Thanks, Showbusiness . . .

The Billboard

Acknowledgment is made to Bob Atcher and Bonnie Blue Eyes for relinquishing this space
This is the Bondbardment Number.

This is a message of inspiration to the troopers of the troops in the armed forces of the U. S. A. and the United Nations. This is for troopers and non-troopers alike who are giving bloody answer to bloody enemies.

This is an "in one" issue exposition and description of the home-front contribution to the battle front. This is about USO-Camp Shows, the American Theater Wing and the Stage Door Canteen; the Negro Actors' Guild and the American Federation of Radio Artists; about the Columbia Broadcasting System, the Arena Managers' Association and the American Society of Composers, Authors and Publishers; about the Hollywood Writers' Mobilization, the War Activities Committee of the Motion Picture Industry and the National Broadcasting Company; about the Association of Theatrical Agents and Managers, the Theater Authority and the Lambs' Club Service-men's Morale Corps; about the Outdoor Amusement Industry, the Coin-Operated Amusement Machine Industry and allied fields; about the Blue Network, the Association of Theatrical Agents and Managers and the National Concert and Artists' Corporation; about the Mutual Broadcasting System, the Music War Council of America and the Screen Actors' Guild; about the American Federation of Radio Artists, the Radio Directors' Guild, Kate Smith, ad infinitum. . . .

This is not only about them but by them.

* * *

This is Show Business at War.

This is about War Bonds by the Bondbidders of Show Business.

For every War Bond that has done its work in reducing the enemy to his right size, there will be two bonds to take its place on the firing line.

For every two War Bonds spent in producing the sinews of war, there will be four ready to make swift and socko replacement.

For this is Show Business at War. Show Business has never been out of any fight, and it's in the front march of this to-the-death tussle.

* * *

This is a toast to the global gladiators. This is the Footlight Front,

This is the home-guy, the comic who has bought his bond and, besides, laid 'em on the aisles at a dozen army camps. They will remember his laugh-lines and his funny-face when they shove off into battle.

This is the home-guy Footlight-Fronter doing his share on our own soil so that Eisenhowser, and MacArthur, and Stillwell, and Nimitz, and Clark and all the rest might mow 'em down in distant lands where men fight for gents like this home-guy.

* * *

This is Show Business at War on the Footlight Front. This is the "straight" story of the men and organizations behind the minstrels and the troubadours, the jugglers and the dancers, the ernes and the high Cs, the jesters and the gymnast, the pianist and the sax sextet, the joker and the hoaxster, the ballerina and the concertina . . . who have braved hell and high water, muck and mire, heat and ravaging nature to strut their stuff before the greatest audience of them all . . . and come back humble and bursting with pride, thankful and grateful for the opportunity to play split weeks and sometimes split days for the boys who are saying it—or will soon be—with tank and tommygun, with plane and pistol, with bayonet and bravery.

* * *

This is the Bondbardment Number.

This is Show Business at War.

This is the Footlight Front.

This is The Billboard presenting the millions in muffler to their world-wide warriors.

The Editors.
"Booked Solid" on the G. I. Circuits—Camp Shows' Epic Laughcade Loops

By Lawrence Phillips
Executive Vice-President, USO-Camp Shows, Inc.

Last Christmas there were 41 USO-Camp Shows' entertainers performing for sendees at overseas bases. This Christmas at least 350 entertainers will be putting on shows on the far-flung war fronts.

During 1943 our organization sent 25 show units, averaging six performances each, out of the country. Thru November 1 of this year 110 such units have gone abroad.

USO-Camp Shows' complexion has changed. Overseas entertainment is today our No. 1 priority. Our function is to entertain American service men, and while the majority of our troops were stationed in this country our primary emphasis was on domestic entertainment. Today we have revamped our set-up to keep step with the ever-increasing number of troops moved overseas.

Forty per cent of the budget allocated to us by USO from June 1, 1943, thru June 30, 1944 ($7,930,000), is now being spent overseas. This percentage will doubtless be increased upon the demand of the War and Navy departments.

We have cut our domestic schedule of shows on the Victory Circuit (large units touring the army camps and naval stations in this country) from 60 shows scheduled last September to tour this winter to 36 shows. These 30 units, instead of playing once every two weeks, will now be booked into the posts and stations once a month.

Our Tabloid Troupes Circuit will continue. Sixty-five of these units, composed of five personalities each, are now playing isolated military ports, gun emplacements and island defense bases in this country. Our domestic "spot-booked" program of shows presented nightly in ports of embarkation will also continue.

In increasing the number of overseas units we have also increased the variety and type of entertainment we sent abroad. In addition to the volunteer Hollywood celebrities and the variety shows which are made up of the best possible vaudeville talent, and which in the past have comprised our overseas talent pool, more and more legitimate performers, concert artists and prominent figures from the sports world will go overseas.

