and fourth quarters of 1941.

Decca Procures Recording Rights

NEW YORK, Oct. 23.—Decca Records, Inc., has obtained additional sound recording patent rights, the company announced today. The announcement said that Decca; World Broadcasting Systems, Inc., and all other Decca subsidiary companies have been licensed under patents of the American Telephone & Telegraph Company and Western Electric Company to make sound recordings.

"This means," it was said, "that a vast number of sound recording patents of these companies are made available to Decca for immediate use."

FLAG OVER WURLITZER

Wurlitzer Workers Win Coveted Army-Navy "E"

Interesting story behind No. Tonawanda division's shift from juke boxes to vital war work

of the most spectacular careers any unit of the music industry has ever known.

Wurlitzer is now manufacturing inter-phone communication systems for aircraft, special amplifiers, rectifiers and attenuators, resin bonded plywood components for aircraft, including ramps, floors, doors and miscellaneous wooden accessories.

Altho the Rudolph Wurlitzer Company has been associated with the manufacture of fine musical instruments since 1856, behind the founder, Rudolph Wurlitzer, was a direct tradition of five generations of musical craftsmen dating back to Nicholas Wurlitzer, a lute maker in 1659.

The Rudolph Wurlitzer Company supplied both the Federal and Confederate armies with bugles and drums during the Civil War and also supplied them to the United States Government during the Spanish-American War.

Long History

Rudolph Wurlitzer started the manufacture of pianos in 1860 in the Eugene DeKloist factory in North Tonawanda and at a later date the production of the "Mighty Wurlitzer" theater organ was started and at its peak in popularity Wurlitzer was producing one of these huge organs every working day.

The first wholesale and retail Wurlitzer store was started in Chicago about 1899. Today there is one in practically every leading city from Coast to Coast.

In 1929 the Wurlitzer Company started the Wurlitzer Foundation for the Advancement of Music for the purpose of making a musical education easier for beginners. As many as 20,000 pupils have been actively studying music on all types of instruments in Wurlitzer studios.

In 1932 the DeKalb division of Wurlitzer, which manufactured pianos, also started to produce accordions and in 1934 the first Wurlitzer automatic phonograph was produced in the North Tonawanda factories. At the start of World War II, Wurlitzer was the largest manufacturer of automatic phonographs in the world.

Today many Wurlitzer juke boxes are providing music for the armed forces at their bases both in this country and overseas.

In accepting the Army-Navy "E" Award on behalf of the men and women of the North Tonawanda division, Carl E. Johnson, vice-president and manager, pledged the acceptance as a challenge "for further and greater efforts in the cause of victory."

NORTH TONAWANDA, N. Y., Oct. 23.—With elaborate and impressive ceremonies staged October 19 on the beautiful grounds of Wurlitzer's North Tonawanda plant, the armed services bestowed their coveted production award on the assembled Wurlitzer workers.

The colorful presentation ceremony was witnessed by a large throng. The program opened with selections by the American Legion Band of the Tonawandas and the raising of the Colors by the Wurlitzer Color Guard. The assembly then sang *America*, at the close of which the master of ceremonies, Capt. William H. Graham Jr., public relations officer, Eastern Procurement District, A.A.F., Material Command, addressed the gathering.

A Service Song Medley by the Wurlitzer Male Chorus was followed by the presentation of the Army-Navy Production Award by Col. Walter E. Richards, Air Corps U. S. Army, and resident representative at Curtiss-Wright Corporation Buffalo plants. At the conclusion of his address, the "E" burgee was posted with appropriate ceremonies.

Brief speeches of acceptance were made by Carl E. Johnson, Wurlitzer vice-president and manager of the North Tonawanda division; R. C. Roling, president of the Rudolph Wurlitzer Company, and Farny R. Wurlitzer, chairman of board of directors.

Pins to Employees

Next came the presentation of Army-Navy "E" pins by Comm. Robert S. Smith Jr., U.S.N., resident inspector of navy material, Buffalo, N. Y. He was assisted by a returned wounded veteran of World War II. The pins were accepted on behalf of the employees by four representative workers, Samuel D. Brown, Mrs. Alex Jones, Ruth Heidenfeldt and George Kramer.

The ceremonies concluded with the singing of *Prayer of Thanksgiving* by the Wurlitzer Mixed Choir and the *Star-Spangled Banner* by the assembly.

The conversion of the North Tonawanda division from the manufacture of the popular and colorful automatic phonographs to materials of war interrupted one



FAMOUS ARMY-NAVY "E" FLAG. Presented to North Tonawanda (N. Y.) plant of the Rudolph Wurlitzer Company in impressive ceremonies, October 19, 1943. Left to right: Carl E. Johnson, vice-president and manager; Col. Walter E. Richards, U. S. Army Air Corps, and Samuel D. Brown, representing Wurlitzer employees.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The Billboard's Annual Talent and Tunes Supplement is issued the last week in September each year.

By GLADYS CHASINS.

IT'S no longer news that Hollywood is grabbing up all the name bands for pix, but it is news that a couple of the studios which before now didn't bother much with bands in their musicals are now falling in line. Paramount, which last year produced only one flicker with a band (Milt Britton), now has Stan Kenton and Ozzie Nelson working on films. United Artists has signed Sammy Kaye for a flicker and is lining up a string of name bands for two other musicals soon to go into production. MGM, Columbia, 20th Century-Fox and Universal have been on the "band wagon" for many months now and with Paramount and UA added to the list, that means practically all the major studios are becoming regular stopovers for bands. . . . With film production being turned over more and more to musical fare, studios are also lining up former band vocalists. The boom in swooners is an old story, but on the femme side, Julie Gibson, formerly with Jimmy Grier, has just been signed to a contract by Paramount and Vivian Blaine, former chirper with Bobby Byrne and Al Kavelin, is slated for a build-up by 20th Century-Fox. Some of the former female band singers now under film contracts are Ginny Simms, Dorothy Lamour, Nan Wynn, Harriet Hilliard, Alice Faye, Betty Hutton and Betty Grable. . . . Decca's Philadelphia salesman, Elwood Hays, esti-

mates he sold thousands of disks by obscure artists during the recording ban, but not without taking heaps of abuse from local dealers who wanted "names." Now that Decca is starting to bring out waxings by name artists, Hays feels he has a right to be independent. When a dealer complained the other day, Elwood grabbed the record from him and drawled, "Look, it's round, it's black, it spins around and it makes a noise. Do you want it?"

Territorial Favorites

MEMPHIS:
On the Sunny Side of the Street.
Fats Waller.

This old-time hit currently staging a comeback in Tennessee may be cropping up more and more in coming weeks. It's one of the oldies being featured in Columbia's new musical, *Is Everybody Happy*, which is currently in national release and which seems to have stirred demand for a couple of the songs in its score during key city openings. There's a long list of waxings available, including (See TALENT AND TUNES on page 71)

WANTED TO BUY

Wurlitzers 500A and 600 Keyboard. Advise how many and best price.

AUSTIN PHONOGRAPH CO.
108 East Fifth AUSTIN, TEXAS



PINS FOR EMPLOYEES. An impressive moment in the Wurlitzer "E" Award ceremonies was the presentation of "E" pins to representatives of employees. Pvt. Ken Neppes, wounded veteran of World War II, presents pins. Employee representatives are (left to right): Samuel D. Brown, George Kramer, Mrs. Alex Jones and Ruth Heidenfeldt.

WANTED TO BUY

50 Classics, Vogues or Hi Tones, or what have you. Cash waiting. Wire, write, call:

FRANCO NOVELTY COMPANY

24 NO. PERRY STREET PHONE 7475 MONTGOMERY, ALABAMA

WURLITZER PHONOGRAPHS FOR SALE

4.....Wurlitzer Model 71 | 2.....Wurlitzer Model 81
6.....Wurlitzer Model 710 Stands

Make us your best possible offer on one or all.

ADVANCE MUSIC COMPANY

2482 University Avenue Saint Paul, Minnesota



- VICTOR AND BLUEBIRD HITS**
- 1 HOTCHA CORNIA
Spike Jones . . . 30-0818
 - 2 DIG DOWN DEEP
Tommy Dorsey . . . 20-1539
 - 3 DON'T CRY, BABY
Erskine Hawkins . . . 30-0813
 - 4 RHAPSODY IN BLUE
Glenn Miller . . . 20-1529
 - 5 A SLIP OF THE LIP
Duke Ellington . . . 20-1528
 - 6 WARSAW CONCERTO
Freddy Martin . . . 20-1535
 - 7 THERE'LL SOON BE A RAINBOW
Perry Como . . . 20-1538
 - 8 ALL OR NOTHING AT ALL
Freddy Martin . . . 20-1537
 - 9 OUR WALTZ
David Rose . . . 27853
 - 10 BLUES IN THE NIGHT
Dinah Shore . . . B-11436

TUNE IN! RCA's great show, "What's New?" A sparkling hour of music, laughs, news, drama, science. Saturday nights, 7 to 8, EWT, Blue Network.

To help us make new Victor and Bluebird Records for you, sell your old ones to your distributor.

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



BUY WAR BONDS EVERY PAYDAY

PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS



By GLADYS CHASINS

Platters and Pix

First film tune to be recorded under new AFM contracts is released on the Capitol label with Paul Whiteman fronting the band and Johnny Mercer and Jack Teagarden as vocalists. Tune is *The Old Music Master* from Paramount's new *True to Life*, which is currently being released nationally. Ops should check on local playdates and work out display material with theaters to start this record spinning.

Savoy label enters another version of the oldie that is booming because of plugging in 20th Century-Fox's *Coney Island*, *Put Your Arms Around Me, Honey*. Waxing is by Hank Hill, and altho there are other versions available by better-known artists, ops might try this one if they're short of the others—especially if *Coney Island* is showing in town.

National Release

Columbia is releasing a new musical based on the life of Bandleader Ted Lewis, starring the maestro himself, and featuring a score of old-time hits with plenty of waxings available on all. Ops should get hold of one or more of these tunes and start playing them up, as the film will no doubt spur demand for them. This film offers opportunities for tie-ups not only on display material, but on advertising as well, as there is a total of 16 songs featured in it, meaning that a good part of the flicker is devoted to the Lewis ork. Some of the tunes are available on records by Lewis, and these are the most obvious to use for tie-ups. Listed below are the pic tunes and available recordings.

"Is Everybody Happy?"

(COLUMBIA)
Ted Lewis Ork

Recordings:

- "Is Everybody Happy?"
Ted Lewis (Columbia)
- "By the Light of the Silvery Moon."
Guy Lombardo (Decca)
Bob Chester (Bluebird)
Fats Waller (Bluebird)
Ray Noble (Columbia)
- "Pretty Baby"
Ray Herbeck (Okeh)
Sammy Kaye (Victor)
- "It Had to Be You"
Benny Goodman (Victor)
Artie Shaw (Bluebird)
- "On the Sunny Side of the Street"
Ted Lewis (Columbia)
Benny Goodman (Columbia)
- "Cuddle Up a Little Closer"
Meredith Willson (Decca)
Dick Jurgens (Okeh)
- "Am I Blue"
Teddy Powell (Decca)
Ziggy Elman (Bluebird)
Frances Langford (Decca)
- "Way Down Yonder in New Orleans"
Henry Busse (Decca)
Ray Noble (Victor)
- "St. Louis Blues"
Alvino Rey (Bluebird)
Kay Kyser (Columbia)
Bing Crosby and Duke Ellington (Columbia)
Guy Lombardo (Decca)

News Notes

Al Sherman and Henry Tobias writing the score for UA's *Sensations of 1944* . . . Frank Sinatra goes back to RKO studios in November for another flicker. . . . Harriet Hilliard and the Ozzie Nelson ork have signed for Paramount's *Rhythm Ranch*. . . . Dick Haymes will be featured along with Jimmy Dorsey's ork in 20th-Fox's *Command Performance*.

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 throughtout 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

- | | |
|--|--|
| PUT YOUR ARMS AROUND ME, HONEY . . . | DICK KUHN Decca 4337 |
| | DICK HAYMES (Song Spinners) Decca 18558 |
| | CLAYTON McMICHEN Decca 6091 |
| The Dick Haymes waxing, which just started to get around this past week, gave this tune the added push it needed to go over the top. It's still Kuhn, tho, who gets most of the credit for pulling in the coins. McMichen's, a hillbilly version, rates just a mention or two. | |
| YOU'LL NEVER KNOW . . . (16th week) | DICK HAYMES (Song Spinners) Decca 18556 |
| | FRANK SINATRA (Chorus) Columbia 36678 |
| | WILLIE KELLY Hit 7046 |
| PISTOL PACKIN' MAMA . . . (14th week) | AL DEXTER (Al Dexter) Okeh 6708 |
| I HEARD YOU CRIED LAST NIGHT . . . (10th week) | HARRY JAMES (Helen Forrest) Columbia 36677 |
| | DICK HAYMES (Song Spinners) Decca 18558 |
| SUNDAY, MONDAY OR ALWAYS . . . (9th week) | BING CROSBY Decca 18561 |
| | FRANK SINATRA Columbia 36679 |
| PAPER DOLL . . . (8th week) | MILLS BROTHERS Decca 18318 |
| WAIT FOR ME, MARY . . . (6th week) | DICK HAYMES (Song Spinners) Decca 18556 |
| | WILLIE KELLY Hit 7049 |
| PEOPLE WILL SAY WE'RE IN LOVE . . . (3d week) | FRANK SINATRA Columbia 36682 |
| | BING CROSBY Decca 18564 |
| IF YOU PLEASE . . . (2d week) | BING CROSBY Decca 18561 |
| | FRANK SINATRA Columbia 36679 |

Names in parentheses indicate vocalists.

PISTOL PACKIN' MAMA

and

VICT'RY POLKA

SMASH HITS BY THE LEADING COIN MACHINE FAVORITES—ALL ON ONE RECORD!

BING CROSBY ANDREWS SISTERS

with

Vic Schoen and his Orchestra

Just Recorded ON **DECCA** Records

PISTOL PACKIN' MAMA

and

Wilberforce, Get Off That Horse!

Played by **Freddy "Schnickelfritz" Fisher**

DECCA RECORD No. 4425

35c

Prices do not include Federal, State or local taxes.

Watch 'em lay those nickels down to hear the pick of today's greatest talent—**together on one sensational record!**

75c DECCA RECORD No. 23277

Prices do not include Federal, State or local taxes.

FOR THE GREATEST CASH-CATCHING THRILLS IN YOUR LOCATION!

DECCA

ORDER NOW FROM YOUR NEAREST DISTRIBUTING CORPORATION BRANCH EXCLUSIVE DISTRIBUTORS

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 ●

BLUE RAIN **GLENN MILLER** (Ray Eberle) **Victor 20-1536**
BEA WAIN **Bluebird** **30-0816**

After spending a couple of weeks barely holding on to fourth place, this ballad suddenly shot up to the top of the pile. Altho Miller has been in khaki for some time now, he doesn't seem to have lost any of his phono appeal, and it's his version that keeps the folks plunking down the coins. The Bea Wain disk is way behind, showing up only on a couple of reports.

I NEVER MENTION YOUR NAME **JACK LEONARD** (Ray Bloch's Orch) .. **Okeh 6715**
..... **DICK HAYMES** (Song Spinners) **Decca 18558**
..... **ALLEN MILLER** **Hit 7048**

In second place again, this tune seems to be nosed out each week by a newcomer. Interesting to note is the fact that altho Dick Haymes has proven his ability to spin a song to the top, his all-vocal disk remains second choice to a vocal with instrumental accompaniment.

NO LETTER TODAY **TED DAFFAN** (Chuck Keeshan and Leon Seago) **Okeh 6706**

By now there's not much left to say about this hillbilly ditty. Other tunes come and go, but this one sticks around the same spot, never becoming sensational enough to sweep over the top but always a safe bet for a substantial number of plays. Whether or not it ever rises from its present position, Daffan's waxing earned its room and board.

OH, WHAT A BEAUTIFUL MORNING **BING CROSBY** **Decca 18564**
..... **FRANK SINATRA** **Columbia 36682**

Another tune from the smash Broadway hit, *Oklahoma*, this one makes its first appearance on the Guide with a rather weak showing but with an indication of better things to come. This is the first week it started to gain a national foothold and it should spread further and attract more attention as the touring company of the show gets underway.

Double-meaning records are purposely omitted from this column.

Tide Says 20% of Editorials Give Petrillo Neat Victory

NEW YORK, Oct. 23.—*Tide*, an advertising publication, summarizes the editorial opinion of newspapers in each issue. In its issue of October 15 it summarized editorial opinion on the recent settlement of the Petrillo record ban as follows:

"The labor leader's agreement with Decca Records, Inc., providing that the company pay a graduated tax on all records sold, is regarded as a neat victory for Petrillo by 20 per cent of the papers commenting. But Congress and the Administration are blamed for allowing labor too much power."

YOUTH MOVEMENT GAINS

(Continued from page 60)

white Venetian blinds have been added to the club. In the basement is a fireplace, lounge and game room. Shuffleboard and ping-pong tables are cleared away to permit room dancing in the evening.

Juke Box Is Their Orchestra

On the main floor is a juke box, small dance floor and ice-cream bar. Attractive white booths line the walls. A bulletin board advises of future events, displays pictures and letters of older members now in service. A space on the board is reserved for members to write in their juke-box record requests.

"Pops" Dopp, to whom the children come with their problems—school and otherwise—is never happier than when the football crowd troops in—500 or 600 strong—demanding hamburgers and hot dogs.

After one football game 25 pounds of hamburgers were consumed, 10 pounds of hot dogs, countless cokes, soda pop and candy bars.

It is planned to make a theater of the now unused third floor. Lessons in dramatics and dancing will be given, and the members will present their own plays.

For all of these privileges members pay 25 cents a year. For the Saturday night dance, when an outside orchestra is employed, a charge of 25 cents is made. The count shows that 9,860 young peo-

ple have enjoyed the privileges of the club since its opening two months ago. There is an average daily attendance of 600.

There is one paid employee, Janet Wilcox, who dispenses sandwiches and soft drinks and keeps tables in order.

The sponsoring committee, backed by the town's enthusiastic citizens, has promised to finance the project for six months, at which time they hope it will become self-sustaining.

Hours of the club are daily from 10:30 a.m. to 10 p.m. Fridays to midnight, Saturdays, 1 a.m.; Sundays, 1 p.m. to 10 p.m.

Membership money and funds realized from all outside activities such as concession rights at special functions go into a social fund.

The fund, which now amounts to \$115, is drawn upon for decorations or entertainers for special parties.

Harmonious relations are maintained with the YMCA and YWCA. At these places they engage in bowling tournaments—girls leagues, boys leagues and mixed leagues. The "Rek" co-operates in the organization of these leagues.

Town Backs Club

The "Rek" now has the hearty endorsement of the entire town. Jim Mitchell, manager of Otto Hansen's tavern at the edge of town near the railroad track, where the high school students gathered after school every day, scratched his head thoughtfully, saying:

"We once sold as many as 1,860 hamburgers in one day. That was before meat rationing. You know who bought them. It's a good thing for the kids that they have a place of their own."

The most enthusiastic of all are parents of children who are members of the club. One mother called the P-T-A to report that her son considered it "a high school boy's dream of a place to go." That has now become the slogan of both the youngsters and the parents.

Much of the credit for the success of the "Rek" goes to Mrs. Tom B. Mirfield, of the Illinois Congress of Parents and Teachers, who has worked tirelessly for a closer co-operation among civic and educational groups of Moline and has devoted much of her time to furthering the children's cause.

AMERICAN FOLK TUNES and TUNESTERS

COWBOY SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

Acuff for Governor!

Whether it's a clever promotional stunt of WSM, Nashville, or a spontaneous move by friends of Roy Acuff, singer of folk songs, an "Acuff for Governor" campaign has been launched in Tennessee. The singer declares he's entirely mystified by the whole procedure and is trying to head off the campaign, but apparently without avail. Singers of hillbilly songs have been known to grab off political jobs, as witness a recent governor of Texas, and there's no telling what will happen when the friends of a radio favorite get busy. Acuff's name, according to plans of his fans, will be entered in the Democratic Primary list next spring. Roy has been trying to convince his associates of the *Grand Old Opry* that they should help him call the whole thing off. Instead of that they are reported to be circulating a few petitions themselves.

Barn Dancers to H'wood

On or about November 23 the *National Barn Dance* gang of WLS, Chicago, will

start work on their Paramount movie of the same name. The gang leaves for the West Coast after the November 13 broadcast from Chicago. Included in the entourage will be Lulu Belle and Scotty, Arkie, Pat Buttram, the Dinning Sisters, the Hoosier Hot Shots, and Joe Kelly, emcee. Meantime Arkie is vacationing in South Dakota, hunting ducks and pheasants, and during his second week he'll have the company of the Hoosier Hot Shots.

Penny Prattle

Hillbilly dances continue to increase in popularity in Eastern Pennsylvania communities. The West York Play Barn, York, Pa., is featuring the 101 Ranch Boys on Saturday nights, along with Betty Saunders, "Queen of the Marimba," and Co-Co, blackface comedian, formerly with the WLS Barn Dance, Atlanta, radio revue. In Reading, the Ace Tavern in the South Temple suburban section, features the music of Bep Fidler's orchestra with Jazz Weist on the bass viol.

Tommy and Catherine Ortwein feature old-fashioned music and dancing at their Ortwein's Hotel in Bethlehem, Pa., Thursday and Friday nights, with the Kulowitch Brothers' orchestra featuring the acrobatic tromboning of "Fish Herring." At Alpha, Pa., Shady Side Ballroom continues Saturday and Sunday nights with Stan Earley's orchestra and Clyde Suydam the caller.

Forest Park at Hanover, Pa., remains open Sundays with Western attractions coming in as free acts. The Carolina Sweethearts were featured October 10 and Pratt's Guitar Band October 17.

Tunester Tattle

Jack Woodford's Lone Star Buckaroos are playing an indefinite engagement at the Village Barn, Hartford, Conn. Jack Gordon books the spot.

Virgil Dalton, bass, banjo and guitar, and Floyd Rogers, electric guitar, have been added to the cast of WJJD's (Hartford, Conn.) *Morning Showboat* program and also will be heard on the station's *Breakfast Frolic*.

Judy Canova is at the Columbia picture lot to make *Louisiana Hayride*. Judy left the Republic lot where her radio producer, Carlton Alsop, just took a job as director.

Jack Howard, former rodeo and circus press agent, now a movie manager in Philadelphia, has taken on the title of "The Cowboy Publisher" in setting up the Jack Howard Publications firm specializing in cowboy songs. He is currently plugging *The Blue Range*.

Location Comment

Reports from ops around the country are beginning to show more variety than for some time past, altho *Pistol Packin' Mama* still dominates. Other numbers are coming up and may be expected to move closer to the top brackets in due time. Of the 24 cities reporting, four of them list only *Pistol Packin' Mama*. They are Des Moines, Denver, Detroit and Miami. *Pistol Packin' Papa* again gets a mention this week, this time from Buffalo. "Gene Autry's disk of *Pistol Packin' Papa*," says the report, "is being put on the machines by some ops and is meeting with some play, doubtless due to curiosity of customers. This one isn't expected to do much, not having the zip of the *Mama* disk, but will get some play due to the intriguing title, which will make most customers want to hear it at least once." PPM still is tops in Buffalo and demand far exceeds supply. *No Letter Today* holding up well, tho probably never will get much farther.

Up and Down

From several cities come reports that PPM is slipping but still stays on top because there's nothing coming up to displace it.

Baltimore: Still dominating the hill-

billy field are PPM and *No Letter Today*, with *Born to Lose* running a close third, and *Night Train to Memphis* showing a popularity pickup after having but a few requests now and then. Operators point out that while PPM and *No Letter* are losing ground, there are no other hillbillies to replace them in first and second popularity choice.

Louisville: As usual, half of the platemens say PPM is going down grade while the rest claim it's good as ever. Op. 1, PPM coming back once more and gaining.

Milwaukee: A spurt in demand for PPM is expected here when Al Dexter appears in person at the Riverside Theater. *Mama* has been losing ground lately and it is expected that the "smoothies" will soon be indisputably tops. Op. 2, PPM going strong. Other faves *No Letter Today*, *Put Your Arms Around Me*, *Honey* (Hal Goodman), and *Honey Song* (Louise Massey).

Minneapolis: PPM while still a money-maker on practically all machines is starting to slip, and its demise may be fast once the skids start rolling the tune down hill.

Salt Lake City: PPM, off for several weeks, and seemed headed for the library, took a new lease and is still tops. The downward trend has stopped but number is below its peak. It is top hillbilly here for all ops. *Rosalita* has moved into second place, while *No Letter Today* a solid and steady third. *Home in San Antone* (Bob Wills) gets some play but seems a little short. *Born to Lose* (Daffan) well up and good for steady profits. PPM gaining, according to all three ops.

Autry Hits

New Orleans: PPM and *No Letter Today* still holding top rung, with Gene Autry still making plenty of money with two or more hits, including *I Hung My Head and Cried*, PPM, and *You'll Be Sorry*. Jimmie Davis is running for governor of Louisiana and promises to use music when he opens his "harmony" campaign. Ops 1 and 2, PPM going strong. Op. 3, PPM gaining. Op. 4, *No Letter Today* gaining.

Bridgeport: PPM going strong, according to Ops. 2 and 3, is still the leader in these parts. *Home in San Antone* (Bob Wills) is second, followed by *No Letter Today*.

Dallas: Best hillbillies PPM and *No Letter*. Ops. 1 and 2, PPM going strong. Op. 2, *No Letter* gaining.

Elie: All Autry numbers paying off

HILLBILLIES—SEND FOR PROF. COPY
Polly Jenkins' New Song
"THE KID WITH THE GUITAR"
Published by Kelly Music Co., Franklin, Pa.
1 MAIN ST. ILION, N. Y.