One legitimate repertory stock company, for instance, which will present cut versions of such plays as "Personal Appearance," "Watch on the Rhine.," "Springtime for..." (Continued on page 40)

A USO-CAMP SHOWS Overseas Unit performing on a captured Japanese truck on Guadalcanal.
FOOTLIGHT FRONTERS ON BATTLEFRONTS

BOB HOPE and Frances Langford in Sicily, summer of 1943.

RAY BOLGER dancing to the piano accompaniment of Little Jack Little during a performance for servicemen "somewhere in the South Pacific," under the auspices of USO-Camp Shows.

MORE...
This is the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in the issue of the Billboard.

BONDBARDIERS

In this war the field of radio—embryonic in the First World War—has assumed major importance as a powerful weapon. To the eternal honor of radio, its artists, organized thru their trade union, the American Federation of Radio Artists, have lined up to this challenge.

There are hardly any working members out of AFRA’s 15,000 who have not contributed some of their time to morale programs for the government, including the “Command Performance” shows and government transmissions for overseas use.

Under the name of “Victory Volunteers” recently established by the OWI, some 400 AFRA members, many of whom appeared two, three or more times on series of five times a week specials on both the Columbia and the National networks, delivered thru these channels an estimated 45,000 15-minute government messages throughout the country where the entire dramatized program was devoted to such vital issues as tin, fat and paper salvage; merchant marine, rationing, etc.

RADIO’S THESPIANS LEARN LINES FOR GREATEST ROLES IN HISTORY

By Lawrence Tibbett

President, American Federation of Radio Artists

In its short life of one and a half years, the Radio Directors’ Guild has served faithfully to one of its principal Articles of Association: “To volunteer, assist and lend our individual efforts and talents to those of the Guild, freely and willingly, to the Government of the United States or to State or local authorities at all times and for such periods as may be required to aid in the preservation of democracy and freedom throughout the world and to assist in the prosecution of the war now being waged, and for such other purposes as the Government of the United States or such other authorities may require.”

In the sale of War Bonds every member of the Guild has been directly involved in the presentation of thousands of war messages on their individual programs working thru the allocation plan of the Office of War Information, and each director has produced and directed special bond programs too numerous to mention.

Out of a membership of 55, nine of our members either were or are still in the armed forces. Two are with the Office of War Information in London and one is about to go abroad for the same bureau. Another member has been serving with the American Red Cross in London since early in the war. Happily, there have been no casualties.

The Radio Directors’ Guild produced and directed eight broadcasts of the “Saturday Night Bond Wagon” on WOR. For the First Fighter Command over WMCA 30 broadcasts were directed by members on the series called “Eyes and Ears of the Air Force.” For the Russian War Relief, 11 broadcasts over WNEW were Guild-directed shows.

In November, 1942, on Commonwealth of the Philippines Day, Lieut. Herbert S. Saldan directed, over four networks, a special broadcast which included President Roosevelt, President Quezon of the Philippines and President Avilla Camacho of Mexico.

On the opening of the Third War Bond Drive, an outstanding four-network broadcast was produced by George J. Zachary, former president of the Radio Directors’ Guild. It included President Roosevelt, Secretary of the Treasury Morgenthau and stars of Hollywood talent.

Over several New York stations, the Guild (Continued on page 61)
COLUMBIA
GEM OF THE MOTION TOWARD VICTORY

By Frank Stanton
Vice-President, Columbia Broadcasting System

in our efforts to speed the prosecution of this war, we of the Columbia Broadcasting System have voluntarily contributed our fullest services. Like the rest of the radio industry, we have done so with a sense of urgency and great responsibility, mindful that the preservation of the nation we serve depends upon the exertion of every last bit of energy, every bit of real estate, and every single person's organization and work.

From the employ of CBS alone (to December 1, 1943) a total of 715 men and women have gone into the various units of the armed services, with another 125 now filling important civilian war jobs. Counting those from our affiliated stations in war service, the roster now numbers over 2,000. They are scattered today around the world at virtually every post where the fighting forces of the United States seek out the enemy. And we, here on the home front, are doing all that we can to help bring them back safely and quickly. We are proud of them and the part they are playing in the attainment of complete victory.

The help made that victory sure and sooner. CBS has marshaled its facilities in many ways. A recent tally, for example, shows that in the first 448 days following Pearl Harbor this network broadcast 361,118 programs dealing directly with the war. Of them, 12,837 were sustained—planned and executed by CBS. The balance (totaling 13,170) represents time and talent contributed by our advertisers. In addition, 334 CBS stations across the nation have presented many hundreds of thousands of wartime messages for the government—messages to help avoid public confusion, to help keep the American people advised of the things they must do if the war is to progress swiftly.