"TUNES THAT NEVER GROW OLD"

STANDARD RECORDS

ASK YOUR LOCAL JOBBER FOR A COMPLETE STANDARD RECORD CATALOG OR WRITE TO

MEAN BIGGER PROFITS FOR ALL MUSIC MACHINES!

STANDARD PHONO CO.

163 WEST 23 STREET, NEW YORK, N. Y.

RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

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

Decca's long-awaited first release under its new recording license, *Pistol Packin' Mama* and *Victory Polka*, by Bing Crosby and the Andrews Sisters, will be made available within the week. Diskers is also readying another version of the *Pistol Packin'* ditty to be issued at the same time. Latest waxing is by Freddie (Schnickelfritz) Fisher and is backed by a novelty tune, *Wilberforce, Get Off That Horse*.

Andrews Sisters recording off *Helena*, Erskine Hawkins' *Don't Cry, Baby*, and Glenn Miller's *Rhapsody in Blue* are all gaining momentum.

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.

PEOPLE WILL SAY WE'RE BING CROSBY AND TRUDY ERWIN IN LOVE

(The Sportsmen Glee Club) Decca 18564
This smash love song from the hit *Oklahoma* musical is already riding high and handsome in the music boxes. And a single listen to the Bing Crosby and company interpretation makes it easy to understand why this disk is going to linger for a long time to come in the phonos. Moreover, music ops shouldn't overlook the fact that the record is sure to bring double dividends. The mated side offers up the lovely waltz hit from the same show, *Oh! What a Beautiful Morning*, which is already getting around in better circles and will certainly strike out as big a hit as its companion ballad.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

No. 115
Unusual
Version of
**"PISTOL
PACKIN'
MAMA"**

backed by

**"DON'T FORGET TO
WRITE A LETTER"**

by Hank Hill &
his Hilltoppers

Send for Release Card

SAVOY RECORD CO.

58 Market St., Newark, N. J.



No. 110

BONNIE DAVIS'
"I DON'T STAND FOR THAT JIVE"
"NO LOVE BLUES"

No. 112

**"GET IN TOUCH
WITH ME"**
"SO LONG"
Novelty Blues

No. 510

**"JOHNNY DOUGHBOY
POLKA"**
"GAY VIENNA"

No. 116

"PUT YOUR ARMS AROUND ME"
Another Hank Hill & his Hilltoppers hit!
"AND SO IT GOES"
featuring Ross Leonard and Buddy
Klein's Savoy Eight.

with dividends. Ops 1 and 2, PPM going strong. Op. 2, *No Letter* still going good. Op. 3, PPM gaining.

Philadelphia: *I'm Thinking Tonight of My Blue Eyes* (Crosby) gaining, according to Ops. 2 and 3.

Richmond: Ops. are beginning to discover the back of PPM, *No Letter Today*, is beginning to show a slight drop. PPM (Dexter) going strong, according to all three ops. Ops. 1 and 3, *No Letter Today* gaining. Op. 3, *Rosalita* (Dexter) gaining.

San Francisco: Op. 1, *No Letter Today* going strong. Ops. 2 and 3, PPM going strong.

Westerns Getting Play

Spokane: Western tunes in the Autry style are getting the heavy play. Autry scoring with *When I'm Gone You'll Soon Forget* and *Rainbow on the Colorado*. Glenn Miller's recording of *Along the Santa Fe Trail* is getting good play. Others in the Western department include *Farewell to the Range* (Jimmy Davis), *Jammin' on the Steel Guitar*, *Bar X Boys*, and *I Hung My Head and Cried*, as sung and played by the Range Busters. Ops. 1 and 3, PPM going strong. Ops. 2 and 3, *Miss Molly* (Bob Wills) gaining.

Cincinnati: PPM and *Rosalita* still top nickel grabbers. *No Letter* slipping. *They Took the Stars Out of Heaven* (Floyd Tillman) looks like the next winner. Tillman's recording is an old Bluebird master but Decca has a new one making. Ops. 1 and 2, PPM going strong. Op. 1, *Rosalita* (Dexter) going strong. Ops. 1 and 3, *They Took the Stars Out of Heaven* gaining.

Chicago: Ops. 1, 2 and 3, PPM going strong. Op. 3, *Honey Song* (Louise Massey) gaining.

Fort Worth: No letup on PPM. *Put Your Arms Around Me*, *Honey* (Dick Kubn) climbing. *No Letter Today* fading out after weeks of heavy play.

Memphis: Ops. are looking for popular orchestration of PPM with Bing Crosby or other good singers. Ops. 1, 2 and 3, PPM going strong. Op. 3, *No Letter Today* gaining. *Put Your Arms Around Me*, *Honey* going strong, according to Op. 3; gaining according to Op. 1.

St. Louis: Best hillbilly numbers around this section are *You'll Be Sorry* (Gene Autry) and *Miss Molly* (Bob Wills). Op. 2, PPM, *No Letter Today* and *Put Your Arms Around Me*, *Honey*, all going strong.

Ottawa: Ops. 1, 2 and 3, PPM going strong. Ops. 1 and 2, *No Letter Today* going strong.

Folk Tune Record Reviews

HANK HILL and His HILL TOPPERS (Savoy 115)

Pistol Packin' Mama—FT; VC. *Don't Forget To Write a Letter*—W; VC.

Designed to cash in on the growing popularity of hillbilly and folk tunes, the record label has whipped together a small combination of instrumentalists and vocalists, armed them with excellent folk tune material, and geared them to make the most of this important record market. The combination is most unorthodox for such music making, comprising an electric organ, a dance pianist and guitarist. With the top side being *Pistol Packin' Mama*, the record can hardly miss. The first entry since Al Dexter's *Okeh* recording, which has held the market to itself these many weeks, this Hank Hill disk brings forward a male harmony trio, tagged the Hill Toppers, who carry the entire side in lively fashion, interspersed with instrumental choruses. The Hill Toppers strike an original note for the final choruses in bringing the lyrics up to date. Verses, on a patriotic beam that will be relished by all record spinners, has Hitler and Mussolini drinking the foamy lager in a cabaret. *Don't Forget To Write a Letter* is a sentimental waltz lullaby taken at a bright tempo. With the musical and lyrical treatment in harmony with the hillbilly tradition, the Hill Toppers remind in song that you should write that letter now and mail it to your soldier boy tonight.

HANK HILL and His HILL TOPPERS (Savoy 116)

Put Your Arms Around Me, *Honey*—FT; VC.

The aforementioned Hank Hill gives out acceptable open-space music and song for the revived hit song from the *Coney Island* movie. Again, the harmonizing voices of the Hill Toppers carry the side, interspersed with chorus interludes by piano and organ. The boys take it all at a lively tempo. Plattermate falls in the more popular confines in offering the singing of Ross Leonard, accompanied by Buddy Kline's Savoy Eight, for a slow love ballad, Nita Mitchell's *And So It Goes*.

Behind the Counter

By POLLY GOODWIN

SAN FRANCISCO, Oct. 23.—Ban or no ban, the nickel phonographs of the country are still pouring forth the music. I wonder if glee clubs will be very popular when this is all over. I venture that we have all had our fill of vocals with choral backgrounds.

According to the reports from various operators, nickels are still plentiful and business is good. Now if we could only find a few servicemen (the phonograph kind) to answer those service calls—life would be beautiful. One operator whom I talked with laughed when I asked him if business was good. "It's good all right, but look at me." I looked and saw that the cuff of his coat was quite frayed. "If there had been a parking space in front of Roos Bros. I'd have bought a suit . . . if I had had the time."

A few weeks later he came in wearing a new suit and I offered my congratulations. "I went into the store," he said, "slipped one arm into the coat and said, 'I'll take it.'"

I remember the day when record houses had eight or 10 releases a week. The operators listened to a few, selected a few (by the top bands) and turned down the others. Now if someone stops to listen to a new release we think he is a novice. The old-timer will say, "What, a new release?" . . . clasp it in his arms and go dashing off to tell the good news to his location.

Things have really been good when one considers all the factors that have influenced the record and operating business, but it is interesting to notice the change that has taken place. On the whole, the operators have adjusted very well and are happy to take whatever records we are able to allot to them. As long as they feel that they are getting a fair chance at the record supply they do not complain.

Salesmen "Just Dropped In"

"You know what I saw the other day—a salesman! He dropped into my place . . . nothing to sell . . . he just dropped in." This comment is from a record dealer.

Speaking of rationing . . . one of the operators had just picked up his allotment of *Pistol Packin' Mama* and was very happy about the whole thing.

"How many did you get?" I asked. "Eight," was his answer . . . "and if I had a mask I'd put it on and go back for eight more."

There's a tune what am a tune. Going back a little further . . . remember when *Cow Cow Boogie* was the thing? One operator said that when he went into his location to put it on the machine he said to himself, "If I fall and hear something break I hope it's my leg!"

Yes, business is good. The operator does not have to worry so much about single spots. If he has to take a machine out he can be pretty sure of using it again because there aren't many new machines available.

Whether or not a record will "go" depends a great deal upon the territory in which an operator works. One operator was very pleased with some Mexican records that he had bought.

"I just got those Mexican records on in time for the sheepshearers coming thru the valley," was his comment. It made me realize that the phonograph business serves many and varied classes of people. When we were discussing Dorsey's *You Took My Love*, one of the Nevada operators said, "This will go over big. There are a bunch of guys up in Reno that are torchin'."

Music Boxes Everywhere

The influx of Negroes in San Francisco has been considerable . . . and these Negroes really like their music. In the Negro district every place has a music box . . . the shoe-shine stands, cleaners and dyers and the beauty parlors. Yes, sir! One operator reports that he has a machine in every spot in the neighborhood except the undertaking establishment . . . and he just hasn't had time to get around to that yet. There is a box in one of the Methodist churches . . . not a bad idea.

Sometimes a disk is such a big hit that it gets on the location owners' nerves. I sometimes wonder how they stand it. Remember the days when Bluebird 11211 (need I name Martin's *Piano Concerto*) was the only piece they wanted to hear? One location owner came to the operator with tears in his eyes, saying:

"I'll be closed in another week if you leave that record on."

The operator left the record on. He felt

this way about it, and I think his argument was convincing: The machine is there to attract customers with the music and, incidentally, to bring in the nickels. The record that begins to annoy the location owner is the record that is doing just that. This is one case where peace and quiet should be disturbing.

Yes, America is adjusting to the changes brought about by the war. We simply lock the chewing gum in the cash drawer before going home at night. Have you heard this one? One of the operators bought a new house and found that he couldn't have a phone installed, so he sold the house and bought one that had a phone to go with it. Maybe he wishes he hadn't made the change . . . when he gets a midnight service call.

Then there is always the operator who is new at the game and not too sure of his titles. I wish I could remember some of the funny ones I've heard. I do know of a dealer who wanted the *Jersey Pounce*, and an operator who gave us the \$64 question when he asked for a copy of *I Came To Say Hello for a Fellow Named Joe*. When the old hands come to buy they cut it short with *Don't Get Around . . . Sunday, Monday . . . People Will Say*. We look at the empty bins and reply, "Would you like them wrapped as a gift?"

ON THE RECORDS

(Continued from page 15)

the words for the last half to complete the side.

The first presentation of this new ballad on a record, Leonard's highly commercial and commendable treatment of the tune makes it acceptable phono material.

BING CROSBY and TRUDY ERWIN (Decca 18564)

People Will Say We're in Love—FT; V. *Oh! What a Beautiful Morning*—W; V.

For sheer vocal beauty and charm, the blended talents of Bing Crosby, Trudy Erwin and the Sportsmen Glee Club make for a real pleasantry on the platters. With the added comfort of two of the top tunes from the smash *Oklahoma* musical hit as the vehicle, it adds up to the most ear-caressing of all-vocal recordings to come forth this year. Crosby, sharing the lyrical expressions with Miss Erwin, and with the Glee Club weaving a rhythmic and harmonic background, the interpretation approximates downright purring. It being that purty. Taken at a moderate tempo, and with the sustained harmonies of the glee club setting the stage, the boy-belle team of romancing singers split the opening chorus. The glee club gets a second stanza under way and then Crosby jumps to the words of the bridge with Miss Erwin joining him in duet to complete the chorus and carry out the side with an ear-tling vocal reprise. Unquestionably one of the more beautiful waltz melodies of this day is the lilting 16-bar lullaby for *Oh! What a Beautiful Morning*. Taking it at a bright and breezy three-quarter tempo, Crosby and company make the morning sound all the more beautiful in song. Sharing wordage with Miss Erwin, whose vocal talents are in high order, the boy-belle team start right off with verse and chorus, followed by a second set of verse lyrics and chorus. The glee club carries a chorus on their own and the two lead voices return for a third verse and chorus.

Already going strong in the music boxes with "People Will Say We're in Love," it's a certainty that the disk is going to serve double duty for the operators, with "Oh! What a Beautiful Morning" proving just as strong.

POPULAR ALBUMS

Bing Crosby—A Collection of Early Recordings—Vol. 1 (Brunswick Collectors' Series B-1012). Anytime a Bing Crosby record, be it old or new, hits the disk marts, it's sure to be a holiday for both the retail dealers and the music machine operators. Taking full advantage of the unflinching loyalty of the fans where Bing Crosby is concerned, eight of his early waxings in circa 1931 are packaged in an attractive show album that is rich in merchandising appeal. Altho Crosby has gone a long way along the vocal ranges since those early years, there is still plenty of vocal appeal packed in all of these dated sides. Selections are those long associated with the ace song-seller, including *Out of Nowhere*, his first waxing under the Brunswick banner, and *Just One More Chance*, which did more to skyrocket the singer than any other song excepting, perhaps, *I Surrender Dear*, which is not included in this al-

bum, which promises to be the first of a series. Accompanied by the studio orchestra for most of the sides, Victor Young's orchestra backing on three of the sides, the other familiar include *If You Should Ever Need Me*, *Now That You're Gone*, *I Found a Million-Dollar Baby*, *I'm Thru With Love*; *Good Night, Sweetheart*, and *Too Late*. It's the old-time Bing coming back on these sides, replete with his whistling, crooning and hot vocal riffs that stamped him the vocal hero of that day. While not rare items, the sides are all welcome ones.



SAM G. COHEN

Of Cohen Music Co., Atlanta, Ga.

Believed to be afflicted with amnesia. Anyone knowing his present whereabouts kindly communicate immediately with his wife.

MRS. SAM G. COHEN

305 Edgewood Ave., S. E. ATLANTA, GA. Phone: Jackson 5171 or Vernon 3986.

TWO PHONOGRAPH MECHANICS WANTED

- Give age, experience and references.
 - Car not necessary.
 - Good wages and surroundings in Mid-western city.
 - Boozers not wanted.
- Reply BOX D-137
The Billboard Cincinnati 1, O.

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

PENNY PHONETTE SYSTEM

Consisting of 13 Wall Boxes, Power Supply and Adapter, \$130.00.

W. B. NOVELTY CO., INC.

1803 Washington Blvd. St. Louis, Mo.

WANTED

First-class Phonograph Mechanics. Must understand Wurlitzer Phonographs and Remote Control. Salary \$75.00 per week.

WOLF SALES CO., INC.

1932-34 Broadway DENVER, COL.



VICTOR'S TOPPER

Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify. Standard Finish Topper only . . . \$7.95 Each. (Porcelain Finish \$1.00 additional.) Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

Launch New Ad Campaigns

Camel explains scarcity—joins Chesterfield in anti-"throat-irritation" drive

NEW YORK, Oct. 23.—Two types of advertising completely different from what they usually use are being employed by two of the "Big 3" of cigarette manufacturing.

Camel cigarettes is making wide use of newspaper advertisements to explain why dealers are occasionally out of that brand. Commercials on all Camel radio shows have been using this theme for the past month, but the newspaper campaign has just been launched.

Rationing of cigarettes has long been discussed. Manufacturers overcame the shortage of glycerin by using substitute moistening agents. They have not, however, been able to overcome record-breaking demands by civilians and the military. Recently published reports that manufacturers have been dipping heavily into reserve stocks of tobacco to meet current demands have led to predictions that by 1944 some sort of cigarette rationing will be necessary.

The current Camel advertising is the first indication that smokers soon may be unable to get their favorite brands, at least temporarily, or that dealers will shortly limit sales on the basis of their own apportioned stocks of cigarettes.

Much more startling is the advertising campaigns undertaken by Chesterfield and Camel to convince doctors that there is no essential difference between cigarettes, from the standpoint of medical or health aspects.

Several weeks ago doctors received, by mail, a reprint, with a card stating that it was sent thru the "courtesy of Camel cigarettes' medical relations division" and no other message. Shortly after many of the same men received six packages of Chesterfields, with a letter asserting "no cigarette can justify its selection over other brands on the basis of valid medical evidence and research."

Reprint From Technical Publication

Camel's reprint was from the March, 1943, issue of *Archives of Otolaryngology*, an American Medical Association publication. It describes the results of experiments on the physiology of the throats of 100 smokers with clinically normal throats, and its conclusions, briefly, are: (1) There is no particular difference between the throats of smokers and non-smokers; and (2) the type of moistening agent, or the presence or absence of a moistening agent, has no apparent difference on the normal throat. This latter point is especially interesting at present because of the recent shortage of glycerine, the normal moistening agent used in cigarettes, and the increasing use of other such agents, with consequent claims of greater or lesser throat irritation.

So unusual was Chesterfield's gift of six packages of cigarettes that the brief

letter accompanying them received considerable attention. "We believe that your own scientific training and experience and your common-sense knowledge of smoking will lead you to concur with this statement," it said. "No cigarette can justify its selection over other brands on the basis of valid medical evidence and research. We accept this conclusion, based on the findings of eminent outside authorities, confirmed time and again by our own research department."

These current messages to physicians may indicate a trend away from competitive health copy in cigarette promotion, not only because of Federal Trade Commission and other difficulties, but because the industry is becoming somewhat concerned over all the publicity that throat irritation and similar real or fancied ills of cigarette smokers are being given. Many feel continued emphasis on negative aspects of the product's use may prove harmful to the entire field.

Cigarette Machine Operators Report No Shortage--Yet

BALTIMORE, Oct. 23.—Cigarette vending machine operators here are deeply concerned over recent developments in the cigarette supply situation. While they have not experienced any shortages to date, there is that possibility.

Altho operators report some delays in their factory shipments in the case of those served directly by manufacturers, they have been receiving full orders, except from one cigarette maker, which is reported to have placed its operator customers on the same basis as all jobbers, who are being limited to 70 per cent of their former purchases.

Cigarette vending machine operators report collections are showing gains. This is particularly true of venders operated in war plants. Majority of women workers in war plants are cigarette smokers and they are helping to boost cigarette consumption.

While no smoking is permitted during working hours at war plants, smokers do have time to smoke on their lunch hours and also fortify themselves with cigarettes from venders for their trips home from the plants. Plant workers also find it more convenient to get their smokes at the venders in the plants than when away from there.

Operators are hoping no actual shortage will develop, for if it does they will feel the effects in their collections.

Peanut Situation

To prices quoted must be added freight, selling, shrinkage in cooking, salting and one-half cent a pound profit for the salter.

RICHMOND, Va., Oct. 23.—According to the monthly report of the Crop Reporting Board, peanut production during September declined about 1 per cent. The present estimate of 2,769,090,000 pounds of peanuts for picking and threshing exceeds the production of 1942 by about 25 per cent.

Prospects continue favorable in the Southeast. In Oklahoma conditions have been unfavorable, with low yields general. Crop reports indicate that in the Southeast ideal weather conditions still prevail and that crop is in excellent condition. In the Southwest rains and cloudy weather have delayed movement in North Texas. It is estimated that the North Texas crop is about one-half harvested. Digging has been active in the Virginia-North Carolina area. Picking is getting under way, but it is expected that few peanuts will move to market before the first of November. Yields in the area are spotted.

Trading has become abnormally light in all sections. Many farmers are storing (See PEANUT SITUATION on opp. page)

No Shortage Of Cigarettes

War Food Administration says quantity and quality will meet smokers' demands

WASHINGTON, Oct. 23.—A special bulletin issued by the War Food Administration contains good news for cigarette smokers. The supply of cigarettes probably will continue to be sufficient in volume and quality to meet smokers' demands, the report said. This statement contradicts the Department of Commerce's report of a threatened cigarette shortage (*The Billboard*, October 23).

"The impression seems to be that a much greater than normal proportion of the flue-cured tobacco of the 1943 crop has been diverted to foreign trade," said WFA tobacco marketing officials, "and that a shortage of cigarettes is approaching. This is not supported by facts."

In addition, WFA said that it is making a 10 per cent increase in suggested acreage allotments for cigarette tobacco in 1944.

In Ottawa, it was announced this week, Canadian cigarettes released from bond for consumption during August reached the highest level since April of this year and likewise were 7.8 per cent above the year ago figure, as well as exceeding July releases by 11.9 per cent. A total of 919,000,000 were released during August, compared with 821,000,000 in July of this year, and 852,000,000 in August of the preceding year. The latest figure is the new high for the month of August but is still well below the all-time record total of 1,046,000,000 cigarettes released during November, 1942. Releases covering the first eight months of this year soared to 7,281,000,000 cigarettes, a new all-time record and was 16.8 per cent above a year ago. Cigars released for consumption totaled 14,252,000 for August, compared with 15,980,000 a year ago.

Beverage Venders Find New Outlets In Bowling Alleys

BALTIMORE, Oct. 23.—With the closing of summer outlets soft drink dispensers have shifted their activities to the bowling alleys. Patronage at the alleys has picked up considerably with leagues getting under way.

The recent increase in sugar allotments (See BEVERAGE VENDERS on opp. page)

AT YOUR SERVICE!



Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading *The Northwestern*. It's free!

Northwestern

835 E. Armstrong St., Morris, Ill.

CIGARETTE AND CANDY VENDING MACHINES

COMPLETELY REBUILT READY FOR LOCATION

- DuGronier Candyman . . . \$35.00
- DuGronier Model "g" . . . \$31.50
- National 8-28, No Stand . . . \$19.50
- National 9-30, 9-50 and Nat. Candy Mchs. also available. Subject to prior sale.

1/3 Deposit, Bal. on Delivery. Write for descriptive list. Eastern Representative NATIONAL VENDORS, INC.

LOUIS H. CANTOR COMPANY
250 WEST 54TH ST., NEW YORK CITY

VENDORS	ARCADE
Model V, New . \$8.50	Chl. Coin
Silver King, New 7.95	Hockeys . . . \$195.00
Masters, New . . 9.50	Shoot the
Mod. 39, New . . 9.15	Chutes . . . 119.50
Mod. 39 Ball, New . . . 10.95	Ten Strikes . . 39.50
Mod. 33 Jr., New . . . 6.10	Keeney Submarine, very clean . . 215.00
Snacks, 3 Comp. with Stands . . 12.50	Rapid Fire . . 235.00
Variety Shops, 5 Comp. with Stands, Like New . . . 19.50	Roylito (Jap) . . 80.00
Columbus, Tri-Mors, 3 Comp. . . 25.00	Challengers . . 27.50
Columbus, Bi-Mors, 2 Comp. . . 17.50	Mod. F Targets . . 27.50
Columbus Mod. M Nut Vendors . . 8.50	Bingos . . . 12.50
Columbus Mod. 34 Ball Gum Vend. . 4.50	3 Way Grip . . 19.50
Champion Ball Gum Vender, New . . . 3.75	Pikes Peak . . 17.50
Northwestern, Mod. 33 Ball Gum, New . . 7.10	Supreme Gun, New Revamp . 330.00
Shimman Postage Stamp Vend., 1c & 3c . . . 25.00	PHONOGRAPHS
U-Need-a-Pak, 5 Col. Candy Bar Vend. . . 49.50	Model 71 Counter . . . \$135.00
S. & M. 4 Col. Cigarette . . . 15.00	Model 41 Counter . . . 100.00
S. & M. 6 Col. Cigarette with Stand . . . 20.00	Model 81 Counter . . . 79.50
Send for Complete 1/3 Dep. With Order.	Wur. 12 Rec., Ill. . . . 79.50
	Rec. 12 Rec., Ill. . . . 79.50
	Rec. 16 Rec., Ill. . . . 89.50
	Wur. 8-16, Ill. . . 99.50
	FREE PLAY
	Legionnaire . . \$42.50
	Wildfire . . . 42.50
	Capt. Kidd . . 49.50
	Duplex . . . 42.50
	Topic . . . 79.50
	Four Diamonds . 39.50
	List of Machines. Rush Your Order Now!

RAKE COIN MACHINE EXCHANGE
2014 Market Street
PHILADELPHIA 3, PA.

CIGARETTE VENDING MACHINES

U-Need-a-Pak 6 Col. Cigarette Machines with Floor Std. As illustrated. Capacity 170 packs. Slug proof. 15c or 20c Models. In good condition. Guaranteed. Terms: 1/2 with order, balance C. O. D. Write for complete list of Cigarette, Peanut & 5c Candy Bar Machines.

ASCO 140 ASTOR ST. NEWARK 5, N. J.

VICTOR'S FAMOUS MODEL V

Truly a Great Vendor. Vends everything—no additional parts needed. Capacity 6 lbs. bulk merchandise—or 1000 to 1200 balls of gum. Standard Finish Model V only . . . \$8.50 Each. (Porcelain Finish \$1.00 additional.) Terms: 1/3 cash, balance C.O.D. (or send full amount and save C.O.D. charges).

TORR 2047A-50. 68 PHILA., PA.

CIGARETTE AND CANDY MACHINES

Aces High—in Quality and Value—the Very Best in Reconditioned Equipment That Can Be Bought Today.

9 Col. "BRAND NEW" Model "500"	\$125.00
9 Col. A-1 Model "A"	82.50
9 Col. NATIONALS #9-30, "Uneeda Rebuilt"	65.00

CANDY MACHINES

9 Col. NATIONAL 9-18	\$102.50
8 Col. ROWE	90.00
5 Col. UNEDAPAKS, "Uneeda Rebuilt"	65.00
6 Col. NATIONALS, "Uneeda Rebuilt"	75.00

Immediate Shipment—1/3 Deposit, Balance C. O. D.
COMPLETE STOCK OF U-NEED-A-PAK PARTS AVAILABLE
20c AND 25c CHANGE-OVER LEVERS

UNEEDA VENDING SERVICE, 195 AVENUE O, BROOKLYN 4, N. Y.

VENDER SUPPLY NOTES

CIGARETTE SHORTAGE—Despite Department of Commerce reports that there is likely to be a shortage of cigarettes (*The Billboard*, October 23), other government agencies this week reported plenty of cigarette tobacco available and said additional imports of Havana tobacco for cigars are planned. According to a spokesman for the War Food Administration, the supply of cigarette leaf is "generally satisfactory" for civilian demand in both quality and quantity. A State Department spokesman said that negotiations for a supplemental trade agreement with Cuba which would lift import quotas on cigar fillers was in progress and that hearings would be held November 24.

CONFLICTING REPORTS—The Pepsi-Cola Company has either bought or is negotiating the purchase of the Espanza Sugar Mill near Perico, Mantanzas Province, Cuba, for a reputed price of \$3,500,000. Newspaper reports of the transaction first said the beverage firm had bought the mill, then a day later Walter S. Mack Jr., president of the company, said the transaction had not yet been closed and that engineers are surveying the property while lawyers are examining the titles to the land. Mack declared it might be 10 days before the deal could be closed.

The mill property, said to be one of the best on the island, has a capacity of 600,000 bags of sugar a year and includes 2,000 acres of land, a standard gauge railway system and a refinery. About 370,000 bags of sugar of the next crop are expected to be ground by the mill.

GEORGIA TOBACCO SALES—Tobacco market sales for Georgia totaled almost \$7,500,000 more than the amount sold last year, the State Department of Agriculture reports.

Total sales reported for the season were 67,619,006 pounds for \$26,298,479, an average of 38.49 cents a pound. A year ago 61,474,075 pounds sold for \$18,596,260, an average of 30.25 cents.

SUGAR QUOTAS—Despite trade predictions to the contrary, OPA allotments of sugar for industrial users will continue at the present rate of 80 per cent of 1941 consumption for the remainder of the year.

OPA officials predict that the current rate of rationing of sugar to consumers (about a half pound a week) will be continued without change for the rest of the year. OPA officials and representatives of the War Food Administration denied reports that a relaxation of the sugar rationing program was in prospect, declaring that the supply did not justify any change.

GLYCERIN PROSPECTS—This column is becoming increasingly wary of printing predictions about increases in rationed commodities because such predictions, usually made by the

particular industries involved, are all too often contradicted by government action. The latest item on which allocations are supposed to be liberalized is glycerin. At present it is believed the quota for November is likely to be as liberal as in October. Under present circumstances there is even a strong possibility of an increase, authoritative sources say.

August figures showed the heaviest production for the year of 16,778,000 pounds of crude in contrast to 11,872,000 pounds in May.

MORE MINT—About 10,000 acres are to be planted to mint in Brazil for the coming season and the yield is expected to total about 10 times the quantity yielded by the current harvest.

ASK GOVERNMENT ACTION—Cigarette manufacturers have appealed to government officials to remove restrictions on tobacco farm acreage in order to prevent a cigarette tobacco famine. Howard S. Cullman, vice-president of Tobacco and Allied Stocks, Inc., said that unless farmers are allowed to produce more leaf the industry could not continue to meet market demands and urged that tobacco crop control measures be eliminated.

WRIGLEY PROFITS CLIMB—Reflecting the largest sales in its history, net profits of William Wrigley Jr. Company are running about 20 per cent ahead of a year ago. Profits for the third quarter topped the dollar a share mark, it is indicated. The report will be out later this month.

Contributing to the increased sales were large distributions of chewing gum to service personnel, as well as packaging of "10 in 1" and "K" ration field kits for the army. Chewing gum is included in army rations and is sold in post exchanges all over the world. For production of this sort there are no restrictions on sugar, the chief limitation on a confectioner's output, and this possibly explains Wrigley's sales gain, which is now topping even the previous peak of 1941.

The sugar restriction of 80 per cent of 1941 use for civilian production still prevents meeting the domestic demand. However, there are hopes for an easing of this curb by the beginning of next year. A possible new deterrent of sales has arisen recently in the form of a 70 per cent cut in the use of peppermint based on consumption in 1941. A severe shortage of this crop, grown principally in Northern Indiana, Southern Michigan and Oregon, has occurred as a result of a labor scarcity and imposition of a ceiling on the finished oil. Here again, however, the restrictions do not apply to production for government use.

Passage of the administration's proposals for a tax increase on "luxury" items, which includes chewing gum, undoubtedly would have an effect on sales receipts next year. Whether the company would absorb the tax is problematical at present, altho it has maintained in the past that it would never abandon the traditional 5-cent sales price. Another distribution headache is the growing shortage of paper and packaging supplies.

A bright spot in the production and sales picture is the larger supply of chicle which is coming from Mexico, Nicaragua and British Honduras.

Post-war problems of the company should be relatively simple. However, the company has started setting up a reserve for post-war contingencies, which in the June quarter amounted to \$133,434. Wrigley counts on extensive advertising to help maintain its competitive position after the war, despite the appearance of many new brands of gum introduced by candy companies.

Net profit for the quarter ended June 30 was \$1,861,649 or 95 cents a share on the 1,964,487 shares of capital stock. This compared with a profit of \$1,443,963 or 74 cents for the June, 1942, quarter and \$1,712,912 or 87 cents for the March quarter of this year. In the September quarter last year the company reported earnings equal to 93 cents a share.

CITRIC ACID—Altho citric acid continues to be a scarce commodity, manufacturers are advising buyers that speedy allocation of the chemical may soon be expected, according to reports in trade circles.

Deliveries of the chemical, which was placed under allocation by WPB on July 1, have been slow since then due to the necessity for compiling the proper records of past consumption. Completion of these records by WPB will enable that agency to notify buyers promptly on allocations, it was explained.

RECORD PEANUT CROP—The quantity of farmers' stock peanuts cleaned and shelled in the 1942-'43 season thru September 30 amounted to 1,345,057,000 pounds, the Bureau of Agricultural Economics announces. This is the highest on record and compares with season thru September, 1942. Crashings of farmers' stock peanuts 877,659,000 pounds for the 1941-'42 for the same period were 366,640,000 and 214,471,000 pounds, respectively. Holdings of farmers' stock peanuts at mills and in warehouses were 147,001,000 pounds September 30, compared with 112,561,000 pounds September 30, 1942.

BEVERAGE VENDERS

(Continued from opposite page)

to industrial users has made it possible for bottling concerns to increase their soft drink production. This is making possible better service on dispensing units.

The bowling season has found more feminine bowlers than in other years, large numbers of male bowlers having been called into armed service.

While the feminine contingent does not spend so freely as male bowlers, dispenser operators say their soft drink sales are holding up well.

PEANUT SITUATION

(Continued from opposite page)

their peanuts rather than sell them. Manufacturers have not been buying heavily, due to the uncertainty over final

allocation plans and details of the roll-back program on peanut butter prices. The War Food Administration and the Office of Price Administration on October 2 announced a program reducing consumer prices for peanut butter from the July level of 33.1 cents to about 26.5 cents per pound, the level of September, 1942.

To simplify administration the Commodity Credit Corporation will, by making rebate payments to peanut butter manufacturers, adjust the cost of peanuts made into peanut butter. These payments will be at the rate of 4.5 cents per pound of peanut butter sold for home consumption within the United States. Ceiling prices on peanut butter will be adjusted by OPA to conform to this program.

Iowa Rural Spots Closed Because of Beer Drought

DES MOINES, Oct. 23.—Coin machine operators report shortage of beer has put a crimp in business in rural areas. Taverns and other beer dispensing establishments have been forced to close doors due to the situation.

One of the operators reported he had three establishments fold within a day or two because of the shortage. The situation is expected to straighten out shortly, with rationing by distributors. At present the larger users of beer are getting the supplies and rural spots are going dry.

NORMAL TIMES Are PROFIT TIMES

WHEN YOU CAN AGAIN BUY
PAN'S HARD SHELL CANDIES
AFTER THIS WAR.

PAN CONFECTIONS

345 W. ERIE STREET

CHICAGO, ILL.

Reaching More of the Important Readers in the Coin Machine Field

The Billboard

TODAY'S fast changing events and conditions have made Coin Machine Operators and Jobbers more regular readers of *The Billboard*, and because of its more accurate reporting of developments, more and more are depending upon it for guidance.

The *Billboard's* vast network of reporters and representatives scattered about the country assures the best possible news coverage. Weekly issuance enables readers to keep abreast and take immediate advantage of the latest turn of events.

For permanent advertising results advertise in *The Billboard* regularly—keep your name alive, sell the machines you no longer need, list the ones you want to buy and familiarize the trade with your services. Be sure the big annual Christmas Special carries your advertisement.

ADVERTISE

in the

CHRISTMAS SPECIAL

NOVEMBER 27

Many special editorial features and articles will provide extra reader interest.

Wider distribution will give your message greater attention from prospects in all parts of the country.

FORMS GO TO PRESS

WEDNESDAY
NOV. 17

Mail Your Advertising Copy NOW

The Billboard Publishing Company

25 Opera Place

Cincinnati 1, Ohio

Can't Be Used for Nickels

WASHINGTON, Oct. 23.—Coin machine operators undoubtedly will be relieved to hear that the new ration tokens, whose distribution is to begin in February, will be slightly larger than a nickel, the coin most commonly used in machines. The tokens will be about seven-eighths of an inch in diameter and about one-twentieth of an inch thick. They will be punched out of hard fiber sheets made by vulcanizing paper under heat and pressure, according to an announcement by the OPA. The material resembles that used for key tags or hat checks and is said it will last thru months of handling by consumers and merchants.

Measures have been taken to make the tokens counterfeit-proof, OPA said, but admitted the safeguards are not entirely adequate and that the agency will maintain a constant vigilance for spurious tokens.

Award of the contract to manufacture the tokens was made to the Osgood Register Company, of Cincinnati. The company will fabricate 450,000,000 blue tokens and the same number of red tokens at a cost of \$1.44 per thousand.

ARCADE NEWS

Philly Arcade Man Has Weekly Chart Of Highest Scores

PHILADELPHIA, Oct. 23. — Bill Rodstein, operating a string of amusement machine arcades in the central-city section, has hit upon an attention-getting idea to stimulate interest among players. A specially-designed chart has been placed on the wall of each arcade showing record of the best score of the week. The name and address of the player holding the week's highest score is prominently displayed in extra-large letters.

Rodstein has found that this stunt has made for friendly competitive spirit among the players, each striving for the distinction of getting top billing. More-

over the week's winner becomes a natural advertiser for the arcade, not only telling his friends of his accomplishments, but in most cases, bringing his friends in with him almost every day to show them that he is really the champ. Invariably, that makes for added machine plays.

AOA HOLDS FIRST FALL MEETING

NEW YORK, Oct. 23.—The Arcade Owners' Association held its first meeting of the fall season October 21 at the Abbey Hotel, New York. The meeting was well attended, close to 40 members were present, and the enthusiasm shown by the body augurs well for AOA growth.

Al Blendow, AOA president, presided, and subjects discussed included, the Arcade Owners' Association hearing before the House Ways and Means Committee in Washington October 8, MPR-429 and how it affects arcade men, the group insurance plan and the issuance of an association bulletin. Herman Brothers, AOA attorney, made the report on the Washington hearing.

The group insurance plan, which will give coverage and claimed savings on all forms of insurance except life and automobile, is open to AOA members only and is considered an excellent stimulator to encourage other arcade owners to join the association. It will be used as such in a membership drive which is now un-



BUILDS GOOD WILL FOR THE COIN MACHINE INDUSTRY. William Nathanson, owner and operator of the Palace Penny Arcade in New China Town, Los Angeles, gave all the receipts from his arcade over a recent week-end to the China Relief. Nathanson is president of the California Penny Arcade Owners' Association.

PARTS
VENDING MACHINE PARTS AND REPLACEMENTS
 Bought—Sold—Repaired
AUTODRINK, INC.
 BETHPAGE, L. I. Hicksville 1687

WANTED!
EXPERIENCED PHOTOGRAPHER
 WORK ON DIREX POSITIVE PAPER ONLY
 SALARY ON PERCENTAGE BASIS
MINIMUM GUARANTEE \$100.00 PER WEEK
 NORFOLK AMUSEMENT CORP. 439 Granby St., Norfolk, Va.

GLAMOUR GIRL-2 FOR 5c-CARD VENDOR
ACCURATE—SIMPLE—STURDY CONSTRUCTION

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE

SEND FOR COMPLETE LIBRARY

(Counter Model Only)

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5c.
 1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y.

SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION
 WM. RABKIN, Pres.
 Penny Arcade Headquarters Since 1895.
 Manufacturers of Photomatlo and Other Famous Coin Operated Equipment.
 44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

der way. The AOA bulletin, to be issued monthly, will also be tied in with the membership drive.

Bill Rabkin, International Mutoscope Reel Corporation president, who appeared at the meeting as a guest, was invited to speak. He delivered a short address praising the Arcade Owners' Association for the work it has done in the interests of the arcade industry and predicted that an association with its aims was bound to progress.

Coin Machine Foe Loses In Springfield Primaries

SPRINGFIELD, Mass., Oct. 23.—Acting Mayor J. Albin Anderson Jr. won in this city's partisan primaries this month when his opponent, Alderman Richard B. Anderson, who had charged the acting

mayor with being in the pay of the coin machine interests, ran third in the mayoralty race.

Acting Mayor Anderson polled almost 30 per cent more votes than his nearest opponent, Park Commissioner Roy Chapin, while Alderman Anderson trailed, polling only 1,000 votes.

Coin machines had been a big issue in Alderman Anderson's campaign speeches in which he charged the acting mayor with an inconsistent policy in regard to Penny Arcades here. The acting mayor hadn't bothered to answer the charges and the opinion of political observers was that the vote was a vindication of his record. Coin machines are not expected to figure in the mayoralty election in November, with Acting Mayor Anderson's opponent, Democratic State Representative Phillip M. Markley, making his fight on the city's tax rate.

TRADE SERVICE FEATURE
 Billboard

Industry Mentions

Magazines -- Newspapers -- Radio

Juke "Expense"

Newspapers throught the country were quick to headline juke boxes in stories about the cost-plus-fixed-fee war contracts which Comptroller General Lindsay G. Warren presented to the House Military Affairs Committee recently. Warren's general accounting office is seeking to prove there are abuses in the war contracting system and that the War Department should not maintain exclusive jurisdiction over contract terminations. He presented 270 instances of expenses which, he said, are costing taxpayers unnecessary amounts of money. In *The New York Times'* account, juke boxes were lumped with Christmas greeting cable messages, sanitary napkins, vitamin pills and chauffeurs' licenses. *The Milwaukee Journal* headed its story: "False Teeth, Juke Boxes Listed in Army Contracts."

None of the newspaper accounts indicated whether or not the juke box costs were for industrial music in war plants, which has proved such an important factor in upping production. It develops that the juke boxes, approved by War Department contracting officers, were installed to pep up war workers, it will be a little difficult to understand and sympathize with the controller general's amazement at such operating expenses. A survey of industrial music in 100 war plants made by the War Production Board and published under the title of "Music in War Plants" last August, showed that 87 per cent of the plants using phonograph records claimed that music improved morale; a majority of the firms surveyed said that music increased production.

"night clubs" is coming in regularly. *The Chicago Sunday Times*, October 10, devoted a page of pictures and a feature story to the young people's club at the University of Chicago in Ida Noyes Hall on the campus. One picture showed a group of tensters jitterbugging to the jive of a big juke box. High school and junior college students in Little Rock, Ark., promoted their own Swing Inn club, according to a United Press story in *The Milwaukee Journal*, October 12, when they felt like the forgotten generation. Servicemen and war workers have their centers, so the kids decided they should have one for themselves. The UP article called the juke box in the club a "nickelodeon," but it's still a coin-operated music machine. This story, incidentally, is the first we've noted where the students installed a cigarette machine, too. On October 19 *The Chicago Herald-American* spread the story of the Roseland YMCA Co-ed Club in a full page and printed one big picture of a juke box and young people dancing. The caption said: "A gay crowd . . . cheers as they stage jitterbug fling to juke box tune." Another brief report of a recreational club for high schoolers showed up in the "What the People Say" column of *The Chicago Times*, October 6, when a student in Chicago Heights wrote in to tell of their club where they dance "after football games and on Saturday nights . . . to the music of a juke box or a swing band." Indications of such teenage clubs in the Detroit area were given in a letter from the general superintendent of the parks and recreation commission, printed in *The Detroit News* October 10. No mention of juke boxes was made, altho regular dances for young people were being planned, but one of the pictures showed two girls roller skating while another studied the title strips at the juke box.

Teen Age Clubs

Clubs and community centers for young people are springing up all over the country, and news of teen-agers dancing to juke boxes in their own

The teen-age club movement gives promise of turning into a nationwide

sweep. Apparently one of the most effective means of coping with the juvenile delinquency problem, the establishment of these recreational centers for young people is receiving more encouragement and publicity. It's a set-up where no one loses—the youngsters, the community and the juke box all benefit.

Grocery Venders

The New York Times, October 12, published a short article on post-war vending machines, headed: "Machine Grocers in Sight, Automatic Vending of Foods a Post-War Likelihood." The report is repeated in full as follows:

"Householders now standing in line to buy groceries may some day be dropping coins into food-vending machines to stock their kitchens within a few seconds. Coin machine operators, already dispensing foods like apples and candy, are surveying the new compact food forms to learn which ones can best be sold by the 'automatic grocers' when the war ends, according to Science Service.

"A clue to this new development is given in The Billboard, which reports that a potential product for vending machine manufacturers is dehydrated foods."

Gross Quotes

The following appeared in Nate Gross's column "Town Tattler" in The Chicago Herald-American on September 30:

"So you stop in at the Auditorium to see Mrs. Edward J. Kelly and we stand around and watch the Panoramic machine play Soundies, which is a miniature moving picture show in song and dance. We get a kick out of seeing the machine in action, and being enjoyed by the fellows, because the Soundies people, thru Bill Crouch, sent it over at our request some time ago. And there is the juke box that Freddie Morelli sent over because we asked him. And we see Joe Sherman's concert grand piano and the ice-cream machine that the Mills people

Industry Tax Plea . . .

WASHINGTON, Oct. 23.—Arthur Mohr, attorney for the Associated Operators of Los Angeles County, Inc., California, made a strong plea before the House Ways and Means Committee last week in behalf of the amusement games industry and gave the committee some interesting statistics on the coin machine field.

He presented an entirely new draft of the federal tax section on coin machines and recommended that this be adopted. The purpose of the recommended section would be to classify all pinball games, either free play or novelty, in one group. The purpose of this was to rectify the interpretations which have been made by the Internal Revenue Bureau. Mohr also recommended an increase in the federal tax on pinball games. His recommendations also suggested a fee of \$10 per year on counter machines and that all amusement machines other than pinball games and gaming devices be taxed at the rate of \$10 per year. The same recommendation was extended to cover penny amusement machines of all kinds.

Previously representatives of the Arcade Owners' Association had urged the committee to tax arcades at \$250 or \$300 per year, rather than assess a tax on every machine in the arcade.

The House Committee closed its public hearings October 20 and began its closed sessions for framing a 1943 tax bill the next day. Predictions have been made that the committee may have a bill ready within two weeks.

and Frankie Harmon sent over at the request of Town Tattler."

The Auditorium, Gross mentioned, is the Chicago Servicemen's Center—Everything Free—sponsored by Mayor Kelly and supervised by Mrs. Kelly.

"Pinball Horseplay"

That's the title of an editorial appearing recently in The Milwaukee Journal September 23. It seems that the city council had itself some fun when the chairman of the license committee submitted to the council the application of a fellow in the 22d ward in Milwaukee for a pinball license. Inasmuch as the alderman for the 22d ward had voted against the pinball licensing ordinance and is still agin' it, the chairman thought he would rib him a little and even perhaps put him on the spot. The newspaper didn't think such shenanigans were funny at all, and, what's more, it doesn't approve of the pinball license ordinance either—says "it is virtually impossible to prevent the machines from becoming gambling devices if the players or operators choose to make them that."

South Pacific Slots

In the October Harper's magazine there's a story by Christopher La Farge titled "Fatigue," set on a South Pacific island where officers of the U. S. armed forces have a club. The article is definitely fictional, but the author gathered his material on the spot, going out as a correspondent for this magazine. One of the navy officers relaxing at the club plays a slot machine thruout the scene of the story and swears when it doesn't pay off. When told he'll lose every cent he's won, the navy man says, "It's all velvet and it's something to do." And just then a line of three blue plums shows up, the machine gives out with a bell-like note, and a cascade of quarters fills the metal trough. Jackpot and player move to the bar.

OPA Asks Bids on Huge Number of Ration Tokens

NEW YORK, Oct. 23.—The Office of Price Administration has invited bids for the delivery of 900,000,000 plastic ration tokens by next February to supplement its ration stamp system. The total figure of the tentative initial order, heretofore undisclosed, gives an idea of the scope of the operation which some spokesmen in the food field have asserted would break down because of its sheer magnitude.

Plastics manufacturers stated that specifications issued by the OPA called for the delivery of 400,000,000 blue tokens by January 1, with 500,000,000 red tokens to be delivered by February 15, 1944. The present order, it was emphasized, "is simply an initial order."

The material to be used is specified as a cold molded plastic and must contain no critical material except that the adhesive binder used must be urea and

formaldehyde of not more than 50 per cent by weight.

The OPA has provided for an alternate bid "which in effect opens up the field to glass," one manufacturer pointed out. The alternate bid, it was stated, also opens up the field to vulcanized fiber and other non-metallic materials which may prove satisfactory and are non-critical unless the War Production Board determines otherwise for the purpose. However, it was said, small amounts of critical material may be used "to provide security from imitation."

Regardless of the composition the OPA specifications call for the following general characteristics in the tokens: Color uniformity and iridescence, if possible; chemically inert to handling; raised lettering on both sides; non-toxic and non-poisonous; resistant to water; freedom

from breakage or chipping upon being subjected to a 10-foot drop on concrete; non-bending; non-combustible and non-softening when heated.

MUSIC IN THE NEWS

(Continued from page 62)

crooners. The person who emits noises into a microphone and thus himself voluntarily becomes a part of a machine, not only forgets that silence is a virtue which renders us agreeable to our fellow creatures, but that, as Samuel Butler warned us, machines serve only that they may rule.

TALENT AND TUNES

(Continued from page 63)

ing one by Ted Lewis whose work is starred in the flicker.

NEW ORLEANS:

Boogie Woogie. Tommy Dorsey.

Here's one that refuses to say die. A few months ago, after the waxing managed to hang on in machines without any help, Victor started to give it a build-up. But it slipped off again, except for an occasional mention in one city or another. It's still popping up on reports here and there, and now it's back among the top faves in New Orleans.

DENVER:

White Christmas. Bing Crosby.

A couple of weeks ago, a report from Des Moines said that ops were buying up all the White Christmas disks available, anticipating a heavy demand. Its publisher has made the tune its No. 1 plug for the second year. Denver is the first city where it has started to show up so far, but it's still a little early and there is every indication that phonopians will catch the Christmas spirit again this year.

Note.

For a listing of songs played most often over the radio for the week ended Thursday, October 14, see the Music Popularity Chart in the Music Department.

Operators with machines in Negro locations will also find that the Popularity Chart presents a valuable listing of the sepien best sellers under Harlem Hit Parade.

BULBS-SPECIAL!
 500 12" Lumiline Mazda \$.85
 6.8 Screw and Bay #48, #50, #55,
 Per 1055
 #51, #83, Per 1055
 Box of Shellack, Per 12 1.00
 1 Lb. Acid Core85
 1 Lb. Resin Core85
 Hack Saw Blades, 10" and 12", Top
 Brand, 12 to a Pack, Special for
 Mechanics, Each09
 1/3 dep., bal. C. O. D., F. O. B. N. Y.
ARCADE BULB CO.
 56 W. 25th St. New York City
 Phone: Watkins 9-7490

ARCADE MECHANIC WANTED
 Must understand Arcade Equipment. Top salary. Steady work.
F. M. EAGAN
 305 N. Commerce St. Gainesville, Tex.

SPACE FOR RENT IN PENNY ARCADE
 Busiest Corner on Broadway, N. Y.
 BOX No. 504, Care The Billboard,
 1564 Broadway, New York 19, N. Y.

FOR SALE
 10 Cases .22 Long Rifle Cartridges.
 50 Rolls Name Plate Tape, 2 lbs.
 Per Roll and Up.
MAKE BEST OFFER
 BOX NO. 505, Care The Billboard, 1564
 Broadway, New York 19, N. Y.

HAVE GOOD LOCATION
 In Penny Arcade for Photo Studio and Photo
 Machine. Will work on percentage. Can furnish
 paper if you don't have any.
SPORTLAND
 354 Asylum Street HARTFORD 3, CONN.

HIGHEST CASH PRICES FOR USED SLOTS & CONSOLES BAKER NOVELTY COMPANY
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

COMPLETE ARCADE FOR SALE SACRIFICE—READ THIS!!!