CBS has also devoted considerable effort to the sale of War Bonds. Up to December 1, 1943, our records indicate that this network has been instrumental in raising $131,793,000—almost enough money to build two giant aircraft carriers. Of this total, $313,793,000 in War Bonds had been sold thru CBS stations to their listeners. CBS personnel, via pay-roll tallies and similar arrangements, have subscribed $1,160,000. And the Columbia Broadcasting System, that of all major networks has purchased bonds to the extent of $13,170,000.

To promote the sale of War Bonds, CBS has consistently entailed the aid of its best talent and programming skill. A 24-hour campaign conducted by WABC alone during the recent Third War Loan Drive netted $84,044,750 and has been called the most effective support given by any single radio station to the War Savings (Continued on page 29).

COLUMBIA
GEM OF THE MOTION TOWARD VICTORY

By Frank Stanton
Vice-President, Columbia Broadcasting System

The complete facilities of the Mutual Broadcast System have been placed at the disposal of all existing war agencies and branches of the military whenever called upon.

Since January 1, 1942, Mutual has contributed about 1,300 hours of air time, devoted to approximately 3,000 programs designed, collectively, to aid the war effort in all its phases.

Complete series of programs have been broadcast in co-operation with such governmental departments as the War Production Board, Federal Security Agency, Treasury Department and all branches of the armed forces.

This is Fast Day, scheduled over the Mutual Network Sunday afternoons, was one of the first service camp programs to be broadcast, and is the oldest program of its type on the air in point of uninterrupted sequence.

Further acknowledging the necessity that radio must assume in keeping the wartime public informed as regards developments at home and abroad, we have broadcast such special features of vital interest to Americans as: How To Care for the Child in War Time, The Conquered Nations and Their Relation to the United States, Interviews with the WAC in training, dedications of war plants and new military bases, and many others of like nature.

It would not be amiss to say that Mutual's every program structure is geared to war aid, influencing our every move in program planning, and actually having become the motivating force behind many world events for broadcast, rebroadcasting these events via short wave whenever possible to the far corners of the globe for the entertainment of our fighting forces.

As to Mutual activities in promoting the sale of War Bonds I would not venture to quote even an approximate amount which could be directly attributed to Mutual's efforts, but I can give (Continued on page 30).
THE THEATER'S WINGSPREAD

50,000 PEOPLE, 35 SERVICES

Statement From Rachel Crothers
President American Theater Wing War Service, Inc.

Congratulations to The Billboard on this Bond Issue. Congratulations on an editorial policy which sets aside its own interests—in one of its most profitable issues of the year—to concentrate the full force of its advertising and editorial resources on the country's sale of War Bonds. But it is not surprising that this gesture comes next to impossible, which represents the world of entertainment. For generosity is one of that world's greatest assets.

No one knows this better than those who have worked in the American Theater Wing from the beginning. The Wing is the world of entertainment—it is their war service and they have made it, not only with their own special creative gifts, but with the long hard physical work.

I remember when The Wing was only an idea—a conviction that the whole world would need the kind of help that we could give. I remember when its "massed strength" was eight women in one room—which grew into a few hundred women serving, gathering clothes and necessities—raising money for England before America was in the war.

I remember when, very quickly after Pearl Harbor, the Wing became an organization, into which the people of all types, men, women, children, and organizations, came together and having no money to begin with, raised $100,000 out of their own ranks.

The American Theater Wing now means 50,000 men and women running as totally different kinds of war service with 35 member-units throughout the country. The seven different Radio Door Canvassers are known around the world.

All this has been accomplished, not only with "dramatic instinct" but with hard common sense and business acumen which the "world of make-believe" is not supposed to have. The sale of Ward Bonds, into which The Billboard is now throwing its whole power, is one of the jobs the Wing has been doing.

(Continued on page 21)

LEGIT GOES OVERSEAS—TO PORTS, HOSPITALS—TO WHEREVER CALLED

By Bert Lytell
President Actors' Equity Association
(Writing also in behalf of Chorus Equity Association)

Actors' Equity Association and Chorus Equity Association have 1,500 men and women in the armed services of the United States. Twelve members have given their lives in that service. Equity and Chorus Equity out of their reserve funds have purchased $225,000 in War Bonds. They will purchase more when the money is available and they will keep right on purchasing more as long as the emergency lasts or its funds hold out.

But to tell everything Equity and Chorus Equity as organizations, or the individual members, doesn't do justice to the combined work of all the performers in the entertainment field.

Between us we have serviced every Bond Drive which has been mounted. And beyond that we have answered every reasonable request we have received from the United Nations Department, the Red Cross, the various individual campaigns of members of the United Nations, and the hundred and one causes which are or lose tied into the war in one form or another.

Together our members have played in Camp Shows on every circuit and in many isolated posts which were never on circuits. They have gone offshore and overseas. They have appeared in hospitals and at ports of embarkation. And they are going to keep the hospitals in mind and on their routes long after peace is formally declared and more fortunate men and women can pick up the threads of their civilian lives again.

All these things we have done, and we mean to keep on doing them better and more often. As the emphasis is shifted from training to active service in other parts of the world, our program must be adapted to go with these men, whether their service is in friendly nations or... (Continued on page 46)
The part played by the so-called commercial manager in the theater is more or less taken for granted. Individuals and organizations which would never think of trying to get the use of a public building supported by public funds have no hesitancy in seeking a manager for the free use of his theater. He has been described as the person who gives away free the entertainment which he wishes to sell.

For the past three years, however, he has given gladly of his facilities and services to governmental agencies, relief bodies and to the armed forces. Up to Saturday, December 4, 720,357 tickets to legitimate theaters were donated to and distributed by the New York City Defense Recreation Committee. Exactly 57,431 additional were distributed by the theaters, totaling 817,757 tickets to those service organizations.

MANAGING AND PROCLAIMING THE THEATER'S WAR EFFORT

By Oliver M. Sayler

Business Agent, Association of Theatrical Agents & Managers

"To the manager, the theater is the public's living room. He is responsible for the entertainment and comfort of all who step through the door."

The incredible headlines of the papers the day after Pearl Harbor were still making it the bluest Monday in American history when a few of us, executives of the Association of Theatrical Agents and Managers, gathered spontaneously at union headquarters and just as spontaneously drafted letters offering whatever we had to President Roosevelt and to William Green, of the American Federation of Labor.

I suppose we knew nothing would come of those wires. They'd never even be read. If we had been wise, we'd have realized that they weren't intended to be read. They were just the natural expression of the desire to do something in behalf of the country.

I think we were right in our assumption. The vast majority of theaters were within our ranks by the very virtue of the skills we were taught in our profession. The essentials of a successful contribution to the war effort was a part of the theater to which we belong, and I think we did our share of that contribution.

This instantaneous reaction to the national emergency—were act of self-confidence that it was—soon took concrete and practical shape. Where could we throw our weight to the best advantage? Should we start something ourselves? Or get behind something already functioning? With the quick appraisal and prompt decision, every minute of the day by theatrical managers and press agents, we determined to must our strength behind the American Theater Wing. Nobody knew what the Wing was going to do, or he—or even the Wing. There were vague ideas of presenting theater folk had been doing in World War I. But few realized as we did what enormous and untold potentialities there was to the theater in the intervening quarter of a century through the complete unionization of every craft and function of the theater.

As first and then another of the theater unions followed our suit and rallied to the Wing, we came to know that we had something on our side. That was the beginning of an organization.

We were eager to manage and publicize. But what? Bluntly, we tried to destroy several mail planes and saved the Wing from airward thunders. What about the union's president? The Wing referred to the location. The Stage Door Canteen was born.

THE NEGRO ARTIST SPARKS THE FIGHT FOR FREEDOM

By Mabel A. Roane

Acting Executive Secretary

Negro Actors' Guild of America

The work of the Guild in the war effort is typified by the performances of our members, from President Natalie Du Camp to the newest, alongside with their busy calendars in California, entertain at camps, canteens and hospitals. He represents the Guild in the executive board of the USO-Camp Shows, Inc. Dick Campbell, a member of our board of directors, handles Negro units sent to camps in this country and abroad, provides entertainment, etc. for the USO. The playing and writing on has been active in forming clubs for entertainment for those in the armed forces in New York and vicinity.

Members of our board of directors are serving on USAAC. Mrs. Eleanor Roosevelt, along with several other members, has been to her credit some 300 hours of voluntary service. She is also in charge of a service program for Negro units under direction of Mrs. Ann DePace, sponsored by the American Theater Wing. This group makes necessary articles of clothing, etc., for those in the armed forces and for their needy families. At least 50 of our members are working with AWVS, the Red Cross and the American Theater Wing's many branches of service.

Guild members are included in the Stage Door Canteen as busineses, bus boys and as entertainers. The Guild has a committee headed by Mrs. and Mrs. Lucky Roberts who, twice or more each week, visit and entertain servicemen and the sick and wounded in hospitals.

In and outside New York, at all public benefits, War Bond rallies and other patriotic gatherings, Negro performers in large numbers serve as Bond and Stamp salesmen, entertainers, speakers, etc. The Guild itself has made substantial War Bond purchases, and the board of directors served on a committee during the Third War Loan Drive. At our annual affairs (Continued on page 31)

Labor-Managment Co-Op

Participation in War Bond drives and other war activities has promoted increased harmony and good will between the industry, the theater and collar unions and management and have intensified the patriotic contributions of employees. Because of this, the Screen Publicists' Guild, Local 144, and the Screen Office and Professional Employees' Guild, Local 199 (both UOUPA-CIO) have made resolutions advocating a consent and uniform policy of co-operation with War Bond purchases, and the board of directors was selected to the National Savings Bond Drive for those professional and white-collar employees of New York film office.