8 Drop Pictures (Call-o-Scope) 1 Foot Ease (Exhibit) 1 Gypsy Palmist (Mutoscope) 1 Air Raider (Keeney) 1 Trap the Jap (Seeburg) 1 Shoot the Chute (Seeburg) 1 Rapid Fire (Bally) 1 Duck Gun (Rayolite, Seeburg) 1 Duck Gun (Tom Mix) 3 Anti Aircraft (Keeney) 1 Radio Rifle (with Film) 1 Tommy Gun (Evans) 1 Sky Pilot (Baker) 1 Submarine (Keeney) 1 Batting Practice (Scientific) 1 Wind Jammer (Western) 1 World Series Baseball (Rockola) 1 Drivemobile (Late Model) 1 Football (Chester Pollard) 1 Golf (Chester Pollard) 1 Hi-Ball 1 Baseball (Scientific) 1 De Luxe Baseball (Western) 1 Thigh-o-Graph (Mutoscope) 1 Love Tester (Exhibit), 6 Ft., Floor Model 1 Electric Engizor (Exhibit), 6 Ft., Floor Model—Spear the Dragon 1 Grandfather Striking Clock (Exhibit) 1 Scientific Bag Punching (Exhibit) (Learn to Box)	1 Spill the Milk (Conversion of United Nations) 2 Champion Punching Bags (Exhibit) (Pull Up Type) 1 Shoot the Bull (Automatic) (Electric Eye) 1 Mountain Climber 1 Post Office (Exhibit) 1 3-Way Strength Test (with Base) 1 Grip Tester (Gottlieb) (with Base) 1 Lift Test (Callie) 1 Grip and Lung Tester (Callie) (Floor Model) 1 Hitler Gum 1 A.B.T. Pool Game 2 Card Machines (Exhibit) (Double Set—Floor Model) 1 Glamour Girl Card Vender (Mutoscope) (Late Model) 1 Skill Shot (with Base) 1 Flip Skill (with Base) 1 Kill the Jap (with Base) 1 Poison the Rat (with Base) 1 Table Model Electric Engizor 1 Pike's Peak (Grotchen) 2 Kicker & Catcher (Baker) 1 What Do My Friends Call Me? (Exhibit) 2 Big Game Hunters (A.B.T.) 1 Home Run 1 Texas Leaguer (Keeney) 1 Target Skill (A.B.T.) (Working) 1 Target Skill (A.B.T.) (For Parts) 1 What Is My Weakness? (Exhibit)
---	---

1 Display Case and Contents—Valuation \$50.00
 1 Cash Register (National)—Valuation \$100.00
 1 Combination Juke Box & Radio (Wurlitzer), Extra Speaker and Fifty Feet of Wire—Valuation \$250.00
 1 Shrunk Jap Soldier rearranged in a beautiful casket case (now on display)—Valuation \$100.00
 1 Regulation Archery Range (Indoors), 60 feet long with Archery Equipment—bows, arrows, targets, etc.—Valuation \$500.00
 Decorations—Flags of All Nations, 2 American Flags, 6'x8", and College Pennants—Valuation \$75.00
 2 Converters to convert D.C. to A.C., each motor will handle approximately seventy-five machines at full operating capacity—Valuation \$150.00
 1 Root Beer Barrel (Medium Size)—Valuation \$25.00
 Outside Sign, size 15 ft. by 3 ft.—Valuation \$50.00
 Counter for Ray Guns—Valuation \$50.00
 Beautiful Permanent Window Signs—Cost \$100.00
 Your Name in Headlines, complete with ink—Valuation \$250.00
 Plenty of Wire and Sockets, also extra Slots, 1¢, 2¢ and 5¢ Slots

ARCADE NOW IN FULL OPERATION

This arcade is established in a building 150 feet long by 30 feet wide, in the busiest and best part of Erie, Pennsylvania, at 1115 State Street. We can assure you that we have established a lot of friends and good will. Pinballs are allowed full swing in this town. Must sell quick because of draft, so will sacrifice all this, including the secure location on which we have a lease until May and a continuous option, for \$4000.00 CASH. Total machines at Billboard prices, plus prices listed from Display Case down, total \$7480.00.

Will Sell All This for \$4,000.00 Cash

GERALD J. GRAY
 1115 STATE ST. ERIE, PA.

ARCADE SPECIAL: NAME IN HEADLINES OUTFIT, INCLUDING A NEW NINE FT. NEON SIGN. THIS MACHINE USED A SHORT TIME AND HAS A QUANTITY OF BLANK PAPERS INCLUDED. PRICE, INCLUDING THE \$175.00 NEON SIGN, IS ONLY \$425.00. ACT QUICK!

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS	
Bally Bull Gun	\$ 89.50
Bally Rapid Fire	229.50
Exhibit Streamline Digger	89.50
Western Super Grip	50.00
Gottlieb 3-Way Grippers	17.50
Gottlieb Single Gripper	9.50
Shoot the Chutes	135.00
High Dial Ten Strikes	65.00
Anti-Aircraft Screens	9.50
Seeburg Two-Play Hockey	69.50
EXH. ROTARY, PUSHER TYPE	229.50
Peek Show	\$ 87.50
A.B.T. Challenger & Model F's	22.50
Card Venders, Floor Size	24.50
Mercury, Cig. Reel, Token Payout	12.50
Mills Skill Flip, Arcade Game	54.50
1939 Western Baseball	94.50
Bally Defender	945.00
Chl. Coin Hockey	229.50
Battling Practice, Late Model	129.50
Exhibit Racer, Money Maker	125.00
MUTO, METAL 2 for 5¢ CARD	
VENDERS	39.50

WE REPAIR BALLY 1-BALL AND 5-BALL MOTORS, OPEN TYPE, \$5.00; SEALED, \$12.50

PIN GAMES	SLOTS — CONSOLES	ONE BALLS
Cash PO Watl. Big Games	Stage Door Canteen	Record Times
New Orig. Crates, \$150.00	5¢ Bonus, #459000	Santa Anita
Cash Big Games, Ro-	50¢ Mills 3/5 P.O.	Jenn. Golf Ball
built by Watling	5¢ Silly Moon Ch.	Exh. Air Circus
Gal. Dom., Late Head	10¢ Dixie Bell	Home Run '40
Jenn. F.P. Bobtail	6¢ Blue Fronts	Wild Fire
Mills Four-Ball	5¢ 4-Star Chiefs	Sport Parade
Bally Sun Ray, F.S.	25¢ 4-Star Chief	Monicker
Super Bell Comb., 5¢	5¢ Silver Chief	Twinn Six
Super Bell, 5¢-5¢	Bally PIMLICO, A-1	Belle Hop
Cash	Club Trophies	Big Chief
Big Game, Cash Payout	Keeney Fortunes	Stratolliner
Baker Pacer, 30 to 1	Keeney Skylark	All American
DD	Broadcast	Champs
Gun Club	School Days	Horseshoe
Duplex	South Paw	TEN SPOT
Speed Ball	Sluggo	Hi-Hat
Spot-a-Card	Boloway	Arizona
Texas Mustang	Santa Fe	Brazil
Sea Hawk	Grand Canyon	

WILL PAY \$40.00 EACH FOR EXH. SUN BEAM, STARS, DO-RE-MI, WEST WIND AND DOUBLE PLAY.

**ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D.
EMPIRE COIN MACHINE EXCHANGE, 2812 W. North Avenue, Chicago 47, Ill.
PHONE: HUMBOLDT 6288**

MUSIC

Wurlitzer 71, Counter Model	\$117.50
Wurlitzer 600, Packard Keyboard, Leather Sides	217.50
Wurlitzer 700	Write
Wurlitzer 618	75.00
Seeburg Envoy, R.C., Refinished	350.00
Seeburg Concert Master, R.C.	349.50
Seeburg Colonel, R.C.	375.00
Mills Blue and Gold Vest Pocket	\$ 49.50
Rock-Ola Lo-Boy	49.50

BULBS

18" Lumiline	\$ 1.35
12" Lumiline	.85
#51 for Wall Boxes, Box of 10	.65
#65, Box of 10	.75
#46, Box of 10	.85
#50, Box of 10	.65

**1/3 deposit, balance C. O. D. F. O. B. New York
DAVE LOWY 594 10th Avenue, New York City. Longacre 5-9495
"Let's Trade Together, Even If It's Ideas"**

ARCADE EQUIPMENT

Hitler and Mussolini (Gun)	\$119.50
Farmer's Daughter (Gun)	119.50
Evans Play Ball	215.00
Supreme Bomb Tokyo (Used 2 Weeks)	250.00
Western Baseball, 1939	62.50
Western Baseball, Deluxe	109.50
ABT Model Big Game Hunter	15.00
ABT Challengers	22.50
Baseball, 1¢	5.00
Bomb Hits, 1¢	6.50
Kicker and Catcher	15.00

Seeburg 5¢ Wallomatics, Wireless	\$ 29.50
Wurlitzer (#320 Box)	22.50
Bar-o-Matics (Seeburg), 3 Wire	37.50
Free Play Coils, Each	\$ 1.00

Convert Your Panoram TO A PEK MACHINE AND TRIPLE YOUR PROFITS!

This amazing statement is based on a six months' test in San Diego's largest arcade with both types of machines in simultaneous operation.

WRITE FOR COMPLETE INFORMATION ON THIS SIMPLE CHANGE-OVER

We supply the film especially made in our own studio for this type of operation.

**LES LORDEN
FILM EXCHANGE**

2422 1/2 W. 7TH STREET, LOS ANGELES 5, CALIF.

EXCELLENT OPPORTUNITY WITH EASTERN JOBBER

WANTED!!! A First-class, All-Around Mechanic for Pin Balls, Phonographs and Consoles. This position is permanent to a capable, right party! Excellent pay! This is with an old-time Eastern Distributor who does not operate. Hours are regular! Minimum work week—44 1/2 hours. Time and a half for overtime. Give full particulars first letter. Write:

BOX D-140, Care The Billboard, Cincinnati 1, O.

IMMEDIATE DELIVERY 7 BALLY KING PINS—7

Bally's Greatest Bowling Game

Make Offer for One or All.

CARLO DI LIBERTO

13811 ALMA AVE. DETROIT 5, MICH.
Reference: National Bank (Detroit)—Mack & 81, Jean Branch.

Mills Industries at War

By JAMES T. MANGAN

Director of Advertising and War Promotions

To the civilian outsider a war factory is sacred and mysterious. Sacred, because within its precincts are made the implements which nobly persuade our enemies to unconditional surrender; mysterious, because if you've never been inside one you can't imagine what it's like. Perhaps this typographic monolog of mine may make our factory a little more sacred, a little less mysterious.

I said "factory"—but Mills Industries has three factories, very much different on the outside, very much alike on the inside. The outside is quite like it used to be except for the fences, the armed guards and the interceptor shanties. The inside is different in one way and not so different in another.

Since factories were first conceived and built they have been made up of people, wheels, motors, gears and rhythmic and recurring noises. So are war factories. But the old-time products were familiar, friendly and digestible to the eye; now the products are strange, cold, complicated, precious and remote. Everything the war factory makes is as rare and valuable as radium and as awe-inspiring as the potential death it harbors.

We make projectiles for the army and navy, tank equipment, aircraft and airplane parts, signal and communication equipment, photographic and instruction equipment. War material is all we make. All the ability and human and mechanical resources of our three plants are given over to making it. The details are a secret, some of the products being a great deal more secret than others, and only a mere handful of men out of a total of 2,000 workers are permitted to visit all sections of every factory.

Workers Are of All Ages

The people are all ages. Emil Krimsky just celebrated his 78th birthday, Jane Greenwood her 86th, and swarms of beautiful 18-year-old "Rosie, the Riveters" make war production life a little more bearable with their slim-waisted figures, their willing and eager energies and aptitudes for learning the operation of machines and the assembly of complicated parts and mechanisms. Old and young, men, women and girls, entered into war work with full spirit and simple patriotism, and none of this rich and genuine love of country has been spoiled by the dullness, the tiresomeness of the terrible and endless quantities of war production. All of these people have sons, husbands, brothers and loved ones in the war, and after 10 hours of the most enervating and wearying work then go home and write daily letters to some fighter in camp or at the front. They are the great, unsophisticated, uncritical American public; they serve and cooperate with their nation instinctively; they bear up under their roles without complaint or request for relief.

These then are our factories; a great, warm, strong, solid mass of working Americans; the machines, and their lethal products we can forget for the moment, but we can never forget or get away from this great combined unit of

war workers, who are like a mighty war horse, strong beyond imagination but patient and obedient to their country's demands.

It is the people, and the people only, who make the war factory different from the pre-war or civilian factory; the people and their spirit.

Highly Publicized

The Mills organization has been publicized all over Chicago and the whole United States in a degree much higher than thousands of factories many times as large as ours. The newspapers come to us for stories, photographers come to us for pictures; we let them see and meet the people right on the production line, and out of the meeting the grandest war spirit you ever saw rears its head and is captured in print.

One of our war workers received the famous *Chicago Tribune* award for inventing a machine that puts the copper band on anti-aircraft shells five times faster than any machine ever did it before. Another of our workers figured a way to save 54 out of 56 barrels of

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Buy

WAR BONDS!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**SOUTHERN
AUTOMATIC MUSIC CO.**
540-42 S. 2nd St., Louisville, Ky.
531 N. Capital Ave., Indianapolis, Ind.
312 W. Seventh St., Cincinnati, Ohio
425 Broad St., Nashville, Tenn.

SCAVENGERS

FOR MILLS JUMBOS

Guaranteed rebuilt—much stronger than when new. \$5.00 EACH, with your old or broken Scavenger.
WE WANT TO BUY any Old or Broken Scavengers. Tell us how many you have and price expected.

LYNES MANUFACTURING CO.
2642 Cecelia St., St. Louis County 17, Mo.

**WANTED
HOLLY GRIPS**

Will Pay \$4.00 Each

Any Condition. Write for Full Amount.

CLIFF WILSON
231 D Street Lawton, Oklahoma

FOR GUARANTEED

BAKERS PACERS

PACES RACES and SERVICE
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

1-A or A-1 . . .

This is not our draft classification, but the condition of our PANORAMS we offer for sale. Each machine thoroughly overhauled and securely crated for long distance shipping. Late serials. Price \$350 F. O. B. Time payment plan to responsible parties.

763 South 18th St. GEORGE PONSER CO., Newark, N. J.

READY FOR DELIVERY

MILLS GOLD CHROME BELLS, 5c, 10c, 25c	MILLS THREE BELLS
MILLS CHERRY BELLS	MILLS VEST POCKETS
MILLS BROWN FRONTS	NEW BUCKLEY TRACK ODDS, DAILY
MILLS BLUE FRONTS	DOUBLE MODEL
MILLS BONUS BELLS	JENNINGS SILVER MOONS, CASH PAY

JONES SALES COMPANY
Tel. 1654 31-33-35 MOORE ST., BRISTOL, VA.-TENN.
We Wholesale and Sell for Resale.

MARKEPP VALUES

PHONOGRAPHS

Mills THRONE OF MUSIC	\$179.50
Mills EMPRESS	194.50
Wurlitzer 61s	74.50
Wurlitzer 41s	100.00
Wurlitzer 71 with Stand	135.00
Wurlitzer 24-A	139.50
Wurlitzer 616, Liteup, Walnut	89.50
SPECTRAVOX-PLAYMASTERS	229.50
SINGING TOWERS, Model 100	179.50
Seeburg PLAZA	239.50
WALLOMATICS (Wireless)	34.50

ARCADE EQUIPMENT

ALL STAR HOCKEYS	\$209.50
JAILBIRDS	119.50
SHOOT THE CHUTES	119.50
KEEP PUNCHING	89.50
Exhibit ROTARY	179.50
PACE 54 FT. ALLEYS	375.00
TEN STRIKES, L.D.	49.50
TEN STRIKES, H.D.	59.50
KICKER & CATCHER	19.50

SLOTS

25c MILLS EXTRAORDINARY	\$199.50
25c MILLS BLUE FRONT, 445298, C.H., Drill Proof, Knees	Write
5c MILLS BLUE FRONT, 424559	Write
10c MILLS BLUE FRONTS, over 400000	Write
10c WATLING ROLATOPS, 3-5	84.50
Single Safe, Single Door	22.50
Single Safe, Double Door	39.50
Double Safe, Double Door, A-1	79.50
Double Safe, Meilink Late	59.50

Half Certified Deposit With Order.

WANTED FOR CASH
Wurlitzer 616, 24s, 500, 600, 750E; Rockola Standard, Deluxe Super, Masters; Seeburg CROWN, REGAL, PLAZA, Concert Grand, Concert Master, Envoy, Mayfair, Glasses; also PHONOFILM Soundio, Wurlitzer Skeeballs, Rapid Fires.

WE ARE WHOLESALE ONLY THE MARKEPP CO.

3908 Carnegie Ave. Cleveland 15, O. Henderson 1043

Air Ralder	\$225.00
Rockola Spectravox with Playmaster and 3 Bar Boxes	400.00
Wurlitzer 600R	245.00
Rockola Commando	470.00
Mills Zephyrs	38.50
A. M. 1. Top Flight	65.00
Drive Mobile	385.00
Seeburg Chicken Sam (As Is)	185.00
Seeburg Ray-o-Lite (Hitler Conv.)	95.00
Evans Play Ball	235.00
Jennette Converters	45.00
New Photo Electric Cells	3.00
Mills Amplifiers	20.00
Evans Ten Strike (Needs Glass)	25.00
Little Duke 1c Slot Machine	25.00
Little Duchess 1c Slot Machine	25.00
Jennings 5c Today Vender	69.50
5c Automatic Pay Dice, \$5.00; J. P.	37.50
25c Automatic Pay Dice, \$25.00; J.P.	87.50
Paces Races, 5c Play, Brown Cabinet	145.00
Mills Goose Necks, 5c	45.00
1/3 Deposit, Balance C. O. D. Cash in Full on Order Under \$50.00.	

Star Amusement Co.
811 W. Broadway MUSKOGEE, OKLA. Phone 503

expensive oil daily on a row of cutting machines. Scores of others have introduced short cuts, speed-up inventions and methods for increasing war production and saving critical materials. They did it out of sheer spirit and out of understanding that speed, invention and resourcefulness are the essentials of American victory.

The first Treasury Minute-Man Flag to be awarded to any firm in Chicago (the third in the entire nation) was presented to Mills Industries. We had so quickly earned it that when the government asked for time to manufacture it for us we offered to make it ourselves. The government said "great idea" and established a new method for allotting this flag. We were one of the first firms to earn the 10 per cent Treasury Flag, all of our employees raising their payroll deductions for bonds to a mark over 10 per cent within two weeks after being asked. Fred and Ralph Mills received personal citations from the United States Treasury for their co-operation. Chicago had the biggest parade in its history; it lasted 14 hours and boasted 1,500 elaborate floats, but the most elaborate float of all was that of Mills and it led the whole parade in No. 1 position. It was entirely decorated by our employees.

Employees Win Recognition

Ann Marsters, feature writer of *The Chicago Herald-American*, wanted to go to work in a war factory to observe women war workers. The first factory she worked in was Mills. A Mills girl war worker reached the finals in this paper's famous Miss Victory contest, and when the same paper sent 10 girl war workers to Hollywood a Mills girl was the first one chosen.

There is a saying at Mills: "No Mills drive ever failed." Certainly no Mills war drive could ever fail—with spirit like this behind it! Our girl workers have one of the most active WOW (Women Ordnance Workers) posts in the country. The Chicago Servicemen's Center asked them for cakes; they solicited the other employees and brought in 750 scrumptious and mouth-watering cakes in a single day; they were asked for Books for the Yanks and they gathered up 2,500 books; the Red Cross appointed them to solicit blood donors and they gave over 500 pints—two full barrels—of rich, warm and real American blood. The war fund drives and the Red Cross drives for money invariably multiply the records of preceding years, and over 100 special and intimate farewell parties have been arranged for members of our organization going into the armed services. Our company service flag has 313 blue stars—no gold as yet, thank God! We are in constant touch with most of these men in service.

The armed forces in general have heard of this miraculous war spirit and have visited Mills in person: Barney Ross, hero of Guadalcanal; Claire Hume, killer of 69 Japs in a single night; Lieut. Bob Halperin, winner of the Navy Cross, first American to capture two prisoners in the African invasion; Chief Wood, first American invader of African territory; Dutch Meyer, last Red Cross member out over the Burma Road; Lieutenant General Knudsen, Brigadier General Armstrong, Rear Admiral Evers, and scores of famous and high-ranking officers.

On Radio Program

It is an axiom of war production that the spirit of the worker is invariably the spirit of their leaders, and undoubtedly the affection of all our workers for Fred, Ralph, Herb and Hayden Mills explains in a large way the remarkable war spirit found here. The Mills brothers mix with their employees on equal terms, work with them, join them in their recreation and understand the need for furnishing the most scientific

aids for fighting fatigue on the job. Recreational movies are shown regularly and music is played every hour in all three plants over the largest and most comprehensive war factory music system in Chicago. Music must be in the Mills blood, for on September 5 twelve Mills workers composed an entire 60-minute radio program on the famous Sachs amateur hour. Mills was one of the first American war organizations to be heard on this invitational program.

From this you may deduce that war work is very interesting work, something doing every minute, and wouldn't miss it for the world. Well, it isn't so; war work is dull, war work is hard and tedious and a war factory would indeed be an awful place if there were no spirit there. At Mills we're proud to have it and we intend to keep it!

If this description of a war factory hasn't given you a mental picture that's clearer than the one you had before, then there's only one thing left to do. Some week when the trains aren't crowded and you have a serious and essential reason for being in our vicinity drop in and see us in person. The name has been changed from Mills Novelty to Mills Industries, but the old bunch is still here and the greeting you'll get will be hearty. We can't promise to take you into our factories, but we can sit down together in the office and talk about your friends and ours, about past good times and post-war days. In case you are a bit too impatient to get this war ended too soon we know the visit will improve your war morale, give you strength and faith for one conclusive and permanent victory and peace.



We have a few more Rebuilt ROLL-A-TOPS left
We can still repair your machines and make them look like new
WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel.: COlumbus 2770.
Cable address "WATLINGITE," Chicago.

IMMEDIATE DELIVERY ON FACTORY RECONDITIONED AND REBUILT

Mills Blue Fronts, Brown Fronts, Gold Glitter, War Eagles, Club Consoles. All equipped with knee action and Club Handles. Also 5c, 10c, 25c and 50c Pace, Watling and Jennings Slots. Write, wire or phone for lowest current quotations.

TWIN PORTS SALES CO.
723 E. Superior St. Duluth, Minn.

SALESBOARDS

Write for Prices and List of Cigarette and Jackpot Money Boards and State Your Requirements

NEW DEAL MFG. CO.

411 NORTH BISHOP DALLAS, TEXAS

EACH STAR REPRESENTS AN ATLAS MAN IN SERVICE

WRITE FOR COMPLETE LIST OF ALL PARTS and EQUIPMENT

PARTS

EQUIPMENT	
Exhibit Rotary Merchandiser, Claw Type, Nov. Candy Vend.	\$149.50
Groetchen Columbia, G.A.	82.50
Keeney Submarine	229.50
Battling Practice	129.50
Jenn. Golfarola, Latest Model, Like Now	139.50
Jenn. Cigarola, Mod. V	79.50
Jenn. Cigarola XXV	169.50
Silver Moon, F.P.	99.50
Silver Moon, P.O.	129.50
Keeney Super Bell	239.50
Hi Hand	154.50
Pace Reels, 5c, P.O., Chrome Ralling	132.50
Pace Saratoga, Comb. F.P. & P.O., Chrome Rall	189.50

2051 TUBE \$2.55 Ea.

Mills, Jenn. & Watl.	
J.P. Glass	\$1.25
Mills Escalator Glass	.75
Pin Game Locks	.75
Pin Game Clock	1.75
Western Kicker Coil	6.00
ABT Coin Slides (Only)	1.50
ABT Coin Chutes	
F.P. & Reg.	3.75
Curved Ten Strike Glasses	2.50

Backboard glasses, motors, rectifiers, coils, fuses, award cards, reel strips, balls for Keeney Sub., rebound rubbers, amplifier and radio tubes... Write

WE HAVE PARTS FOR ALL MAKES OF COIN OPERATED EQUIPMENT!

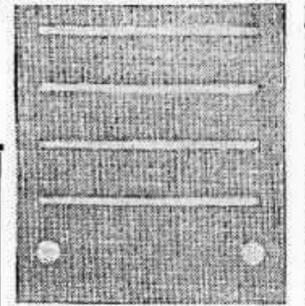
Please Send Check in Full for Orders Under \$10.00.

1/3 Deposit on Orders Over \$10.00.

PLEASE ADDRESS YOUR MAIL TO CHICAGO 47, ILL.

TERMS: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURG



Actual Size
Fibre Contact Divider for relay on 3 and 4 Bells and other equipmt...25c
Exh. Bicycle Gear...\$10.00
Main Gear for Chicken Sam Motor... 2.50
3-Wire Cable, Rodent Treated, Ft.10
Toggle Switches for Chicken Sam... 2.50
5-Wire Cable, Heavy Rubber Cover, Ft.25
Photo-Cells for Ray Gun 3,50

SPECIAL! CLOSE OUT SALE! RED, WHITE AND BLUE TICKET DEALS

2040 (Single). Profit \$30.00 Per Deal.
DON'T DELAY! ORDER NOW! WHILE THEY LAST ONLY \$250.00 PER GROSS

Less Than Gross Lots, \$2.25 Per Deal.
1/3 Deposit With Order, Balance C. O. D. or Sight Draft.
OLIVE NOVELTY CO. 2625 LUCAS AVE., ST. LOUIS, MO. TELEPHONE FRanklin 3620

NEWS OF

PRIORITIES and MATERIALS

Developments of the Week in All Industries

BILLION-DOLLAR FIELD FORESEEN.—A consulting plastics engineer says that within three to five years after the war the plastics industry will pass the billion-dollar mark in sales volume "strictly within itself." This opinion was expressed at a recent meeting of the Plastics Club of America.