Copies of this joint resolution were submitted to Nicholas Schenck, Loew's, Inc.; N. Peter Rathvon, RKO; Royce Skouras, 20th Century-Fox; Abraham Schneider, Columbia; Herman Robbins, National Screen Service; Herbert E. York, Republic, and Edward Burtay, United Artists.
BONDBARIDIERS

These are the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in this issue of The Billboard:

GREEN, CHARLES E.
PETRIESEN, WILLIAM
SAGER, GEORGE
COOKE, GEORGE S.
COOYL, A.
COLO, ANN
CORNELL, KATHARINE
COSTELLO, JIMMY V.
COURTNEY, CRESS
COURTNEY, DEL
COW, JACK
CRANDALL, GEORGE
CRANE, ROY D.
CRESCENT AMUSEMENT CO.
McHENRY, M.
& MRS. L. C.
CURTIS, EDNA DEE
CURTIS, SIDNEY
DALLMANN, Pvt. EMIL K.
DALY, JOHN J.
DAVIS, EDDIE
DAVIS, HARRY
DAVIS, ROSS
DAY, DAWN AND DUSK
DEARDUFF, ROY H.
DECCA RECORDS, INC.
DECKER, RALPH & MOLLIE
DE LA VIEZ, HIRSH
DELI, BERNIE
DE MAY & MOORE
DE MAY, SID AND SALLY
DE MESS, WILLIAM C.
DE VORE, ROY
DE VORE CORPORATION
ANDERSON, LE ROY
BIAKOWSKI, HARRY
BLES, HUGO A.
DE VREY, WILLIAM CHARLES
DINCERAOUD, JOSEPH N.
DUFF, WILLIAM T.
DURLAX, STANLEY F.
EINHORN, ELEANOR
ERLEFSON, H.
FERB, JOHN W.
FERRI, MARY ROSE
FLEMING, IRA L.
FRICHE, LOTTIE F.
GLITZ, WALTER
HEATHE, OLIVE R.
HICKS, ESTERNE F.
HINKEL, ROBERT W.
KELLER, LEA JEANETTE
LANG, JOHN W.
LANDELL, CUS M.
MCDOWELL, MAURICE D.
MACK, CLAUDE W.
McDONOUGH, WILLIAM
MELK, ROBERT
NETZEL, JOSEPH R.
O'KELLY, PATRICK I.
OSTEIL, ROY D.
PLOTKE, ARTHUR
POWERS, JOHN N.
QUAIL, LOTHAR A.
RICHTER, ALFRED E.
RING, WILLIAM H.
RUDWITZ, JOHN S.

SCREENDOM'S SPECIAL SKILLS FOR ASSIGNMENT TO MORALE

By James Cagney
President Screen Actors' Guild

Even before America was directly engaged in the war, members of the Screen Actors' Guild willingly placed at the disposal of the government their special skills. At least a skeleton program of camp entertainment, activated in large part by screen celebrities, was under way before the attack on Pearl Harbor.

When the nation became directly involved in the war, the actor, doubly eager to serve his country, increased the momentum of his work for the war program. Members of Screen Actors' Guild have made two major contributions to the fight against the Axis: the marketing of man power and the indirect but equally potent contribution of morale-boosting assignments.

More than 1,500 members of the Guild are serving in the armed forces. Approximately 650 members have temporarily suspended their professional careers in order to work in war industries. Hundreds of other actors are contributing their time and talent on civilian fronts—notably by making personal appearances on morale-boosting assignments.

Second only to the magnificent record which has been achieved by actors in entertaining members of the armed services in camps in this continent and overseas has been their contribution to the Treasury Department's bond-selling campaigns.

On the three major War Loan drives, the government has asked for and received the full-hearted cooperation of actors, who have proved to be extraordinarily successful salesmen in eliciting general contributions of war bonds. Actors' Guild members made up 12 of the star personalities, toured 14 cities, more than doubled the half-billion-dollar quota which had been set for them. For the Fourth War Loan Drive, which is scheduled for January, actors will again share in the push, converting their talents to the task of creating a new quota.

HOLLYWOOD-WRITERS MOBILIZED

Robert Rossen
Chairman of Steering Committee

Hollywood Writers' Mobilization

Ever since the evening of December 7, 1941—the day following the attack on Pearl Harbor—the Hollywood Writers' Mobilization has functioned actively in carrying out the writer's part in the war effort. Starting with a mass meeting on that evening two years ago, the HWM quickly settled down to the job of coordinating the talents of all kinds and hundreds of assignments a month have been produced consistently ever since.