"Plastics will expand in many fields, particularly in packaging and merchandising and making better things for better living in the home and building construction field," he said. He warned, however, that new applications, to be sound, must first be planned on sound engineering principles.

GLASS FIBERS FOR EXPERIMENTAL USE.—Seven basic types of glass fibers are being offered as raw materials for use with other fibers and with plastics and cements and for use in various types of industrial and chemical process equipment, the Owens-Corning Fiberglas Corporation has announced.

These glass fibers are distinguished by differences in fiber diameter, tensile strength and the glass compositions employed. The firm will provide a limited amount of each of the basic fibers for experimental purposes, according to the announcement and will supply available information regarding their uses, properties and methods of application. It is expected that availability of the fibers will lead manufacturers to experiment with them, both to meet current needs and with a view to post-war products and markets.

Fiberglas fibers are now being used in combination with plastics where they serve as reinforcement for lightweight, high-strength structural aircraft parts. A suggested potential field of use is the admixture of glass fibers with other fibers, as in felts and papers.

STEEL-STRONG WOOD PLASTIC.—A new type of wood plastic used in "Mosquito" planes, the world's fastest

bombers, may be the solution to the Province of Quebec's post-war job and empty war plants problems.

Compregnated wood, wood compressed to half its bulk and impregnated with plastics, will have a vast post-war market, it is predicted. It can be molded, is as strong as steel, and is fire resistant when asbestos is used as the plastic filler.

Quebec is the logical center for development of the new wood plastic because of the availability of huge quantities of raw materials and abundant hydro-electricity to process them.

Government and manufacturers are concentrating on technical and marketing research in order to be ready for the post-war market. Quebec has millions of trees. It also has 90 per cent of the world's asbestos for plastic filler. Waste forest products such as sawdust and wood chips will become really valuable. Even pulp mill liquors, hitherto discarded, already are being converted into semi-plastic.

As a result of the wonders emerging from test tubes in wartime laboratories it is estimated that from 50 to 70 per cent of each tree will be marketable, where the present use is only about 30 per cent.

WOMEN IN INDUSTRY.—Government-sponsored free vocational training for war workers has fitted 800,000 women for specific operational jobs, according to a report by the United States Office of Education, which is responsible for the program.

Almost 650,000 of these women received their training within the past 12 months. When the program was started in July, 1940, only 2 per cent of the trainees were women. By July, 1943, women comprised 37 per cent of the total number taking the courses.

Where, early in the program, employers used women largely for unskilled or semi-skilled jobs, they are now being accepted and trained for a large number of skilled jobs. They are taking courses in machine shop practice, aircraft sheet-metal work, riveting, inspecting and testing and heavy electrical shop welding.

Women are replacing men more rapidly on machine operations than in any other type of industrial work, particularly on drill presses, grinding and milling machines and various bench machines and lathes. As assemblers and inspectors in such places as electrical plants, factories making small metal parts and aircraft engine and propeller firms, they are also fast replacing men.

SMALL PLANTS.—When production of essential civilian goods is expanded, facilities of small manufacturing plants will be used first, according to the Smaller War Plants Corporation. Full cooperation with the Office of Civilian Requirements has been established for this purpose, Robert W. Johnson, chairman of SWPC said in his bi-monthly report to Donald M. Nelson, WPB chairman.

Other highlights of Johnson's report are:

1. The organization of the field work of the corporation thru 14 regional and 101 district offices has been essentially perfected. Small business concerns may now get efficient service near their places of business in all sections of the country.
2. SWPC has completed the organization of a subcontracting division.
3. SWPC has demonstrated that in many instances the utilization of small plants is making important savings to the government—illustrated by the saving of \$1,500,000 thru the placing of a contract for insect repellent with small concerns, and \$500,000 on wood cargo bodies for automotive equipment.
4. SWPC has established operating relations with the Maritime Commission which places small business units in all maritime shipyards and many private yards building maritime equipment.
5. SWPC has established a working plan with the army enabling it to analyze the entire requirements of the 1944 program with a view to permitting smaller plants to bid on production items.
6. As a prime contractor, it awarded to small plants subcontracts amounting to \$3,042,826.
7. SWPC established a new technological branch which will utilize the facilities of research organizations thru-out the world and afford assistance to small concerns on problems involving new materials, new production methods and manufacturing processes of every nature.
8. The corporation authorized loans and leases to 176 applicants, totaling \$6,756,690.
9. SWPC has set up a special service to give assistance to some 1,400 small paint concerns, many of which are now in extreme distress.

WPB Seek Old Clothes

WASHINGTON, Oct. 23.—Dig into the attic and get those old clothes out, lady. The War Production Board is coming to get 'em.

Frank L. Walton, director of the WPB textile, clothing and leather division, said today that WPB was starting a nationwide campaign to get discarded clothing, fabrics and rags.

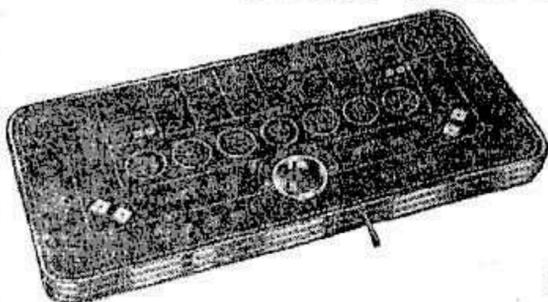
Heavy industrial and military requirements make it necessary, he said, for civilians to supply every available scrap of old clothing and other used textiles.

The salvage division of WPB will do the collecting. Local announcements of the program will be issued later this month.

"The campaign should result in the biggest collection of used clothing ever attained in this country," Walton said. "If every community gets behind the campaign, we should collect well over 50,000,000 individual garments. The discarded clothing is needed in the war program for relief, both domestic and foreign, including rehabilitation and relief needs in reoccupied countries. Those requirements are so large that we can use all we can collect."

Walton emphasized that clothing that the owner can wear is not wanted. The agency asks only for discarded items.

WHILE THEY LAST!



AFRICAN GOLF

The IDEAL COUNTER GAME
NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

ALSO AVAILABLE:

HI-LO CHUCK-LUCK
MIAMI COLOR GAME
MONTE CARLO-CROWN & ANCHOR

Chrome finish. Beautiful 5-color plate glass top. Perfect dice under glass. Sealed agitator affords perfect protection for location! Game size: 16"x36"x2".

Write for Free descriptive folder in full color

H. C. EVANS & CO.,

1520-1530 W. ADAMS STREET
CHICAGO 7, ILL.

ARCADE EQUIPMENT

2 World Series, Each	\$ 95.00	3 Oracle Fortune Teller, Set	\$ 85.00
2 Western Baseballs, Each	95.00	3 Floor Mod. Drop Picture Machines, Ea.	45.00
3 Baiting Practices, Each	125.00	1 Bomb the Axis, Floor Model	119.50
3 Texas League, Each	45.00	1 Poker and Joker, Floor Model	119.50
1 Shoot the Chutes	165.00	1 Skill Jump with Stand	59.50
3 Slop the Japs, Each	165.00	1 Test Pilot	200.00
5 New Tokio Guns, Each	330.00	8 Bean the Japs, Each	75.00
2 Keeney Submarines, Each	225.00	4 Buckley Deluxe Diggers, Each	75.00
1 Jennings Barrel Roll	125.00	6 Assorted Diggers and Electro Hoists, Ea.	50.00
2 Ten Strikes, H.D., Each	60.00	2 Rotary Claws, Each	160.00
2 Ten Strikes, L.D., Each	50.00	1 Mills Test Your Strength	125.00
2 Skeeballettes, Each	85.00	1 Gatter Floor Mod. 3-Way Strength Tester	125.00
1 Hurdle Hop	65.00	1 Casino Golf	35.00
1 Late Genco Playball	140.00	8 Chester Pollard Golf Machines, Each	85.00
1 Two Gun Open Season	165.00	1 Map of the Hand Card Vendor	45.00
1 Panoram	325.00	1 Wizard Future with Film	35.00
1 Watling Tom Thumb Scale	85.00	3 Radio Love Message Card Vendors, Set	85.00
1 Sheffer Lo Boy Scale	40.00	1 Floor Model "Astroscope"	125.00
1 Deluxe Toledo Lo Boy Scale	75.00	1 Floor Model "Your Destiny"	125.00
4 Mills Punching Bags, Each	165.00	1 Floor Model Vitalizer	75.00
2 Exhibit Striker Punching Bags, Each	165.00	1 Exhibit Vitalizer	85.00
2 Exhibit Bicycles, Each	125.00	3 Pikes Peaks, Each	20.00
5 S.U. Marble Glo'd Exhibit Typo Lite-Up Card Vendors with Bases, Each	35.00	4 Model "F" A.B.T. Guns, Each	18.00
5 Older Type Exhibit Card Vendors, No Lite-Up, Each	25.00	2 Advance Shockers, Each	15.00
1 Color of Eyes, Card Vendor	65.00	8 Gottlieb Three-Way Grippers, Each	17.00
1 Color of Hair, Card Vendor	65.00	6 Home Run Guns, 1/2, Each	15.00
		8 Shoot the Japs 1/2 Guns, Each	20.00
		2 Super Grippers, Each	50.00

CONSOLES

1 Pace Saratoga Sr. with Rails	\$125.00	1 Paces Races	\$ 85.00
2 Four Bells, Serial Over 2400	WRITE	4 Banjah Parks, Each	85.00
1 Triple Entry	150.00	8 Cigarollas XV Models, Each	75.00
1 25¢ Bally Club Bell	275.00		

MUSIC

1 Wurlitzer 616	\$85.00	1 Rockola Imperial 20	\$95.00
1 Wurlitzer 316	75.00	1 Wurlitzer 61 with Stand	89.50
1/2 Certified Deposit With ALL Orders—Balance C. O. D.			

CLEVELAND COIN MACHINE EXCHANGE

2021 PROSPECT AVE., CLEVELAND 15, OHIO. PHONE PROSPECT 6316-7.

COIN MACHINE MOVIES

16MM. SOUND FILM for use in Panoram and other makes of Coin Operated Machines or any ordinary 16MM. Sound Projector.

FOR SALE—\$32.50 TO \$39.50

Reel of 8 Subjects, Just Enough "Spice and Oomph" to Bring in One Dime. (Specify if for use in Panoram.) 1/3 Deposit With Order, Balance C. O. D.

1667 N. McCADDEN PL. PHONOFILM HOLLYWOOD, CALIF.

FOR SALE—THE FOLLOWING MACHINES

which were operated only the past summer and look good—they have paid for themselves and I must sell. Make me an offer.

Two Slightly Used Jumbo Parades, C.P.	Seeburg Victory, Late Model, Volume Is Low, Just Like New
One Never Un-rated Jumbo Parade, C.P.	Late Model Rock-Ola, Used Very Little
One Very Clean Saratoga, C.P. or F.P.	One Shoot the Chutes (Seeburg), Painted Blue and Black
One Nice Looking Keeney Triple Entry	One Life-a-Line
One Mills Three Bells, in Original Crate, Used Only Three Months	One New Keep Punching, Slightly Used
Daval Super Bowler	Two Mutoscope's Peek Shows, One Cent Play

THE IDLE HOUR AMUSEMENT CENTER MOREHEAD CITY, N. C.

FOR SALE

- 12 Mills Pan-O-Ram Wall Boxes, 10¢ Play.
 - 12 Brackets for Same.
 - 6 A-1 Pan-O-Ram Adaptors for Wall Boxes.
 - 3 Line Voltage Booster Transformers.
 - 1 Model "C" Combination Photo & Panoram Adaptor.
 - 1 Test Reel for Pan-O-Ram.
- The entire lot will sell for \$350.00. We have run the entire above equipment for Pan-O-Rams for 2 1/2 months and discontinued Pan-O-Ram operations.

Canton Automatic
Phonograph Co.

112-114 Navarre Rd., S. W., Canton, Ohio

WANTED

PANORAM SOUNDIES

Lowest Cash Price

LONE EAGLE MUSIC

AGAWAM, MASS.

WANTED

Any Quantity of
70 L 7 TUBES

Wallomatic Covers

for W8-2Z Model
Advise Quantity and Prices.
ATLANTIC DISTRIBUTING CO.
583 Tenth Ave., N. Y. C. 18
Tel. Ls. 4-8193

JAR DEAL TICKETS

1836 Count } WRITE
2280 Count with 50 Seal Card } FOR
2520 Count with 50 Seal Card } PRICES
1/3 Deposit, Balance C.O.D. Supply Limited.

AUTOMATIC AMUSEMENT COMPANY
633 Mass. Avenue INDIANAPOLIS, IND.

'Slipons do a perfect job'

Smart Pin Ball Operators Depend on Them. Write for Free Sample.

ACTIVE AMUSEMENT MACHINES CO.
900 N. Franklin St., Philadelphia 23, Pa.

Watling Roll-Top, 5¢, 3-5 Pay Out	\$ 65.00
Mills Admiral Dewey, J.P., Floor Model, 6-Coin Head	125.00
Bally Ray's Track	75.00
50 Slots with J.P., Running Order	20.00
5¢ Mills Escalators, D.J.P., 2-4 Pay Out	45.00
Jennings Cigarolla	70.00

R. E. HERSHNER
IBERIA, OHIO

For Brand New and Used SLOT MACHINES and AMUSEMENT GAMES

Write **MOSELEY VENDING MACHINE EX., Inc.**
00 Broad St., Richmond, Va.
Phones:
Day, 3-4511-12; Night, 5-5328

LAMPS, 50c BOX OF TEN

Just received 10,000 Radio Panel Lamps suitable for Pin Games and many other purposes. Matchless Brand: No. 47, No. 46, No. 55—10 in a box, 50c per box of 10.
CHICAGO NOVELTY CO., Inc.
1348 Newport Ave. CHICAGO, ILL.

FOR GUARANTEED MILLS EQUIPMENT BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

PHOTOMATONS

Ready for delivery. Will also buy Photomatons and Photomatics. Give full details in first communication.
HERMAN MILLMAN
17 West 20th Street NEW YORK

SALESBOARDS

Our Victory Boards are the sensation of today—efficient, economical, with a new concept. A trial order will convince you. Order today. Our stock is limited.

Name	Sales	Per Sale	Takes In	Maximum Profit	Price Each
Victory Cigarette Boards	432	2c	\$ 8.64	\$ 4.04	66c
Victory Dollar Game	432	5c	21.60	8.60	77c
Victory Jackpot Charley Jr.	462	5c	21.60	9.70	\$1.25
Jackpot Jim	1000	5c	50.00	20.50	2.55
Jackpot John	1000	10c	100.00	33.00	2.93
Victory Jackpot Charleys	432	25c	108.00	36.00	1.35
Jackpot Charley (Thin)	1000	25c	250.00	56.00	2.35
Jackpot Charley (Thick)	1000	25c	250.00	56.00	2.93

Regular Push Cards—Any Following Sizes: 20-25-30-35-40-50-120 or 150 Hole, \$3.50 per 100. Terms: Minimum Order \$25.00. One-Third With Order, Balance C. O. D.
TEXAS WHOLESALE NOVELTY HOUSE
P. O. BOX 4186 DALLAS, TEXAS

BARGAINS

Argentine	\$48.50	Ton Spot	\$44.50	Seven Up	\$34.00
Bola-Way	40.00	Metro	25.00	Miami Beach	40.00
Bowler	30.00	Wild Fire	35.00	Sea Hawk	39.50
Big Chief	28.50	Silver Skates	28.50	Sport Parade	25.00
Dixie	24.50	New Champ	40.00	Polo	12.00
Grossline	25.00	High Hat	39.50	Roxy	14.00
Star Attraction	34.00	High Dive	38.50	Jelly	12.00

All Games Carefully Checked, Ready for Location.
STANDARD AMUSEMENT MACHINE CO. 14007 Woodrow Wilson DETROIT 6, MICH.

—FOR SALE—

Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.
L-C SALES CO.
855 Pearl St., P. O. Box 2988 Beaumont, Texas

ED, AL and JACK RAVREBY says—

FIRST: BUY WAR BONDS—ALL OUT FOR VICTORY
Whether you want to BUY or SELL—music, arcade, pin or slot machines, write for our prices.
OWL MINT MACHINE COMPANY, 245 Columbus Avenue, Boston 16, Mass.

—SALESBOARDS * IMMEDIATE DELIVERY

JAR DEALS—MERCHANDISE DEALS
LARGE SELECTION—LOWEST PRICES

Free Circular

DIVERSO PRODUCTS COMPANY

617 N. 2d Street

Milwaukee 3, Wisconsin

Paradise Offers New Board Deal

CHICAGO, Oct. 23.—The Paradise Sales Company is announcing a new merchandise deal. A thousand-hole nickel salesboard, the grand prize is a jumbo size plush and duvety panda bear or honey bear. The deal is available to jobbers or to locations.

The firm also has available for immediate shipment red, white and blue tickets, stapled in packs of five. Single tickets may also be obtained.

The current board special is an assortment of the small size "Buck," "Deucer" and "Piver" boards, which are 5, 10 and 25-cent boards respectively. Assortment of the different types is permitted.

Paul Paradise, head of the company, reports sales have quadrupled in the last year. The company handles all types of punchboards, tickets, bingo and merchandise deals.

Less Beer

CHICAGO, Oct. 23.—Less beer will be available in the next six months, William T. Maybury, president of the National Beer Wholesalers' Association of America, told the wartime conference of his organization this week.

Despite greatly increased production and greater supplies of formerly scarce materials, such as bottle caps, brewers cannot meet the swollen demands of a wartime economy, he said.

Just beginning to be felt, according to Maybury, is the War Food Administration's order of July 28 setting aside 15 per cent of the entire malt quota of the industry for 3.2 per cent beer for the armed forces.

During the first seven months of this year the nation's 450 breweries produced 40,530,102 barrels of beer compared with 35,918,662 barrels in the corresponding period of 1942, he said.

GLOBE has these machines ready for IMMEDIATE DELIVERY

SLOTS AND SLOT SAFES

- 5¢ Brown Front ... \$210.00
- 10¢ Brown Front ... 235.00
- 25¢ Brown Front ... 310.00
- 5¢ Emerald Chrome Hand Lead ... 335.00
- 5¢ Bonus Bell ... 325.00
- 5¢ Cherry Bell ... 200.00
- 25¢ Pace Window, JP ... 79.50
- 5¢ War Eagle ... 99.50
- 5-10-25 Jenn, Triplex ... 145.00
- Jenn. XXV Model Cigarolla ... 99.50
- Jenn. Golf-Rolla ... 150.00
- Jenn. 4 Star Chief ... 129.50
- 5¢ Original Chrome ... 325.00
- 10¢ War Eagle, 3-5 Payout ... 135.00
- 5¢ Watling Goose Neck ... 55.00
- 5¢ Watling Relatop ... 89.50
- Calle Dawey, 5-Coin Head ... 79.50
- Mills Floor Model Dewey, J.P. ... 150.00
- Double Slot Safe ... 99.50

CONSOLES

- Mills 4 Bells ... \$600.00
- Keeney Super Track Time ... 325.00
- Jungle Camp ... 49.50
- Jennings Good Luck ... 49.50
- Bally Club House ... 34.50
- Multiple Races ... 55.00
- Dark Horse ... 39.50

ARCADE EQUIPMENT

- Happy Home ... \$ 29.50
- World Series ... 85.00
- Bally Alley ... 29.50
- Ten Strike ... 32.50
- Batting Practice ... 99.50
- Western Baseball ... 79.50
- Trickle Ball, Golf Game ... 59.50
- Electric Roll-the-Dice ... 29.50
- Old Mill ... 29.50
- Genco Hoops, on Stand ... 29.50
- Pacific Baseball ... 34.50
- Groetchen Skill Jump, on Stand ... 50.00
- Blow Ball ... 110.00
- Genco Playball ... 179.50

ARCADE SCALES

- 2 Kirks Astrology Scales & Card Vendor with 45,000 Cards \$175.00 Ea.
- 2 Columbia Scales with Largo Mirrors. 39.50 Ea.

CIGARETTE MACHINES

- 6 Uneda-Pak, Model A-1, Lollypop Handle, 9 Col. ... \$ 54.50
- Model 500 Uneda-Pak Bel Geddes, 9 Col. ... 110.00
- 2 15 Col. Uneda-Pak ... 45.00
- 3 9 Col. Du Grenier Champlons, Ea. ... 82.50

TWO PLAY GAMES

- Bally Basket ... \$ 90.00
- Hockey ... 68.50
- Bally Racer ... 99.50
- Skill Derby ... 129.50
- Chester Pollard Football ... 98.50
- Bike Race Around the World ... 149.50
- K. O. Fighters, 5¢ ... 154.50
- Chester Pollard Golf ... 69.50

WALL BOXES

- Wurlitzer #100 ... \$ 17.50
- Baromatic ... 32.50
- Brand New in Original Factory Sealed Carton, 5-10-25¢ Wallomatics ... 54.50
- Brand New 5-10-25¢ Baromatics ... 59.50
- 5¢-10¢-25¢ Wallomatics ... 49.50
- 5¢ Wallomatics ... 32.50
- Seeburg 1939 Wallomatics ... 7.50
- Seeburg Playboys ... 29.50
- Wurlitzer Model 120 Wallboxes ... 33.50
- Wurlitzer Model #125, 5-10-25¢ Wallboxes ... 33.50
- Wurlitzer Model #320, 5¢ ... 24.50
- Wurlitzer Model #330, Barbox ... 14.50

GUNS

- Chicken Sam (Jap Conversion) ... \$139.50
- Parachute ... 134.50
- Bally Bull ... 90.00
- Rapid Fire ... 210.00
- Sky Fighter ... 325.00
- Shoot-a-Lite ... 49.50
- Evans Super Bomber ... 525.00
- Evans Tommy Gun ... 175.00
- Bally Eagle Eye ... 99.50
- Chicken Sams ... 125.00

FORTUNE MACHINES

- Grandmother (Automation), 5¢ ... \$285.00
- Exhibit Love Meter, 1¢ ... 25.00
- Astrology Card Vending Scale ... 129.50
- Mystic Wheel for Men or Women ... 19.50
- Whom You Should Marry ... 24.50
- Fletcher Palm Reader ... 110.00

TUBE BARGAINS

- | | | | | | |
|----|--------|------|--------|--------|--------|
| 32 | \$1.40 | 78 | \$1.75 | 25A2G | \$1.75 |
| 41 | .95 | 80 | .75 | 25A7GT | 1.75 |
| 45 | .80 | 83 | 1.40 | 5Y3GTG | .75 |
| 47 | 1.20 | 2A3 | 2.50 | 5U4G | .85 |
| 56 | .90 | 2A4G | 3.30 | 5V4G | 1.75 |
| 76 | 1.00 | 2051 | 2.95 | 6L6G | 2.00 |
| 77 | 1.00 | 2525 | 1.10 | | |

1/2 Certified Deposit, Balance C. O. D. USED Hillbilly Records, in Excellent Condition, \$15.00 per 100. 50% Deposit With Order.
GLOBE COIN MACHINE COMPANY
411 BROAD ST. (Eliz. 2-6488) ELIZABETH, NEW JERSEY

REAL BARGAINS

MILLS CHROME BELL, 25c;
Very Clean ... WRITE
MILLS BROWN FRONT, 10c. WRITE
MILLS FOUR BELL, CLEAN. WRITE
MILLS THREE BELL, CLEAN. WRITE
MILLS PANORAMS, CLEAN. WRITE
MILLS WAR EAGLE, 10c. \$139.50
MILLS BLUE FRONT, 5c... 129.50
VEST POCKET, 5c PLAY... 37.50
MILLS QT, 1c... 42.50

COLUMBIA, 5c PLAY ... \$ 69.50
COLUMBIA, 10c PLAY... 79.50
JUMBOS, C. P., LATE HEAD, 5c ... 99.50
JUMBOS, F. P., LATE HEAD, 5c ... 84.50
JENNINGS SILVER MOON, F. P., 5c ... 104.50
KEENEY'S TRIPLE ENTRY, VERY CLEAN ... 119.50

All machines mechanically guaranteed A-1 shape. All orders 1/3 certified deposit, balance C. O. D.

LITSEY'S EQUIPMENT COMPANY
1717 WEST THIRD STREET ADams 7342 DAYTON, OHIO

JAR TICKET GAMES CLOSING OUT

2520 Combination Tickets, \$2.50 per bag; 1850 Red, White, Blue Tickets, \$2.50 per bag. 120 Ticket Tip Book and Jack Pot Tickets. Union made tickets—50% deposit on all orders.
BLISS NOVELTY COMPANY
GREENVILLE, OHIO

GUARANTEED SLOTS

- Mills 10¢ Bonus, Like New ... \$295.00
- Mills 10¢ Original Chrome ... 295.00
- 5¢ Vest Pocket Bell, Green ... 27.50
- 5¢ Futurity Bell ... 115.00
- 5¢ Watling Slot, Like New ... 60.00
- Jennings Cigarolla ... \$ 60.00
- 5¢ Green Q.T. ... 60.00
- 10¢ Green Q.T. ... 60.00
- Mills 4 Bells, Serial 1400 ... 595.00

COUNTER GAMES

Target Skill with A. B. C. Gun ... \$ 15.00
WESTERHAUS AMUSEMENT CO.
3726 KESSEN AVE. CHEVIOT, OHIO

Want Jobbers for Tip Tickets and Jar Games

Who can open offices and send out advertisements or who have their own offices. We furnish letterheads, circulars, price lists and envelopes with your name at a nominal fee. We would also require you to place ads in The Billboard or similar novelty papers. We furnish you standard union brands of tickets at a nice discount. We want only Jobbers who will deal exclusive with our company.
RED, WHITE, BLUE SPECIALTY CO. YORKTOWN, IND.

ARCADE MACHINES AND SUPPLIES

WE STILL HAVE THE LARGEST ASSORTMENT OF FACTORY REBUILT ARCADE MACHINES IN STOCK! MOST ARE BEAUTIFULLY REPAINTED LIKE NEW!
WRITE FOR FREE LIST OF MACHINES OR ANY PART FOR ANY PIN GAME OR ARCADE MACHINE.

Exhibit Floor Size Card Vending Machine	\$ 25.00	Small Ideal Scale	\$ 35.00
Super Grip Mounted on Floor Cabinet and Beautiful Signs	55.00	Baffle Basketball	45.00
Deraldina (Grandmother) with Life-Size Figure, Large Floor Size Machine, Beautifully Repainted, Wax Figure, Retouched Expertly, Looks New	350.00	Scientific Batting Practice	115.00
Groetchen Skill Jump, New Model with Stand	65.00	Rockola World Series	85.00
Scientific Baseball (Upright)	110.00	Western Baseball, Deluxe	125.00
Geety Golf, Roll Down, High Score, Beautiful Back, Light Up, 6'x2'	95.00	Western Baseball	79.50
Educated Dog, Roovers (Animated Figure) Fortune Teller	110.00	Atlas Baseball	75.00
ATHLETIC			
Light House Grip, very attractive	\$125.00	Evans Skeeball	85.00
Exhibit Bicycle Trainer	115.00	Exhibit Bowling Alley	85.00
Exhibit Chinning Rings	175.00	Scientific Skoe Jump	85.00
Exhibit Grandfather's Grip	125.00	Genco Rola Base	79.50
Exhibit High-Ball (Att. Repainted)	89.50	Casino Golf	45.00
Exhibit K.O. Puncher	150.00	Chester Pollard Golf	85.00
Exhibit Over the Fence	85.00	Chester Pollard Football	115.00
Exhibit Punching Bag Trainer	225.00	Chester Pollard Racer (2 Players)	150.00
Exhibit Star Striker	125.00	FORTUNE TELLING	
Exhibit Striking Clock Grip	125.00	Exhibit Astrology (12 Slots)	\$ 55.00
Ball Grip	125.00	Exhibit Color of Eyes (12 Slots)	55.00
Barnhart Dial Strikes	125.00	Exhibit Color of Hair (12 Slots)	55.00
Electric Shocker, Floor Size Cabinet	65.00	Exhibit Horoscope (12 Slots)	55.00
Lifter	60.00	Exhibit Mystic Eye	225.00
Mills Large Floor Size Elec. Shocker	150.00	Exhibit Palm Card Vendors	60.00
Mills Punching Bag	150.00	Exhibit Radiogram	225.00
Red Top Lift	85.00	Exhibit Ramases	200.00
Rosenfeld Grip and Lift, Large Dial	95.00	Benedict's 12 Slots Horoscope	85.00
Rosenfeld Grip and Lift, Lite Up Tower	95.00	Gypsy Palmist (Palm Reader), Fl. Size	100.00
Mutoscope Windmill Grip	125.00	Happy Home	45.00
Mutoscope Thiograph	165.00	Human Analyst	115.00
AMUSEMENT			
Supreme (To Tokyo) Gun (New)	\$300.00	Little Wizard Fortune Teller	15.00
Exhibit Foot Ease Vitalizer	75.00	Love Letters (Vends Paper Fortunes)	75.00
Knockout Fighter (2 Players)	165.00	Mystic Mirror Fortune Teller	95.00
Seeburg Hockey	75.00	Planatellus—Fortune Teller	100.00
Mutoscope Hurdle Hop	45.00	Rockola Talkie Horoscope	195.00
Groetchen Skill Jump	37.50	Spinning Wheels of Fate (Fl. Model)	32.50
Kue Ball, Used	30.00	Teller Viso-Graph Fortune	95.00
Aero or Aeromatio Basketball	65.00	Kicker & Catcher \$19.50	
Kirk Astrology Scale	35.00	Kill the Jap	25.00
Wattling Low Model	95.00	Kill the Jap, New	32.50
Wattling Floor Model Scale	15.00	Pikes Peak	15.00
Griss Cross or Bingo \$ 9.00		Poison the Rat, New	25.00
Electric Shocker, New 29.50		Poison the Rat, Used	17.50
Electric Shocker, Used 12.50		Scoter	12.50
Flipper 9.00		Skilaretto \$15.00	
Holly Grip 12.50		Skilaretto, New	25.00
Home Run 15.00		Snacks—3 Columns	12.50
Hula Hula, New 10.00		Spitfire	12.50
		Texas Leaguer, Keane's	35.00
		Tid Bit	12.50
		Victory	9.00
Mutoscope Moving Picture Machines, Complete with Reels and Signs \$45.00			
Drop Pictures, Caffle, Etc. (Stereoscopic), with Views 35.00			
Advance Movie Shows 24.50			

Money Order or Certified Check. 1/3 Deposit, Balance C. O. D.

MIKE MUNVES WE HAVE BEEN BUYING AND SELLING MACHINES SINCE 1912
520 WEST 43D ST. (TEL. BRYANT 9-6677) NEW YORK CITY

WANTED FOR CASH

SEEBURG'S "CHICKEN SAM'S"
"JAIL-BIRDS"

\$90.00 - - - - - **\$90.00**

Machines must be complete with amplifiers and all parts, but not necessarily in good working condition. \$15.00 less without bases. Ship C. O. D. or Sight Draft. Write us description and quantity before shipping.

CHICAGO NOVELTY CO., INC.

1348 NEWPORT AVE., CHICAGO, ILL.

SALESBOARDS

NAME	HOLES	THICKNESS	MAXIMUM PROFIT	NET PRICE
2c CIGARETTE BOARD	1000	Thin	\$12.00	\$1.50
2c Cigarette Board	1000	Extra Thick	12.00	1.75
25c CHARLEY BOARD	1000	Extra Thick	50.00	2.50
5c On the Fence	864	Thick	31.00	3.80
5c LUCKY PUNCH	1000	Thick	23.05	3.35
5c Big Catch	1000	Thick	30.00	3.40
5c SADDLE UP	1000	Thick	25.95	3.80
25c V Note	484	Extra Thick	41.00	3.10
5c COME RIGHT UP	1050	Extra Thick	30.10	4.50
5c Trading Post	1200	Extra Thick	27.92	4.20
5c GOBS OF DOUGH	1200	Extra Thick	34.75	4.50
5c Little Slugger	1200	Extra Thick	34.40	4.40
5c T FORMATION	1664	Extra Thick	48.95	5.50
5c Gold Prince	2400	Thick	54.20	5.75
25c COCOANUTS	1664	Extra Thick	140.00	7.20
5c Eyes of the Fleet	1248	Extra Thick	34.40	4.50
5c FLOWING GOLD	1290	Thick	34.86	4.40
25c Fleeta	1650	Extra Thick	140.00	7.20
5c BOOMITY BOOM	1000	Extra Thick	24.00	3.80

SHERIDAN SALES CO. 4126 SHERIDAN RD. CHICAGO 13, ILL.

MECHANIC WANTED

WILL PAY \$75.00 WEEKLY

Must be experienced on Music Machines, Marble Tables and Panorams; capable of keeping all machines working. Write

RAY LAUGHLIN, Salina, Kansas

Rules on Revoking Business Gasoline Rations Announced

The Office of Defense Transportation recently announced the policies and procedures to be used in the suspension or revocation of gasoline allotments for commercial motor vehicles.

Under the new policies, ODT certificates of war necessity may be suspended, recalled, canceled or revoked for "good cause." This includes:

1. Wilful or negligent failure to comply with applicable ODT orders and regulations.
2. Fraud or wilful misrepresentation in obtaining a certificate.
3. Wilful falsification of records or reports required by the ODT.
4. Abandonment of the operations for which the certificate was issued.
5. Prohibition by the ODT of the operations certified.
6. Erroneous issuance of a certificate.

It is to provide a uniform basis for the suspension, recall, cancellation or revocation of a certificate of war necessity, that the ODT has now formalized both its policies and procedure in orders covering the subject, the ODT said.

No general recalling of certificates is expected, however, for each certificate must be handled separately and its recall must be based on individually documented "good cause."

Under this procedure, the truck operator whose certificate is under consideration for suspension or recall must be notified of this fact by registered mail. This notification must be accompanied by the reason for the proposed action set forth in detail.

Such action will in all cases be initiated by the ODT motor transport district office which has jurisdiction over the certificate.

When an operator is notified to show cause why his certificate should not be suspended, recalled, canceled or revoked he has the right to present evidence in his behalf and may obtain an oral hearing. In the event of an adverse decision by a district manager, an appeal may be taken to the regional director of the ODT.

If the operator is not satisfied with the regional director's decision, a final appeal may be made to the director of the office of defense transportation.

When an appeal is made or oral hearings are requested the order for recall, suspension, revocation or cancellation of the operator's certificate will be stayed pending the outcome of the appeal or hearing.

OUTSTANDING BUYS IN CIGARETTE VENDING MACHINES

Just because these Machines are being sold at these Low Prices does not mean they are not in A-1 operating condition. Every one of these Machines is in operative condition or else is in operation at the present time. If you need Machines do not hesitate to purchase these, as they are really a steal at the prices quoted below. We are cutting down the extent of our operations and for that reason are offering them at these very low prices.

7 Col. STEWART-McGUIRE, MODEL "8"
(15¢ and 20¢ Operation)
With Double Shift Container, holding 325 Packs, \$30.00 Each in Lots of 10.
Single Machines, \$35.00 Each, With Standard Container, \$20.00 Each in Lots of 10.
Single Machines \$25.00 Each.
8 Col. U-NEED-A-PAKS
\$20.00 Each in Lots of 10.
Single Machines, \$25.00 Each.
6 Col. ROWE IMPERIALS
\$22.50 Each in Lots of 10.
Single Machines, \$25.00 Each.
8 Col. ROWE IMPERIALS
\$27.50 Each in Lots of 10.
Single Machines, \$30.00 Each.
9-30 NATIONALS
\$45.00 Each in Lots of 10.
Single Machines \$50.00 Each.
1/3 Deposit, Money Order or Cashier's Check, Balance C. O. D., F. O. B. St. Louis.

AUTOMATIC CIGARETTE SALES CO.
2208 LOCUST ST. ST. LOUIS, MO.

FOR SALE

Keneey Super Bell, New	\$249.50
Bally Club Bell, New	249.50
Batting Practice	95.00
Rockola Counter Phone	95.00
ABT Challengers	17.50
ABT Model F	17.50
Red, White, Blue, '40	17.50
Rockaball, 12 Ft.	35.00
Pikes Peak	17.50
Kicker & Catcher	17.50
50 Counter Games, Each	5.00

Slots, Payouts, Phones for Sale. Write **G. E. MOODY** FERGUS FALLS, MINN.

MONEY SALESBOARD OPERATORS—

IMMEDIATE DELIVERY

Complete line of money boards —all manufacturers.

WRITE FOR PRICES

MANN NOVELTY CO.

1335 E. 47th Street
Chicago 15, Illinois

OLIVE'S SPECIALS FOR THIS WEEK

1 BALL FREE PLAYS CLUB TROPHY	\$350.00
SPORTS SPECIAL	150.00
DARK HORSE	175.00
VICTORIOUS 1943 CONSOLES	145.00

BAKER'S PACERS (Daily Double) \$300.00
PACE'S RACES, Red Arrow (Serial 6117) 250.00

5¢ COIN SLIDES FOR A.B.T. COIN CHUTES 90¢ Each
WE WANT TO BUY 200 FIVE BALL FREE PLAY PIN GAMES.
Send Us Your List and Prices.

Terms: 1/3 Deposit, Balance C. O. D.
OLIVE NOVELTY CO.
2625 LUOAS AVE. ST. LOUIS, MO.
(Phone: Franklin 8620)

ARCADE-MUSIC

	Radio Tubes at List Prices				
2051	80	8K6	8A4	5Y3	125K7
6J5	8B5	6K7	6Y6	2A3	79
6F5	888	6K8	77	6CS	6N7
41	6A6	3Q5	0Z4	6Q7	1B5
42	608	1Q5	38	8X5	5V4Q
58	6L8	68R7	37	68Q7	6J7
57	8F8	128R7	31	128Q7	68J7
78	8F8	2528	5V4	126A7	6L7
75	8K5	35L8	5Y4	126A7	6L7
6R7	6V8	30	32	58	174

Rock-Ola Commandos, Ea. \$800.00
Seeburg 20 Record Revamped into '43
Victory Hi-Tone Cabinet, Ea. 600.00
5 Seeburg Plaza, Ea. 250.00
2 Mills Throne, Ea. 200.00
1 Capehart '39 20 Records 100.00
1 Keneey Super Bell, 2-Way 5¢-5¢ Play 400.00
Bally Bulls Converted into Hitler, Ea. 100.00
Bally Bulls Eye, Ea. 100.00
Seeburg Ray-o-Lite, Ea. 100.00
Seeburg Up & Down Hitler and Mussolini, Ea. 120.00
We Pay Top Prices for Rex, Royal, Regal, Plaza, Casinos, Gems.
TURCOL & SONS
1008 UNION ST. WILMINGTON, DEL.

A-1 EQUIPMENT

Mills 1¢ Q.T.		Vest Pocket, B. G., 1¢	
Baker's Separators		Derby Day, FP & PO	
Jolly		Gold Stars	
Roxy		Big Chiefs	
Dixie		Legionnaire	
Cowboy		Line-Up	
Nippy		Target Skill	\$49.50
Sports		Wildfire	
Thriller		Leaders	
Chubbie		Powerhouse	
Doughboy		Playball	
Whitesails		Stratoliner	
Roller Derby		Seven-Up	
Sparty		Zombie	
Wur. #331 Boxes		Sea Hawk	
Wur. #331 30-W. Boxes	\$24.50 EACH	Super Chubbie	
Wur. #320 Boxes		Sport Parade	
Wur. #710 Stand		School Days	
Wur. #304 Stepper		Speed Demon	
Wur. #220 Speaker		Skyline	
Wall Speaker		Velvet	
Wur. #300 Adapter		Zig-Zag	

1/3 Deposit, Balance C. O. D.
EXPOSITION GAMES CO.
989 Golden Gate Ave., San Francisco 2, Calif.

RED, WHITE AND BLUE JAR TICKETS TIP BOOKS
Plenty of Them—Prompt Shipment.
BARNES NOVELTY CO. New Paris, Ohio

MONARCH—MORE and BETTER GAMES

BACK THE ATTACK WITH WAR BONDS!

FACTORY REBUILT 5-BALL FREE PLAY NOVELTY GAMES		
United Midway	\$175.00	United Brazil
United Grand Canyon	185.00	Exhibit Action
1-BALL AUTOMATIC PAYOUT TABLES		
Mills Spinning Reels	\$125.00	Keeney Skylark, FP
Mills 1-2-3, Bally		& PO
- P.O. Unit	89.50	Gottlieb Daily Races
Mills 1-2-3, Fr. or		Keeney Winning Ticket
Animal Reels	59.50	Bally Hialeah
Bally Hi Hand	\$150.00	Bally Preakness
Bally Club Bell, Fac.		Pace '41 Saratoga
Reb.	255.00	Bally Club Bell
COMBINATION FREE PLAY AND PAYOUT CONSOLES		
Jenn. Silver Moon, 10¢		Pace '41 Saratoga
Jennings Bobtail, 5¢		Bally Club Bell
Mills Jumbo, Brown		Keeney Super Bell, 25¢
Evans Jungle Camp		
FREE PLAY CONSOLES		
Mills Owl, 5-Ball Free Play, Fact. Reb.	\$150.00	Bally Big Top
Exh. Rotary Merchandiser, Chrome Claw Type	125.00	Waiting Big Game
Exh. Rotary Merchandiser, Pusher Type	75.00	Mills Jumbo Parade, Blue
Exh. Merchantsmen Diggers	75.00	Jenn. Silver Moon, 25¢
Johnson Farebox Coin Counter for 1¢, 5¢, 10¢, 25¢	150.00	
Mills 1-2-3, F.P., Animal or Fruit Reels		
Mills Dewey Slot Machine, 8-Coin Head, Good Condition		

FOR IMMEDIATE SHIPMENT—VARIETY MILLS 5c-10c-25c-50c AND JENNINGS FACTORY REBUILT SLOTS

ARCADE EQUIPMENT		
Chicken Sam Jap, outstand-		Pikes Peak
ing respray job	\$175.00	Air Raider
Seeburg Parachute	180.00	Ex. Flst Striker
Bally Torpedo	295.00	Bally Rapid Fire
Ten Strips, High Dial	85.00	Keeney Submarine
Gottlieb Triple Grip	25.00	West, Baseball Deluxe
Kicker & Catcher	27.50	Gott, Skee Ball Etto
		Tommy Gun
		Ex. Speed Bike
		Batting Practice
		Bally Defender
		Baker Sky Pilot
		West, Super Strength
		Test Pilot

IN STOCK FOR IMMEDIATE DELIVERY: Mills 3 Bells, 4 Bells—4 Nickel, 3 Nickel and 25c; Jumbo Parade; Keeney Single Super Bell, 5c or 25c; Twin Super Bell, 5c or 5c or 5c & 25c; 4-Way Super Bell, 4-5c, 3-5c & 25c; Paces Reels, 5c, also 10c & 25c Combination; Baker Pacer, Daily Double Jackpot; Evans Lucky Lucre; Evans Royal Lucre; Jenn. Silver Moon; Pace Saratoga, F.P. & P.O.; Bally Roll 'Em; Club Bell; High Hand; Evans '41 Bangtalls, J.P.; Evans '41 Dominoes, J.P., and many others. WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED. TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO.

WANTED TO BUY FOR CASH!

PHONOGRAPHS		5-BALL FREE PLAY
ROCK-OLA	WURLITZER	STARS
SUPERS, MASTERS	500	SUNBEAM
STANDARDS	600 — 750E	WEST WIND
DELUXES	800 — 850	DO RE MI
		DOUBLE PLAY

Send us your list for quick action! WE PAY HIGHEST PRICES!

5-BALL FREE PLAY GAMES

Jacp	\$115.00	Sluggo	\$37.50	Spot o' Card	\$47.50
Flicker	27.50	Broadcast	37.50	ABC Bowler	47.50
Pan American	32.50	Bombardier	37.50	Champ	47.50
All American	34.50	Silver Skates	37.50	Majors of '41	47.50
Sport Parade	37.50	Miami Beach	47.50	Texas Mustang	57.50
Stratoliner	37.50	Hi Hat	47.50	Capt. Kidd	57.50
Big Zap	37.50	Torpedo	47.50	Jungle	57.50
Zig Chief	37.50	Sea Hawk	47.50	Gobs	95.00

FACTORY REBUILT 5-BALL FREE PLAY GAMES

United Midway	\$175.00	Exhibit Action	\$175.00	Gottlieb Stage Door
United Arizona	175.00	Gottlieb 5 & 10	165.00	Canteen
ARCADE EQUIPMENT				
Keeney Submarine	\$220.00	Batting Practice	\$115.00	Rock-Ola 10 Pin, Low
Slep the Jap, Reb.	139.00	1939 West, Baseball	94.50	Dial
Shoot the Chutes	139.00	Evans 10 Strike, Low	42.50	Pikes Peak
		Dial	42.50	Gott. Triple Grip

CONSOLES

Bally Hi Hand	\$135.00	Keeney Kentucky Club	\$115.00	Mill Jum. Parade,
Keeney '38 TrackTime	125.00	Jenn. Good Luck, 5¢	35.00	F.P., Brown
PHONOGRAPHS				
Rock-Ola Monarch	\$135.00	Wurl. 616, Ill. Sides &		Wurl. Counter Model
Imp. 20, Ill. Grille	98.00	Grille, Pack'd Kybd.	\$98.00	61

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
BACK THE ATTACK WITH WAR BONDS!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

WILL BUY ANY QUANTITY

1c Mills Blue Fronts, Mills Golf Ball Vendors—10c or 25c Play. Saratoga—Comb. War Eagle, Any Mills Slot with Escalator. Wire or write us your best quotation in first letter.

COIN MACHINE DISTRIBUTING COMPANY
5746 BAUM BLVD. HILAND 7000 PITTSBURGH, PA.

WANTED

KEENEY ANTI-AIRCRAFTS

Black or Brown. In Any Condition, Any Amount. Write giving full particulars in first letter, including price and quantity.
SUPREME ENTERPRISES 557 ROGERS AVE. BROOKLYN, N. Y.

WANTED TO BUY ANY QUANTITY

MILLS THRONES; MILLS EMPRESSES; WURLITZER 600, KEYBOARD. ALL KINDS OF SLOTS. State low down price, condition, serial numbers first letter.

BILL FREY, INC. P. O. BOX 4141 MIAMI 25, FLORIDA

CENTRAL OHIO QUALITY BUYS

"There Is No Substitute for Quality"

75 JUMBO PARADES, C. P., Late Heads, Like New	\$ 99.50
25 JUMBO PARADES, F. P., A-1	89.50
4 TWO WAY SUPER BELLS, 5c-5c, C. P., Like New	399.50
5 SUPER BELLS, Comb. F. P., Like New	249.50
25 SILVER MOON TOTALIZERS, F. P., Like New	109.50
10 BOBTAIL TOTALIZERS, F. P., Like New	109.50
15 BALLY CLUB BELLS, F. P. Comb., Like New	229.50
2 CHARLI HORSES, C. P., 5c-5c, Number Reels	149.50
1 FOUR WAY SUPERBELL, 5c-5c-5c-25c	Write
10 MILLS 3 BELLS, Can't Be Told From New	Write
5 MILLS 4 BELLS, Like New	Write
2 EVANS JUNGLE CAMPS, F. P., A-1	89.50
5 BALLY HIGH HANDS, Comb. F. P., Late	149.50
3 JENNINGS CIGAROLLAS XV, 5c & 10c, Like New	109.50
4 WATLING BIG GAMES, F. P.	89.50
1 EVANS GALLOPING DOMINOES, Br. Cab.	139.50
45 ROWE ROYALS, 8 Col., All Colors	79.50
35 NATIONAL 930s, 9 Col., Like New	79.50
5 DUGRENIER CHAMPIONS, 11 Col., King Size	119.50
5 UNEEDA PAK, Latest Model, 15 Col., King Size	119.50
5 ROWE ROYALS, 10 Col., A-1	99.50
3 ROWE ROYALS, 6 Col., A-1	69.50
2 UNEEDA PAKS, 1940, 15 Col., King Size	85.00
2 UNEEDA PAKS, 1939, 12 Col.	72.50
5-10-25c BLUE FRONTS, Late C. H., Knees	Write
5-10-25c BROWN FRONTS, Late C. H., Knees	Write
5-10-25c GOLD CHROME BELLS, Like New	Write
5-10-25c SILVER MOON CHIEFS, Like New	Write
5-10-25c BONUS BELLS, Like New	Write
5-10-25c CHERRY BELLS, Like New	Write
5c & 25c CAILLES, Like New	Write
5-10-25c FOUR STAR CHIEFS	Write
5-10-25c SILVER CHIEFS, Like New	Write
5-20-25c JENNINGS CLUB CONSOLE CHIEFS	Write
SINGLE SAFES, 2 Doors	49.50
DOUBLE SAFES, 2 Doors	69.50
ROCK-OLA '40 COUNTER, Stand & Speaker	129.50
KEENEY SUBMARINE GUN, Like New	199.50
1c QTs, Late, Blue Fronts	49.50
5c COLUMBIA, Club Model, 3/5, Like New	119.50



Woolf Solomon

WE HANDLE ONLY TOP GRADE COIN OPERATED EQUIPMENT. ALL EQUIPMENT RECONDITIONED AND REFINISHED, READY FOR LOCATION. CRATED SAFELY SO THAT YOU GET IT IN A-1 SHAPE. "BUY WITH CONFIDENCE!"

SPOT POOL	\$ 49.50	PIN BALL FREE PLAYS	
SUNBEAMS	55.00	FOUR ROSES	\$35.00
ZIG ZAG	59.50	SCHOOL DAYS	45.00
JUNGLES	59.50	PARADISE	37.50
5-10-20	119.50	HOROSCOPE	45.00
VICTORY	89.50	SPARKY	37.50
SKY LINE	29.50	SNAPPY	49.50
DUDE RANCH	27.50	LEGIONNAIRE	49.50
		SPORT PARADE	42.50

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.
514 S. HIGH ST., COLUMBUS, O. PHONES: ADams 7949, ADams 7993.

CHROME COIN COMPANY

Converting! Rebuilding! Refinishing!

MILLS AND PACE SLOT MACHINES

All Mills double jack-pot machines, such as War Eagles, Roman Heads, Extraordinaries and Blue Fronts, are made to a single jack-pot machine, giving it new single jack-pot appearance.
All cabinets are refinished, and machines are finished off in glitter gold chrome or original finish, as specified. Club handles are furnished with our rebuilt jobs, giving the machines a neater and greater attracting appearance.
In rebuilding your machines are completely taken apart; that is, jack-pot, escalator and mechanism are completely overhauled.
For operators or locations looking for something different in the line of a pay-out, try our 3/5 One Cherry Victory Pay-Out Machines for greater profit and satisfaction.
All our work is guaranteed! We stand back of each and every machine we convert, rebuild and refinish.
TERMS: Send all machines to us prepaid; we ship them back to you C. O. D. For further information write, wire or phone SHeridan 8400

CHROME COIN COMPANY

CUDAHY, WISCONSIN

NOTICE TO USERS OF 6SC7, 5Z3 AND 2A49 TUBES

6SC7 are next to impossible to secure. We have an adapter to make the changeover to 7E7 that requires no change in your amplifier. All that you have to do is plug your 7E7 in adapter and then plug adapter in your amplifier and you are ready to go. We also have an adapter for the changeover from 5Z3 to 5U4G that works same way. Price \$3.00 each lots of six. 2A4G changeover adapter to 2051 for your Seeburg Guns or Remote Music Equipment. Price \$6.50 each. Absolutely no worry, anyone can make the changes. Carry these in your service kit as standard equipment. One-third cash, balance C. O. D.