Since the Hollywood Writers' Mobilization is made up of members of the Screen Writers' Guild, Radio Writers' Guild, Screen Publicists' Guild, Screen Readers' Guild, Screen Cartoonists' Guild, American Newspaper Guild, Independent Publicists' Guild and the Songwriters' Protective Association, the organization has been able to expediently handle any request.

A steering committee under Chairman Robert Rossen and Vice-Chairman Paul Franklin sits and assigns requests. More than 1,600 men and women have written camp shows, entertainment, speeches, radio programs and spot announcements, complete publicity campaigns, newspaper features, advertising blotters and booklets for innumerable agencies engaged in the war effort. All of this goes as routine contributions every week in the year.

The Hollywood Writers' Mobilization has also instituted activities, particularly the Hollywood Writers' Congress, which it co-sponsored with the University of California. The entire year's program of the writer, educator, film maker and other creative artists in the war was exhaustively discussed at general meetings, seminars and panels over a period of three days. Results and resolution of this congress, chaired by Marc Connolly and Ralph Freed, are now being carried out in committee work which will continue for the duration. This prune group research and discussion seminars, committee to contact writer participation nationally and internationally, and the publication of a volume embracing the whole Writers' Congress.

Bottlenecks and Posters
Jan. 18-Feb. 15

Forty-four outstanding motion picture scenes have been named to aid Charles Sloane, national chairman of the War Activities Committee, and his staff in the film industry's participation in the Fourth War Loan drive. They will function in large areas where they will be called upon to break bottlenecks in the drive from January 18 to February 15.

Last month Ted R. Gamble, national director of the Treasury's War Finance Division, issued, thru Oscar A. Doob, chairman of the War Activities Committee's public relations division, an invitation to all poster artists in the industry to submit suggestions for posters to be used by the Treasury in the coming drive. The Treasury plans to use many of posters of all sizes from 24-sheets to car cards, and artists interested in submitting designs will be supplied with a list of possible themes and slogans for the "Fourth" push.

Copyrighted material
KATE SMITH
THE ONE-MAN FOOTLIGHT FRONT
By Ted Collins

Figures speak louder than words, and so the scope of Kate Smith's tour of army and marine posts and training centers can be judged by the fact that we covered approximately 20,000 miles. We visited camps in practically every part of the country and even made some trips to Canada. These were no brief hops involving just a few persons. We set up entire entourage with us, a caravan of some 60 people, including a full-sized orchestra, entertainers, and staff. What complicated it was the matter of our daily broadcast全国各地, a broadcast that we had to do every evening we were there. It meant paying monumental line charges, not only for the daytime program, but for our two Friday broadcasts (early and repeat).

Needless to say, it gave us a tremendous thrill to visit the boys and entertain them. There were many difficulties caused by weather, transportation and other factors. We went out in all kinds of temperatures, ranging from frigid zero winds at Lakehurst to the tropical heat of the California desert. All of us had colds and Kate was frequently under a doctor's care. Sometimes transportation difficulties were a nightmare. We used anything we could get—train cars, buses. Sometimes the bus broke down and there were many nervous moments for fear we wouldn't get to the camp in time for the broadcast. Many of the camps were in out-of-the-way spots of difficulty.

Because of limited facilities in many camps, we put on our shows under primitive conditions. For example, our broadcast from the Army Air Depot in Rome, N. Y., was staged in an enormous hangar converted for the occasion into an auditorium. Our stage was rapped off so that it looked like a boxing ring. We had an audience of 8,000 at each performance.

Few of the camps had auditoriums, and none of them was air-conditioned. The temperature was freezing with 100 when we did a program at the Navy Recruiting Station in Brooklyn. The boys in the troops did the broadcast in their shirt-sleeves. Kate sweated, but she never was in better voice.

Our audiences at these camp appearances have totaled approximately 1,600,000. We are particularly pleased to see that the enlisted men get the best seats and the majority of the seats are taken. After the show, Kate signs autographs for an hour or more. "The boys' delight and apparent gratitude for our entertainment has given us extreme pleasure."

We are making memories of friends thru these trips. Kate and I get letters every day from boys we met at the camps. Some of them are now in action overseas.

ASCAP MARCHES TO MUSIC BATONED BY BONDS, SCRIPTS AND CONCERTS
By John G. Paine

General Manager, American Society of Composers, Authors and Publishers

During the Third War Bond Drive which ended October 5, the American Society of Composers, Authors and Publishers was chosen by the Bond Committee as the organization to head the drive in the music business in New York State. The Society promptly contacted its publisher members and reported that some member of each firm be appointed chairman of the drive. At the same time the writer membership was asked to purchase bonds through the Society by authorizing, on a voluntary basis, the cost of a bond from their royalty distribution. Eighty-three of our members purchased $10,075 worth of bonds in this manner. The publisher members reported a sale of $35,575. Some of the publishing houses have made their reports to the film industry with which they are affiliated and have not reported to ASCAP. Within the organization itself, the Society's employees bought $1,019 worth of bonds. This included the New York office and branch offices. The grand total reported to the Treasury was $37,724.

At the present time there are 100 members of the Society serving in the armed forces; 31 men and four women employees are in the service.

In the ASCAP radio scripts, which are sent without charge to the Service Stations, the Society has developed a program called "Marching to Music." This program is based on the common man who inadvertently has contributed his small part to the progress of American democracy. He tells the story of the Four Freedoms of Democracy are shown to be a living philosophy and to have had a long history in the development of our coun-

(Continued on page 21)

MARSHALING MUSIC IN TUNE WITH THE ALL-OUT HYMN
By Max Targ
President, Music War Council of America

On March 24, 1943, a group of Middle Western music industry leaders met in Chicago for the purpose of determining how they might cooperate to solve their problems arising out of the war. It was about three and one-half months after Pearl Harbor, and there was talk of redefining music to the limits of non-essential luxuries for the duration.

But those music industry leaders who met in Chicago believed in music's importance in wartime as well as in peace. They realized that the productive facilities of the industry were needed for the manufacture of war materials, and pledged their aid to effect as quick a conversion to war work as possible; but, believing whole-heartedly in music's ability to help the war effort, they were determined to oppose, with all the power at their command, any attempt to curtail musical activity as non-essential.

With the organization a few days later of the Music War Council of America they pledged themselves to mobilize all forms of music for the national effort, that our armed forces, civilian workers and children might have the advantage of the recreational and educational benefits and the patriotic inspiration that music affords.

Induced with a strong will to carry out its self-appointed mission the new organization moved forward swiftly. Within a week of the first preliminary meeting its delegates to the Music Educators' National Conference meeting in Milwaukee had a hand in securing the passage of a list of recommendations by that body's council of past presidents calling for the utmost possible utilization of music to bolster morale on the home front and in the armed forces. These recommendations were transmitted to the President of the United States, who, in turn, endorsed music as a wartime essential.

As a result, after two years of war, instead of being curtailed, music organizations have been revitalized, and hundreds of thousands of musicians have been encouraged to play for bond rallies, for draftsmen send-offs, for the entertainment of servicemen in camps and on leave, and for war-weary employees of war plants.

No complete tabulation or report of the results of the Music War Council's achievements will ever be possible, because from its inception the council has done most of its best work "behind the scenes," in a spick of patriotic

(Continued on page 55)
The year 1943 saw fair, circus, carnival, rodeo and amusement parks geared to an all-out effort for the then big-in-the-news drive to raise funds for the various army and navy relief organizations. Outdoor show business can be reasonably proud of its record, since besides rolling up its collective sleeves for the coin-gathering pitches in behalf of soldier-sister aid, it sweetened the kitty with a contribution of some $300,000 of its own money—no contributions from "outsiders."

The lumping of these assorted relief ops under the single head of United War Relief in 1943 might have left the outdoor field somewhat stymied for continued back-up to the war effort bond wagon. However, the answer was there before they asked it—bond sales. How they have underwritten the government's call for relief help makes good ledger reading for the Treasury Department and all outdoor showmen who can take a bow for its share in the amusement industry's accomplishment.

There is no question that a basic thought in the minds of leading fair officials during the past year has been focused upon ways and means of boosting War Bond sales. Fairs that were opened during the Third Loan drive gave complete co-operation to local war finance committees. The results proved in every instance that War Bond promotion activities and the exhibits of captured enemy equipment, loaned under Army-Treasury sponsorship were beholds of interest.

At the Kansas State Fair, Topeka, and the Kansas State Fair, Hutchinson, "the Treasury exhibits were, by all odds, the highlight attractions," according to statements by their respective managers. At the former about half a million dollars was raised from the sale of War Bonds and Stamps at the captured equipment exhibit alone. Supplementing this were heavy sales from separate bond booths operated by members of local war finance ors and from bond pitch appearances by fair bands and featured performers in the downtown areas of the city. It added up to a huge take. Similar activities at the Hutchinson Fair rolled up another $400,000 in bond sales.

As fair officials swung into concerted action, other gimmicks were added for the build-up of public interest. Hourly balls over public-address systems drew crowds to the bond booths. Veterans from near-by hospitals and servicemen on furlough were drafted to explain the equipment and spot a living reminder of the importance of War Bond purchases. Campaigns were carried on in local schools and industrial plants with ticket offers to exhibits as prizes to bond and stamp buyers. War Bonds and Stamps were used by fairs of all sizes, in nearly every State, both as prizes in contests and exhibits, and as admissions to grounds and grandstands.