HERMITAGE MUSIC CO.

418 A BROAD NASHVILLE, TENN.

GOING STRONG
BRAZIL
CONVERTED FROM
(DO-RE-MI)

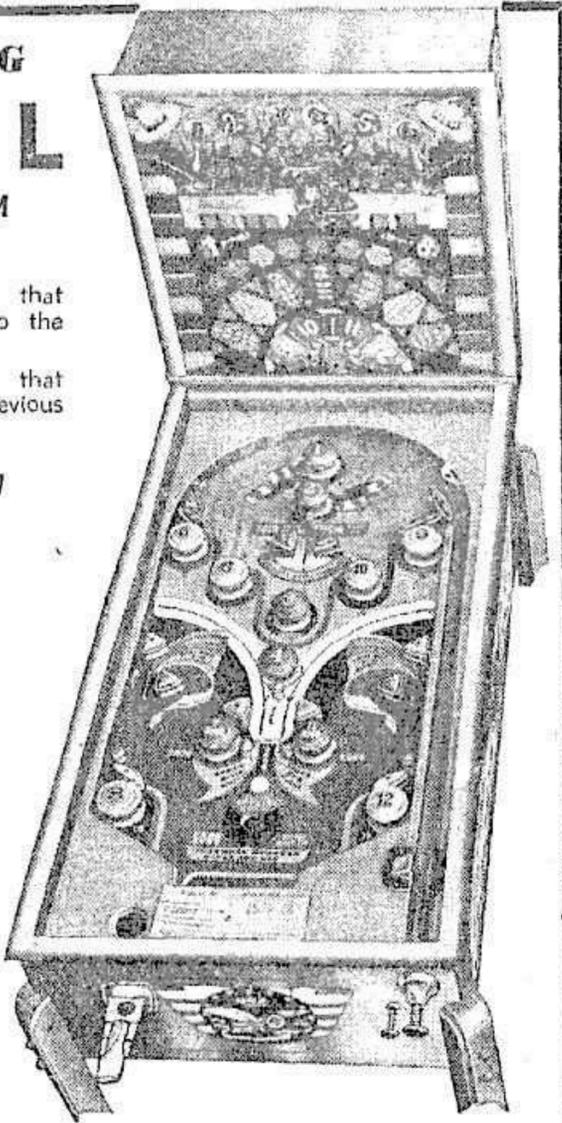
With Return Ball feature that creates last ball suspense to the Nth degree.

Location reports indicate that BRAZIL is out-earning all previous United conversions.

Also Revamping

- ★ MIDWAY
from (ZOMBIE)
- ★ ARIZONA
from (SUN BEAM)
- ★ GRAND CANYON
from (DOUBLEPLAY)
- ★ SANTA FE
(from WEST WIND)

IF YOU HAVE ANY OF THE ABOVE GAMES WHICH YOU DO NOT WANT CONVERTED, QUOTE US YOUR PRICES.



SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO

Army Proves Candy's Merit

Quartermaster corps' experiments show candy is best ration for shipwrecked soldiers

WASHINGTON, Oct. 23.—Draw Pearson, whose column is widely syndicated in newspapers, recently reported on the tests undertaken by the quartermaster corps of the army to prove what food was best suited for shipwrecked men. As a result of the experiment it was found that candy is the most satisfactory ration and, as a result, official changes have been made in the emergency food kits packed in life rafts.

Pearson's report of the experiment follows: A group of officers and men of the quartermaster corps put themselves on a life raft and shoved out into the waters of the Gulf of Mexico where they lived on starvation rations for five days to determine the best food for shipwrecked men.

They wanted to put certain theories to the test. They had already found that the army's Ration K was not suitable for life-raft diet.

They had a theory that the ideal diet for Eddie Rickenbacker and all wrecked seamen and airmen would be a diet of hard candy. First, candy is a carbohydrate which prevents acidosis, as the near-starving men burn up their body fats. Second, it is a compact ration requiring small space. Third, it keeps well at high temperatures. And finally, pieces of hard candy can be easily divided, thus avoiding quarrels among the survivors.

But all this theory remained to be tested. Under Lieut. Col. David B. Dill and Capt. Joseph Quashnock, a group of men set out on the rough waters of the Gulf to eat their own theories.

It proved a rather unhappy experience. They were all seasick and miserable. One man was so violently and constantly sick that he had to be "rescued" by the crash boat which was in attendance and taken ashore.

They lost from eight to 12 pounds each, mostly a loss of water from the system, but they regained weight rapidly when they got back to base at Eglin Field, Fla.

What they gained was a certainty that if you have nothing else to eat and must choose the lightest and simplest thing in all the range of human foods the best thing to survive on is candy.

Those who tried to live on "C" biscuit got so thirsty they couldn't take it any more. One man got sick of the candy and couldn't take it. But the majority certified that the candy was best. Its carbohydrates are prime energy food, since the simple sugar into which they are converted is the body's chief motive power.

Each man took two pocket packages of the candy—a total of 20 pieces—each day. Result of the experiment is that an official change has been made in the emergency ration now packed in life rafts. Instead of Ration K, which contains meat, biscuits, fruit bar, candy, cigars and chewing gum, the ration now consists of candy, with a few sticks of chewing gum and a few vitamin pills thrown in to fill up the corners of the tin.

Note: QMC says frankly, "We don't put much stock in vitamins as food, but they are good for a man's morale. There has been so much publicity about vitamins that a man feels better mentally when he takes them."

DON'T BUY ANY RADIO TUBES UNTIL YOU COMPARE THESE PRICES!!!

01A	.75	48	\$2.00
1A5GT	.95	50	1.00
1B5-25S	1.20	55	.50
1H4G	.95	56	.75
1N5	1.25	57	.75
1Q5	1.25	58	.90
1R5	1.00	59	.65
1LE3	2.25	76	.55
155	1.00	77	.85
174	1.00	78	.85
175	1.00	79	1.50
1V	1.10	81	1.75
1Q5GT	1.25	83	1.20
2A5	1.40	85	.70
2A6	.95	89	.65
3Q5	1.25	6K8GT	1.15
2A7	.75	6K8, Metal	.95
354	1.00	6L6G	1.75
5T4	1.10	6L6, Metal	1.40
5U4G	.95	6N7	1.45
5W4GT	.95	6BD7, Improved	
5Y3GT	.69	6SK7	1.00
5Y4G	.75	6SJ7GT	.95
6A3	1.75	6R7G	1.10
6A4	1.50	6SF5GT	.95
6AC7-1862	1.50	6SH7, Improved	
6A6	1.80	6SJ7	1.00
6AG7, Television	1.25	6SK7GT	.95
6AD7GT	.95	6SR7	.95
6A8G	1.30	6V6GT	.95
6A5GT	1.20	12A6	.90
6C5GT	.95	12F5GT	.95
6E5	1.25	12K8	1.10
6F5GT	.90	Substitute for 12K7	
6Q5	1.10	12SF5GT	1.00
6F6G	.85	12SJ7GT	1.00
6F6GT	1.25	12SK7GT	1.00
6F7	1.80	12Z3	1.45
6F8G	1.25	12SR7, Same	
6Q6	1.75	A-125Q7	1.25
6J5, Metal	1.15	(Super Sensitive Repl. for 125Q7)	
6J5G	.85	25Z8	1.30
6K7GT	.95	25L6G	1.00
6L7	1.80	Please include your L285 limitation order!	
6SC7GT	1.35	CONDENSERS	
27	.65	8-8, 2 1/2" Can,	
24A	.85	450 V	.35¢
30	.95	8-16, 2 1/2" Can,	
31	.75	450 V	.40¢
32	1.25	9-450V, Tubular	
34	1.15	Filter	.20¢
36	1.25		
38	.75		
41	.75		
42, Large	.75		
43	1.05	100 Assorted Carbon Resistors, 1/2 & 1 Watt	\$1.75
45, Large	.75		
46	.50		

NO ORDERS FOR LESS THAN \$5.00 ACCEPTED. 50% DEPOSIT ON C. O. D. ORDERS. ALL TUBES GUARANTEED. Please send L-285 certificate with order—No Consumer Sales.

RADIO TRADING CO.

58 MARKET ST. NEWARK 1, N. J.

CARL TRIPPE Price Plus Guaranteed Satisfaction *Always! A SQUARE DEAL WITH IDEAL*

NEW REBUILTS 5 BALL FREE PLAY GAMES

Action (Stars)	\$149.50	Eagle Squadron (Big Town)	\$117.50	Midway (Zombie)	\$149.50
All Out (Grosline)	117.50	Jeep (Duplex)	149.50	Paratroop (Power House)	149.50
Bombardier (Formation)	117.50	Liberty (Flicker)	109.50	Torpedo Patrol	117.50
Destroyer (Cadillac)	117.50				

A-I RECONDITIONED 5 BALL FREE PLAY GAMES

Action	\$112.50	Fox Hunt	\$25.00	Snappy	\$42.50
A.B.C. Bowler	39.50	Gold Star	35.00	Spot-a-Card	47.50
All American	25.00	Gun Club	52.50	Short Stop	22.50
Anabel	19.50	Hi Hat	39.50	Sporty	17.50
Belle Hop	45.00	Hi Dive	49.50	Skyline	29.50
Battle	79.50	Jeep	120.00	Stars	37.50
Big Show—Plastic		Knockout	109.50	South Paw	42.50
Bumpers	39.50	Lone Stars	22.50	Sports Parade	20.50
Big Chief	29.50	League Leader	22.50	School Days	39.50
Bombardier	89.50	Legionnaire	42.50	Silver Skates	29.50
Big Time	19.50	Liberty (Flicker)	59.50	Spot Pool	49.50
Commander (Rebuilt Fleet)	75.00	Leader	39.50	Seven Up	37.50
Champ	39.50	Majors '41	42.50	Sky Ray	32.50
Duplex	42.50	Metro	32.50	Topic	75.00
Dixie	19.50	New Champ	39.50	Texas Mustang	49.50
Doughboy	19.50	Paratroop	39.50	Ten Spot	39.50
Destroyer	89.50	Progress	17.50	Venus	52.50
Eagle Squadron	89.50	Play Ball	22.50	Victory	75.00
Five-Ten-Twenty	109.50	Pan American	29.50	Victorious 1943	149.50
Four Roses	42.50	Rotation	19.50	Zombie	39.50
Flicker	19.50	Roll Call	39.50	Zig Zag	42.00
		Sky Chief	159.50		

SPECIAL—BRAND NEW REBUILTS—SPECIAL

1 GRAND CANYON (WILL NOT BREAK LOTS) \$500.00 FOR 3.

1 ARIZONA OR SANTA FE

1 MIDWAY

Terms: 1/3 Deposit With Orders, Balance C. O. D. Phone: Franklin 5544 2823 Locust St., St. Louis, Missouri

IDEAL NOVELTY CO.

Red, White and Blue JAR DEALS

The Original JAR O'DO-UNIVERSALS

Machine folded. "The best and most popular Ticket—machine counted."

2100's

Takes in \$105.00 || Pays Out | 72.00 |
| Gross Profit | 33.00 |

No. 6064 Each

Single Lots \$ 3.25 || Dozen Lots | 3.00 |
| 100 Lots | 2.75 |

Stapled Tickets, 85c Per Bag—Extra.

CONTINENTAL Distributing Co.

822 North Third Street Milwaukee 3, Wis.

PIN GAME PARTS FOR PRACTICALLY EVERY TYPE PIN GAME BUILT DURING 1935 TO 1941

OVER 1000 GAMES WITH BACK GLASSES BEING STRIPPED FOR PARTS.

WHAT DO YOU NEED?

WANTED

Pin Games and Slots for CASH. State Quantity, Price and Condition.

Don't Junk That Game!! We Have the Part You Need. WRITE—WIRE—TELEPHONE

WINNER SALES CO.

3400 Armitage Ave. CHICAGO, ILL. Telephone: Belmont 5400

SALESBOARDS ALL ORDERS SHIPPED SAME DAY RECEIVED

400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT \$7.00	\$.85
850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT \$24.63 PROT.	2.75
1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT \$29.45 PROT.	3.10
1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT \$35.20	2.50
1200 HOLES VICTORY BELL, SPEC. THICK "C," 5c, AVERAGE PROFIT \$38.57 PROT.	3.60
1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT \$24.75	3.25
1000 HOLES J.P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT \$52.00 PROT.	2.50
1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT \$77.00 PROT.	3.00
1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT FROM 26 PKG. TO 40 PKG.	1.00

LARGE STOCK PLAIN, TIP AND JACKPOT BOARDS. WRITE FOR PRICE LIST, STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D.

MICHIGAN CITY NOVELTY CO., BOX 66, MICHIGAN CITY, INDIANA

There is no substitute for Quality

Quality Products Will Last for the Duration

D. GOTTLIEB & CO. CHICAGO

MILLS 5c, 10c, 25c and 50c SLOTS FOR IMMEDIATE DELIVERY

Gold Chromes	Four Bells
Original Chromes	Three Bells
Brown Fronts	Club Consoles
Blue Fronts	Vest Pockets
War Eagles	Jumbo Parades
Gold Q.T.	Super Bells
Blue Front Q.T.	

ALSO HAVE
JENNINGS SLOT MACHINES
PACE SLOT MACHINES
JENNINGS CIG-A-ROLLS XXV

PHONOGRAPHS
ROCK-OLA '39 DELUXE
ROCK-OLA '39 STANDARDS
SEEBURG COLONEL
SEEBURG COMMANDER
WURLITZER 616
WURLITZER 412
WURLITZER ROLAWAYS
SEEBURG ROLAWAYS
ROCK-OLA ROLAWAYS

PACKARD, SEEBURG, BUCKLEY, ROCK-OLA & KEENEY WALLBOXES.
 Program Strips in 5,000 Lots, \$2.65 M.

IF WHAT YOU WANT IS NOT LISTED, WRITE US, AS WE HAVE A LARGE STOCK OF ALL TYPES OF VENDING MACHINES. WRITE FOR PRICES.

WE CARRY A COMPLETE LINE OF MILLS PARTS

Terms: 1/3 Certified Deposit, Bal. C.O.D.

STERLING NOVELTY CO.
 669-671 S. Broadway, Lexington 20, Ky.
 "WE ARE WHOLESALERS AND SELL FOR RESALE."

Florida Plans Peace Action

Planning board official says State must plan now to attract tourists

TAMPA, Fla., Oct. 23.—If Florida is to become one of the world's most favored tourist havens after the war, as many believe, Floridians should make their plans now to entertain them, Dewey B. Hooten, chief technician of the Florida State Planning Board, told officials at a conference here recently.

The war has turned the State from the entertainment of tourists to industry, and put more people to work in war plants, he said. But when the war is over many of these people will be out of work.

But if Florida is to meet post-war world competition for tourists, the services of every idle workman will be needed, he said. With more places to go and more airplanes as well as ships and automobiles to transport tourists, the competition is going to be keen, he pointed out.

Hooten was here to talk about post-war plans with Tampa political and civic leaders and met in the city hall with Mayor Chancey; Mayor Hanks, of Port Tampa City; City Attorney McMullen, City Engineer Finman; Franklin O. Adams, chairman of the zoning commission; G. Dave Curtis, acting secretary of the Economic Development committee, and A. K. Dickinson, acting secretary of the chamber of commerce.

He said Florida had fewer facilities for tourists today than in 1940, and a great need for their expansion will develop after the war.

The State's labor supply totaled 786,000 in 1940, he said. It is now 954,000, and by the end of next year will be more than 1,000,000. But after the war there will be from 250,000 to 300,000 idle unless work can be found for them.

Committee Looks Ahead

Hooten said his committee was trying to do on a State-scale what Tampa and Hillsborough County and the Economic Development Committee are planning here, except that the principal job of the State group is to work out an overall plan to correlate all work of all the communities and groups.

The State board has a six-point program, he said, covering agriculture, industry, public relations, public services, public welfare and public administration.

Service for tourists would come under public relations, along with community services, recreation facilities and the improvement of relations with Latin American countries.

Public service construction will include highways, railways and waterway and airway development. Public welfare projects will have to do with public health and housing.

He said the State planning board hoped to obtain data on all post-war planning in the State, classify it, and then call in experts in each branch to help push it.

JAR TICKETS

1836—Tip Combination Machine Folded \$432.00 Per Gross

2050—Red, White, Blue Five in Bundle Write for Prices

A B C NOVELTY COMPANY MFRS.
 310 N. Walnut Street
 Muncie, Indiana

WANTED SOBER MECHANIC

One Who Understands Penny Arcade Machines. All year round position. Salary \$75.00 a week. Give references.

SAM LEVY, Mgr., Worth, Inc.
 695 Washington St., Boston, Mass.

Have You Heard?
 Wide-Awake Pin Ball Operators Depend on "Slipons for Protection"

Write for Free Sample.

ACTIVE AMUSEMENT MACHINES CO.
 900 N. Franklin St., Philadelphia 23, Pa.

Mechanic Wanted

MUST BE EXPERIENCED AND FAMILIAR WITH SEEBURG AND WURLITZER EQUIPMENT AND PIN GAMES. Will pay top salary to right man.

BOX D-139
 The Billboard, Cincinnati 1, Ohio.

WE HAVE ON HAND

Used MILLS Chromes, Brown and Blue Fronts, and Q. T.'s; JENNINGS, PACE and WATLING SLOTS in 1c, 5c, 10c and 25c Play. Also CONSOLES and other Coin Operated Machines of every type. Write us what you are interested in.

SICKING, INC. 1401 Central Parkway, Cincinnati, O.
 927 East Broadway, Louisville, Ky.

We are Wholesalers and Sell for Resale

EXCELLENT VALUES

5 Watling Tom Thumb Scales \$58.50	60 Brand New Columbus Peanut Machines, Models "M" and "21," no Locks, with 2 Vise-Grip Locks, \$1.00 extra per machine \$ 5.85
1 Watling Tom Thumb Fortune Scale 80.00	1 National 9-30 Cigarette Machine with Base, completely rebuilt and refinished like new 95.00
3 International Ticket Scales (Tickets Available, \$15.00 per 10,000) 85.00	
5 Jennings Full Length Mirror Scales 75.00	

PROPERLY CRATED, F. O. B. WASHINGTON, D. C.

E. O. LIKENS **BETHESDA, MARYLAND**

LOS ANGELES SEE **BADGER'S BARGAINS** MILWAUKEE SEE **CARL HAPPEL**

'NEW ROCKOLA COMMANDOS'
 NEW MACHINES IN FACTORY-SEALED CASES
 WRITE FOR PRICES

15 ROCK-OLA SPECTRAVOX WITH PLAYMASTER — COMPLETELY REBUILT AND REFINISHED. LOOK LIKE NEW MACHINES. SOLD ON SIX MONTH GUARANTEE **WRITE**

RECONDITIONED PHONOGRAPHS AND WALL BOXES

Seeburg 9800 New Rock-o-Lite Write	Wurlitzer New Modernized 600K Write
Seeburg Classics New Rock-o-Lite Write	Wurlitzer New Modernized 24 Write
Seeburg Gems New Rock-o-Lite Write	Wurlitzer Model 780 Write
Seeburg Rex in New Hi Tone, 9200 Write	Wurlitzer Model 616 New Rock-o-Lite Write
Seeburg Rex New Rock-o-Lite Write	Rock-Ola Windsor New Rock-o-Lite Write
Rock-Ola Rhythm King New Rock-o-Lite Write	Rock-Ola Imperial New Rock-o-Lite Write
Rock-Ola (New) 1523 5-10-25 WallBoxes Write	Seeburg Bar-o-Matlo, 5-10-25c Write
Rock-Ola 1501 Wall Boxes Write	Packard Pla-Mor Boxes Write
Rock-Ola 1502 Bar Boxes Write	Buckley Illuminated 24 Boxes Write
Keeneey Boxes Write	Seeburg Select-o-Matlo Write
New Shielded 2-Wire Cable 12¢ Foot	Used 30-Wire Cable 25¢ Foot

NEW MILLS GOLD CHROMES
 5c, 10c, 25c PLAY
 WRITE FOR PRICES

NEW MILLS CLUB BELLS
 5c, 10c, 25c PLAY
 WRITE FOR PRICES

RECONDITIONED CONSOLES AND SLOTS

Bally Club Bells (Late Serials) Write	Keeneey Super Bells Write
New Mills Jumbo, P.O. Write	Bally Roll 'Em (Refinished) Write
Used Late Model Jumbo, P.O. Write	Bally Hi Hand (Refinished) Write
Mills Jumbo (Combination) Write	Paco Reels (Late Model) Write
Jennings 4 Star Chiefs (Rebuilt) Write	Pace Saratoga (Late Model) Write
Evans Lucky Stars Write	New Mills 4 Bell Cabinets Write
Evans Lucky Lucre, 5-25¢ Write	Evans Lucky Lucre, 5-5¢ Write
Mills Jumbo, F.P. Write	Pace's Racer, 25¢ Write

RECONDITIONED ARCADE EQUIPMENT

Supreme Shoot-Your-Way-to-Tokyo Write	Genco Playball (Late Lite-Up) Write
Seeburg Shoot-the-Chutes Write	Keeneey Anti-Aircraft (Refinished) Write
Chicago Coin Hockey Write	Chicken Sam New Axis Rat (Conversion) Write
Bally Rapid Fire Write	Solentillo Battling Practice Write
Keeneey's Submarine Write	Grootchen Mountain Climber Write
Poo Basket Ball Write	Evans Tommy Guns Write
Kirk's Blow Ball Write	Crack Shot Target Write
Rotary Merchandisers Write	Kirk's Quies-ser Scales Write
Kicker and Catcher Write	Mills Flip Skill Write
Gottlieb 3-Way Gripper Write	Grootchen Pike's Peak Write

WANTED—USED MACHINES—HIGHEST CASH PRICE PAID

ROCK-OLA Commando, new or used. WURLITZER 800, 700, 500, 600, 616. SEEBURG Colonel, Major, Envoy, Classic, Vogue, Regal, Gem. ARCADE MACHINES: Sky Fighter, Night Bomber, Super Bomber, Ace Bomber, Rapid Fire, Air Raider, Sky Battle, Chicken Sams, Torpedo. Consoles, Slots, Wall Boxes, all makes; Mills Panoram.

Send List of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by airmail.

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance C. O. D. All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

BADGER SALES COMPANY 1612 WEST PICO BLVD. LOS ANGELES 15, CALIF.

BADGER NOVELTY COMPANY 2546 NORTH 36TH STREET MILWAUKEE 10, WISCONSIN

MILLS

VEST POCKET BELL

5c Play Only
 Complete With Automatic

JACK POT

Pays out automatically just like a big Slot. Will pay for itself the first week.

NEW MACHINE . . . \$87.50
REBUILT MACHINE . . \$75.00

CERTIFIED DEPOSIT WITH ORDER

- SIMPLE
- FOOLPROOF
- REGISTERS ALL JACKPOTS
- COLOR—BLUE AND GOLD

VALLEY SPECIALTY CO., INC.
 1061 JOSEPH AVE., ROCHESTER 5, N. Y.

WANTED WURLITZER 616's Or Any Other Music Boxes and SKEE BALLS

MUTOSCOPE PUNCHING BAGS

S and W Coin Machine Exchange 2416 Grand River Ave., DETROIT 1, MICH.

Now Converting Blue Grass, Dark Horse, Sport Special, Sport Event Into **SPORTSMAN**

TRIED! TESTED! PROVED!
Similar in player appeal to
Longacre and Thoroughbred
Here is the Service we give:

1. We create and design a new play board for your games—colorful, original, spectacular.
2. We replace the old 17x23 inch backboard and glass with a new backboard cabinet and glass, size 23x23.
3. All mechanical parts are thoroughly checked—adding parts where necessary for mechanical perfection.
4. Cabinets are redesigned in their entirety—new, smart, colorful.
5. New moldings—new legs—to make of the finished product a game of real beauty.



Also Converting
WAR ADMIRAL
(Similar in player
appeal to Jockey Club)
From
**GRAND STAND,
GRAND NATIONAL,
PACEMAKER.**

Operators may obtain price quotations from
their distributors or by writing us direct.

BELL PRODUCTS CO.
2000 NORTH OAKLEY AVE. CHICAGO 27, ILLINOIS

Philadelphia Coin Machine Industry Unites for Drive

PHILADELPHIA, Oct. 23.—Giving further indication of the fine spirit of harmony that exists among the various branches of the coin machine industry here, the entire trade has rallied to the support of Allied Jewish Appeal. For the first time, the charity drive has recognized the industry as a distinct and separate division, and the contributions received will be credited to the industry. Bill Rodstein, president of the Pinball Operators' Association, accepted the call to serve as chairman of the coin machine division for the charity drive. In addition, Rodstein is in charge of the pinball group.

Phil Frank is in charge of the music machine group, with M. Barrow serving as head of the vending machine group. Distributors, jobbers and operators, representing all groups of the industry, launched the industry's participation in the charity drive with a dinner meeting at the Club Ball.

WPB Queries Publishers On Current Use of Paper

WASHINGTON, Oct. 23.—As part of its effort to minimize the impact of the paper shortage, the printing and publishing division of the War Production Board is compiling comprehensive data on the current use of printing papers. A new form on which magazine publishers are required to report at once their use of paper in tons in 1942 and the first half of this year is being mailed to all magazine publishers listed by the Bureau of the Census. Publishers are also requested to estimate the tonnage of paper they will have used in the third quarter of 1943 and what they expect to use in the last quarter.

The types and weights of paper currently being used by each publisher are called for, so that this information may be balanced against the supplies of such kinds and weights of paper available in the coming months.

It is understood, in case the paper situation becomes more acute, that publishers who have filed the reports called for will be in a better position to receive consideration of their future proportionate paper requirements than those who fail to send in the required data.

20% DISCOUNT

ON ALL ORDERS
OF \$125 OR MORE
FOR OUR OWN

UNBREAKABLE PLASTICS!

Plastic replacement parts covered by this offer are listed in the star-bordered box. We reserve the right to withdraw this offer without notice.

- *****
- We mold the following UNBREAKABLE replacement plastics and now have them available for:
- Wurlitzer Model 61 Top Corners . . . \$ 4.25 Ea.
 - " " 800 Top Corners . . . 4.25
 - " " 500 Top Corners . . . 6.75 (red only)
 - " " 750 Top Corners . . . 17.50
 - " " 750 Bottom Corners . . . 17.50
 - " " 850 Top Corners . . . 19.50
 - " " 850 Bottom Corners . . . 17.50

ROCKOLA MODELS—Standard, Master, Super; Top Corners (red or yellow) \$17.50 Ea.

We have the following SHEET PLASTIC available (size of sheet approximately 20"x50"—1000 square inches):

- 40 Gauge Yellow Plastic (thickness of a new dime), 2¢ Per Sq. In.
 - 60 Gauge Red Plastic (thickness of a new half dollar), 3¢ Per Sq. In.
 - 80 Gauge Red or Yellow (thickness of a new silver dollar), 4¢ Per Sq. In.
- We cut sheet plastic to desired size. 10% discount on complete sheets.

- *****
- We have on hand a small stock of ORIGINAL* plastic replacement parts for Wurlitzer phonographs. Ea.
- Model 71 Top Corners \$ 3.50
 - " 71 Bottom Corners 4.50
 - " 500 Grille Plastics 3.50
 - " 700 Top Corners 9.35
 - " 700 Red Top Plastics (above front door) 2.00
 - " 700 Upper Back Sides (green) 5.50
 - " 700 Lower Sides 10.35
 - " 800 Top Corners 14.50
 - " 800 Lower Sides 15.00
 - " 800 Top Center Plastics (onyx) 4.00
 - " 800 Upper Back Sides (green) 6.50
 - " 800 Top Red Plastics (above front door) 8.50
 - " 800 Grille Plastics (bubble part) 4.00
 - " 850 Direct Top Center (red) 14.50
 - " 950 Lower Side Plastics 15.00
 - " 750 Top Center Plastics (red) 5.50

*Sorry—no discount on our limited stock of original plastic replacement parts for Wurlitzer Phonographs.

IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT.
WE MAY HAVE IT IN STOCK.
TERMS: 1/3 Deposit with Order—Balance C. O. D.—F. O. B. New York. No Orders Taken Without Deposit—Checks Acceptable.

Acme Sales Co. 414 W. 45th St. N. Y. 19, N. Y. Circle 6-7740

WHIRLAWAY!!! WHIRLAWAY

ALL TIME TOP MONEY MAKER

SEND IN YOUR

BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT

WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

ROY MCGINNIS COMPANY

2011 MARYLAND AVE. BALTIMORE, MD.

WE CAN FURNISH FOR IMMEDIATE DELIVERY

Rebuilt Mills Gold Chromes, Bonus Bells, Blue Fronts, Q. T.'s, Vest Pockets, Paco Comets, Jennings Silver Moon Chiefs, Four Star Chiefs in 1¢, 3¢, 10¢ and 25¢ play. Also brand-new Rockola Commando Phonographs in original crates and a full line of One Ball and Five Ball Tables. We carry a complete stock of Reel Strips, Jackpot Glasses and all types of Springs for Mills Machines. Write and tell us what you are interested in.

SOUTHWEST AMUSEMENT COMPANY

1712 FIELD STREET DALLAS, TEXAS
WE ARE WHOLESALERS AND SELL FOR RESALE

Your Attention, Please!

PIN BALL BUMPER STEM REPAIR SLEEVES

Out at an Angle for Instant Application

"MADE OF SILVER, BUT WORTH THEIR WEIGHT IN GOLD" THOUSANDS IN USE! BECAUSE THEY END BUMPER TROUBLE!



Just slip in place and squeeze. No solder needed. Stop most coil burnage and out-of-order calls. Give new life to your tired games for the duration. Immediate delivery guaranteed.

Pin Business Card to This Ad for C. O. D. or MAIL \$2.75 FOR EACH PACKAGE OF 25 Money Back Guaranteed. Deal for Distributors.

GENERAL COIN MACHINE SUPPLY CO.
942 MICHIGAN AVE., BUFFALO 3, N. Y. Established 1930

Over 75,000 Now Giving Trouble-Free Service!

IMP
\$7.70

WHILE THEY LAST!
Regular Price \$12.50.

1/3 deposit with order.

GERBER & GLASS
914 DIVERSEY, CHICAGO, ILL.

WURLITZERS		Jockey Club \$150.00	
616	\$ 75.00	Mills Four Bulls (4-5¢)	700.00
61	75.00	25¢ Baker's Paces	700.00
24	150.00	Exh. Races	150.00
600	250.00	Keeney Track Time	150.00
500	275.00	Skill Time	175.00
750	450.00	Ray's Track	150.00
750E	475.00	Big Games, F.P.	125.00
950	595.00	Convertible, P.O.	150.00
CONSOLES			
Dominette	\$150.00		
Jumbo Parade			
Convertible	275.00		

Will Trade for Arcade Equipment.
O'BRIEN MUSIC CO.
88 Thames Street NEWPORT, R. I.

"Slipons Are Essential"
Ask Any Smart Pin Ball Operator! or—Write for Free Sample.
ACTIVE AMUSEMENT MACHINES CO.
900 N. Franklin St., Philadelphia 23, Pa.

SPECIALS FOR SALE

- JENNINGS SILVER MOON, F.P. \$ 99.50
- MILLS JUMBO, F.P. 77.50
- BALLY HIGH HAND COM. 139.50
- BINATION KEENEY SUPER BELL COM. 215.00
- KEENEY SUPER BELL TWIN (5 & 5) 345.00
- VICTORIOUS 1943 162.50
- MILLS 1-2-3 (1940) 82.50
- MILLS VEST POCKET BELLS. 49.50

WE BUY, SELL AND EXCHANGE
3147 Locust St. ST. LOUIS, MO. **CALL NOVELTY CO.**

WANTED
WURLITZER 616's
Any Quantity. State Lowest Price and Condition.
ACME SALES CO.
414 W. 45th St. New York 19, N. Y.

WANT MECHANIC
Who knows Pace's Races, Track Times, Mills Jumbos, Silver Moons, Etc.
TRUCK AND GAS FURNISHED.
\$75.00 PER WEEK TO START.
BOX 295, Care The Billboard, 390 Arcade Bldg. St. Louis 1, Mo.

NEW LOW PRICES
WE HAVE A VERY LARGE STOCK OF SALES-BOARDS FOR IMMEDIATE DELIVERY

- 400 Hole Win a Pin, 50c Jumbo Thick. Take-in is \$200.00. Definite payout \$120.00. Definite profit \$80.00. New low price \$1.48 each.
 - 400 Hole Pins and Bucks, 25c Jumbo Thick. Take-in is \$100.00. Definite payout \$70.00. Definite profit \$30.00. New low price \$1.48 each.
 - 500 Hole Charley Board, 25c. Take-in is \$125.00. Definite payout \$85.00. Definite profit \$40.00. New low price \$1.21 each.
 - 1000 Hole Charley Board, 25c. Take-in is \$250.00. Definite payout \$200.00. Definite profit \$50.00. New low price \$1.48 each.
 - 1000 Hole J.P. Charley, 25c, 30 hole J.P. Take-in is \$250.00. Average payout \$200.00. Average profit \$50.00. Price \$1.79 each.
 - 1200 Hole Charley, 25c. Take-in is \$300.00. Definite payout \$232.00. Definite profit \$68.00. New Low Price \$2.03 each.
 - 2000 Hole Charley Board, 25c. Take-in is \$500.00. Definite payout \$400.00. Definite profit \$100.00. New Low Price \$3.73 each.
- 1/3 deposit with order. Write for our latest circular on Salesboards. In this line over 20 years. Lots of 5c Jackpot Numbers at new low prices.



RE-CONDITIONED
as Good as New
Cabinet, Railing and Legs
Refinished in Attractive Color

Takes 1 to 3 Nickels at the Same Time

Lite-A-Line—The ever popular table. A 10-ball game that is faster than any 5-ball game. 3 coin chutes. 3 profits from 1 table. Electric Flash Number Boards. Spectacular Score Drome. Skill-Luck gets permanent play. Three incomes instead of one. Accepted at once by better locations everywhere. Nothing can compete with:

LITE-A-LINE
 Lite-A-Lines are on the same locations since the day they were introduced. \$89.50 each, 1/3 deposit with all orders.

A. N. S. CO.
 312 CARROLL ST., ELMIRA, N. Y.

IMPORTANT

Consumer's or Supplier's Certificates must accompany all orders in accordance with the terms of WPB. Order #L-265.

ATTENTION

2051 TUBE
 \$2.60

2051 TUBE
 \$2.60

Seeburg Chicken Sam, Shoot the Jap and Shoot the Chutes Operators.

The following information will enable you to keep your equipment in operation and avoid loss of income due to the extreme shortage of 2A4G Tubes.

We can furnish No. 2051 Tubes individually boxed standard brands, any quantity, \$2.60 Ea.

TUBE SUBSTITUTION

Replacing 2A4G With 2051 Tube

Remove 2 1/2 volt filament leads No. 2 and 7. Connect No. 6 and 7 to ground. No. 8 to center tap of 3000 Ohm Resistor. No. 2 to positive side of 6 volt. Brown side of removed 2 1/2 volt lead connected to 125 volt winding to No. 8 on 2A4G.

Tube	Net	Tube	Net	Tube	Net	Tube	Net	Tube	Net
OZ4.	\$1.65	6A8..	\$1.35	6N7GT	1.65	7B5..	\$1.35	37...	\$0.90
1B5/25S	1.35	6B5..	2.00	6Q7..	1.35	7B6..	1.35	38...	1.15
1H4G.	1.05	6B8..	2.00	6Q7G.	.90	7F7..	1.65	41...	.90
1H5G.	1.35	6C5G.	1.05	6R7G.	1.15	12SK7GT		42...	.90
2A3..	2.00	6C6..	1.05	6SCT.	1.35	1.10	43...	1.10
1Q5GT	1.65	6D6..	1.00	6SF5GT		12SQ7GT		45...	.85
2051	2.60	6F5G.	1.15	1.00	1.10	47...	1.15
5U4G.	1.05	6F6G.	.95	6S7GT	1.15	24A..	.90	56...	.85
5V4G.	1.65	6F8G.	1.35	6SK7.	1.05	25L6GT		57...	.95
5W4G	1.05	6H6GT	1.15	6SQ7G7		1.15	58...	.95
5Y3G..	.75	6J5..	.95	1.15	25Z5.	1.10	59...	.90
5Y4G	.80	6J7..	1.35	6SR7.	1.05	26...	.75	75...	.90
5Z3..	1.15	6J7G.	1.15	6V6G.	1.35	27...	.70	76...	.95
6A4..	1.65	6K7G.	1.15	6V6GT	1.15	30...	1.05	77...	.95
6A6..	1.65	6K8GT	1.35	6X5GT	1.05	31...	1.05	78...	.90
6A7..	1.00	6L6G.	2.00	6Z4/84		32...	1.35	79...	1.65
		6L7..	1.65	1.10	35Z5GT		80...	.75
					85	83...	1.35

Every Order Subject to Prior Sale

SIMON SALES

FOR SALE!

PHOTOMATON — Completely Automatic. Perfect condition. Now on location. Late serial number, \$1,000.00. Have a quantity of Direx Positive "B" Paper, 1 1/2"x500", 1944 dating.

WANT TO BUY!

- 4 Exhibit Merchantmen Cranes.
- 2 Exhibit Jumbo Cranes.
- 2 Exhibit Streamline Jumbo Cranes.

WRITE, PHONE, WIRE OUR MAIN OFFICE 152 W. 42nd STREET, NEW YORK 18, N. Y. Phone Pennsylvania 6-9495

SIGN THIS

"SUPPLIER'S CERTIFICATE"
 I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order (or invoice) under the provision of Limitation Order L-265, with the terms of which I am familiar.

Signature
 Date

SEND WITH ORDER

The most thorough and complete "CHICKEN SAM"—Change-over to "JAP" Ray Guns—in the U. S. A.

"SHOOT THE JAP"
 RAY-O-LITE GUNS

\$179.50 1/3 Deposit, Balance C.O.D. \$179.50

The most thorough and complete "CHICKEN SAM" Change-Over to "JAP" Ray-Guns in the U. S. A. "SHOOT THE JAP" Ray-O-Lite Guns. A MONEY-MAKER right from the start. Appearance and performance equal to a brand new machine. Factory-trained mechanics—expert cabinet-makers see to it that every re-conditioned Seeburg "CHICKEN SAM" Ray-Gun leaves our shop in perfect condition. Amplifiers—Tubes—Cables—every part is thoroughly checked and tested and cabinets finished in solid Blue lacquer with Black trim. Our "Jap" Ray-Guns make friends with every operator because they look and perform like new and make money right from the start. Send us your Certified Check for \$175.00 to save C.O.D. charges, or \$60.00 with your order—balance of \$119.50 C.O.D.

WE RE-BUILD—RE-FINISH— Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

For **\$59.50** F. O. B. Chicago

- WRITE
- WIRE
- PHONE
- VISIT

MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.



JENNINGS'

Symbol of Service

CONTACT US ON ANY COIN MACHINE SUBJECT
 37 Years' Experience

O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

FREE PLAY GAMES CAREFULLY CHECKED AND PACKED

- Gun Club\$45.00
 - Horoscope 30.00
 - Show Boat 30.00
 - Snappy 30.00
 - Spot a Card 50.50
 - Spot Pool 49.00
 - Super Chubbie 40.00
 - Twin Six\$39.50
 - Towers 69.50
 - Wild Fire 32.50
 - Sports Parade 39.50
 - Ten Spot 29.00
 - Silver Skates 39.50
 - Majors, 1941 44.50
 - 1 Rockola Master, walnut, perfect condition, looks nice, upper right hand plastic split, will supply extra left hand plastic, mottled red, green or tan, \$219.50.
 - 100 Used Records ..\$11.00
- All Pin Games have been stored in a good dry place and are packed in "New Cartons." When any of our equipment comes to you it looks nice and operates perfectly. "Ready for Location"—"Buy With Confidence." Send for Complete List.
 NATIONAL NOVELTY CO., 183 MERRICK ROAD, MERRICK, N. Y. Tel.: Freeport 8320.

Chicago Novelty Company, Inc.

1348 Newport Avenue

Chicago, Ill.



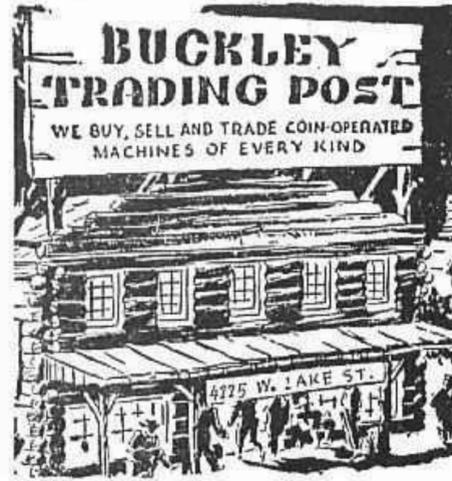
Who's Afraid of Hirohito?

"My big brother's out there in the Pacific—and he and his buddies are plenty tough. So who's afraid of Hirohito?"

Safe in America, far from the fury of war, a schoolboy's faith in America's might is boundless. His fighting brother is probably not so cocky. Fighting men know that their fate depends, not on their courage alone, but on the strength which they must receive from the folks at home—safe in America, far from the fury of war.

Buy War Bonds. Buy the Bonds you owe your family as a nest-egg. Then dig down again and buy Bonds until you feel you can face the fighters who are now returning, sick and broken, from the far frontiers of American freedom.

Bally
 MANUFACTURING COMPANY
 2640 BELMONT AVENUE, CHICAGO



THE TRADING POST BUYS THE TRADING POST SELLS

No Arcade Complete Without
SUPREME GUN—SHOOT YOUR WAY TO TOKIO
 PRICE\$330.00

Wanted To Buy—Cash Waiting

PHONOGRAPHS		CONSOLES	
Seeburg Classics	Wurlitzer 24	Keeney Super Bells	Mills Three Bells
Seeburg Envoy	Rockola Monarchs	Keeney '38 Track	Mills Four Bells
Seeburg Regal	Rockola Standards	Time	Pace Reels—Combination
Wurlitzer 500	Rockola DeLuxes	Keeney '38 Skill	
Wurlitzer 600		Time	

SLOT MACHINES

Mills	Jennings	Wattings
Mills Vest	Pocket Bells	

ARCADE MACHINES—FOR SALE

Genco 1942 Play Ball	\$165.00	Test Pilot	\$250.00
Mountain Climber	169.50	Western Baseball	115.00
Chicken Sam	104.50	Keeney Submarine	190.00
Chicken Sam—with Convorsion	158.50	Ray-o-Life Guns	99.50
Bally Shoot the Bull	105.00	Rockola Talkie Horoscope	275.00
Bally Rapid Fire	167.00		

CONSOLES—FOR SALE

Jumbo Parade, F.P.	\$ 87.50	Watling Big Game	\$ 75.00
Jumbo Parade, Combination	160.00	Bally Hi-Hand	145.00
Keeney Kentucky Club	90.00	Stanco Bell—Single	125.00
Jennings Fast Time, F.P.	80.00	Bally Roll-Em	175.00

BUCKLEY DIGGERS

REBUILT TREASURE ISLAND\$55.00	REBUILT DE LUXE\$100.00
-------------------------	--------------	-----------------	---------------

SUPPLIES

Perforated Program Strips.		Buckley Long Life Needle\$0.35
Per M. Sheets\$3.50	Buckley 275A Bulbs12

All Prices Subject to Prior Sale. Terms—Cash With Order.



Superior has done its part in the purchasing of WAR BONDS—have you?

Uncle Sam needs your money to prosecute this war to a successful conclusion! Buy more WAR BONDS.

Profitable investment and security for the future are U. S. WAR BONDS!

Revery dollar invested in WAR BONDS safeguards your security and cherished inheritance—LIBERTY!

Infuse the Allies of Democracy with the greatest implements of War by buying more WAR BONDS!

Occulate the AXIS with more Ships, Tanks, Planes and Bombs by purchasing more and more WAR BONDS!

Roffense in war leads to VICTORY—underwrite the offensive by purchasing more WAR BONDS!

Results—The final VICTORY will prove your wisdom in purchasing more and more WAR BONDS!

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO

WORLD'S FASTEST GROWING SALESBOARD FACTORY
 Becomes the Largest!!



Nos. 1 and 2 ON THEIR HIT PARADE

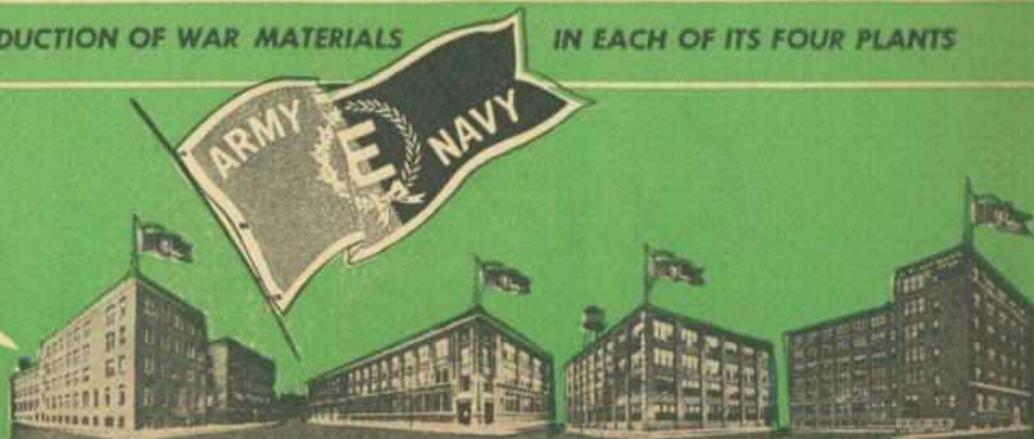
Bombs purchased by your bonds will go zooming down on their targets...War costs money—lots of it. The more money we invest with Uncle Sam means more hits on the No. 1 and No. 2 targets for our air men.

So keep the tunes hot for Hitler and Hiro—
INCREASE YOUR PURCHASES OF WAR BONDS!

AWARDED TO THE J. P. SEEBURG CORPORATION FOR OUTSTANDING PRODUCTION OF WAR MATERIALS

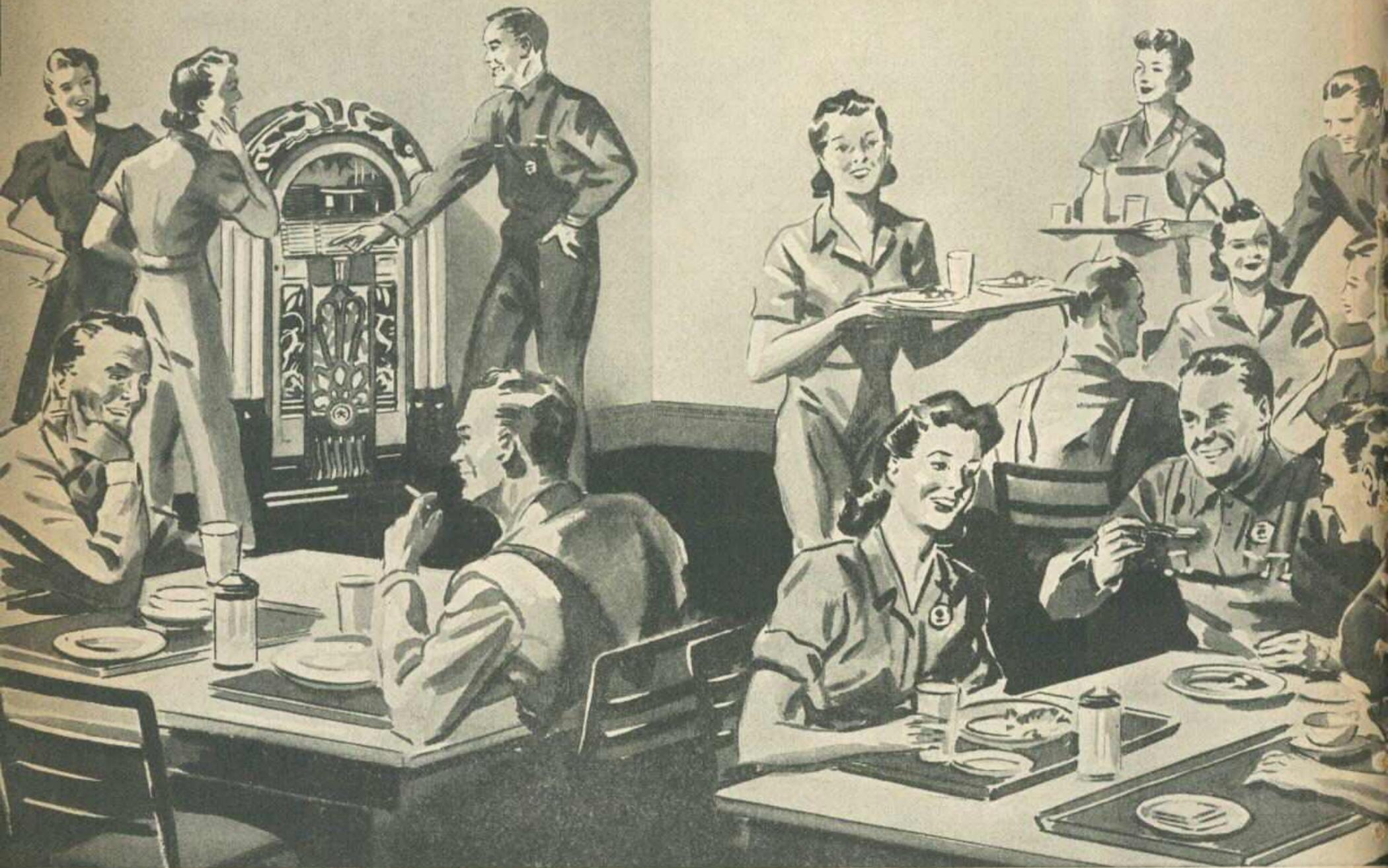
IN EACH OF ITS FOUR PLANTS

Seeburg
Fine Musical Instruments
Since 1902



J. P. SEEBURG CORPORATION • CHICAGO, ILLINOIS

PLANT CAFETERIA OPEN
11 A.M. - 2 P.M. DAILY



WORKERS ARE HAPPIER *where there's Music*

● Industry has learned it! Workers are happier, more productive when good music is made available to them during lunch and rest periods. Here in the war plants, as in homes and at public gathering places, Wurlitzer music makes a definite contribution to the spirit and the speed of Victory. Similarly in our military training camps at home and back

of the lines on the fighting fronts, Americans under arms get respite from the rigors of war by relaxing to Wurlitzer music. The Rudolph Wurlitzer Company, North Tonawanda, New York.



Awarded to the North Tonawanda Division



WURLITZER

THE NAME THAT MEANS MUSIC TO MILLIONS

BACK THE ATTACK . . . BUY WAR BONDS

Copyrighted material