Big and little, these fairs have been in the bond push up to the hill. A cross-section of reports from summer and autumn annals shows there were few, if any, that were not in the bond pitching from opening day to close. For example, the Carthage (I11.) Fair sold $25,000 worth in four days; Wisconsin State Fair reported $300,000; Minnesota State Fair, $400,000; Randolph, County Fair, $100,000; Steuben County Fair, $187,000; De Kalb Empire District Fair, $32,000; Sandwich (Ill.) Fair, $40,000; Staunton (Va.) Fair, $167,000; North Dakota State Fair, $13,000. These are just a few of the returns, but they indicate the attitude of all.

Nor were bond sales the sole war activity during 1943. There was another wheel of the war effort to be turned, and certainly no show business should better be equipped to help turn it than that of the fair fraternity. "Food Fights for Freedom" and "Produce, Conserve, Share and Play Square" were the slogans projected by Victory Garden preparers last spring. The garden bally bore generous summer harvests with fairgrounds exhibition build-

JAP 105MM. GUN, with captured German rubber boat in rear. One of the exhibits shown during the fair season and which stimulated sales of War Bonds and Stamps.
BIZ'S ALL-OUT PUSH IN 1943

ings all over the land butting with crops nurled
by the Great American Family from grandma
down to Barbara.

Produce displays are nothing new at fairs. They are the original contemporaries of harness
racing and livestock judging. The new twist, however, was the use of the many acres on
exhibition grounds which was set out to hay dur-
ing the off season. Laid out in community
Victory Gardens, fallow spots burgeoned into
little fairs of American victory by fall time. Produce was judged on the vine and stem
as well as in the hulls.

It was competition. It was education. It
made people food-production-minded and awak-
ened an interest in the never before in agricultural
fields. It alleviated the national storehouse
for the home harder and it helped the allied
nations in time of dire need. But this was only
the beginning for the 1943 methods to seize
another opportunity to play a heavy role on the
home front. The goal for next year is set at
22,000,000 Victory Gardens. One of the para-
mount aims for next season of associations of
fairs is to give a stronger and earlier start on
a big share of this project and closer tie-ups
than were possible last year. The fairs have
indeed done more than their bit toward the 1943
war effort.

As would naturally be expected the big top
field, having sensed the direction of the 1943
war-aid pitch, plunged in with equal vigor.
Ringling Bros' annual spring date at the Gar-
den in New York not only grossed on all-time
high, but was a smash in the face for Hitler-
Bavarians. Thus it was that a nation-steward
was provided.

The total attendance reached 287,000, a
weekend record. The box office figure, two War Bond
performances, the opening on April 18 and a
special performance for bond buying over-
flow on April 19, averaged $2,000 per show. Dur-
ing the rest of the engagement another 21,000
came thru the turnstiles with a bond on the price
of a ticket, making a grand total of 49,000 pur-
chasers who had invested the terrific sum of
$1,000,000 in Uncle Sam's war notes for an
average of approximately $20 each. The open-
ning alone drew a total of $61,000,000.

The bond pitch was continued through the
Big One's itinerary of key cities and shorter
stands, with blocks of tickets turned over to
the Treasury Department. The methods of dis-
posal varied, as did the amounts realized in dif-
cerent cities, but the eye-volt season report on
the financial results of patriotic drum beating
topped the $100,000,000 figure.

The other roll show, Cole Bros, wound up a
season of 400 performances in 148 cities with
a report of more than $7,600,000 from bond
sales. They contributed to Uncle Sam's war chest.
Continuing tie-ups were the order of the day at
theier stands with splendid co-operation on
the part of local business. A department store
in Indianapolis bought out two complete sec-
tions on two successive nights via Treasury
script purchases and gave the seats to service-
men. In Terre Haute one business man sub-
scribed for $25,000 worth of bonds and refused
to utilize the tickets. Following a night perfor-
ance in Indianapolis, where admission was
entirely limited to ticket buyers, the show set
aside 102 seats for each performance for fans
who bought the war bonds.

Cole Bros' Circus is now established in its
newly built winter quarters on the Kentucky
State Fairgrounds at Louisville. Personnel will
continue the war-effort pitch with unit per-
formances for the pilots and crew at near-by Dowan
Field, Fort Knox and Nichols General Hospital.

All the rest of the sawdustions participated
similarly in the big bond push, according to
their size. A complete tally can't even be
A completed, but there is no question that the
Treasury Department receipts ran into many
more hundreds of thousands.

The carnivals were up with the circuses for
a record season's returns, and while hard hit
by labor and transport problems, managed to
devote more than their quotas of time and energy
to war work. Troopers were continuously on
the job to aid in bond drives and stamp sales, to
provide entertainment in camps and in hos-
pitals, to give benefits for practically every local
relief drive, not to speak of the bonds they
bought for themselves. Their proven generosity
of time and labor toward the filling of the war
coffers and aid to the National Treasury was
augmented by enormous amounts paid in taxes,
licenses and other governmental costs of oper-
ation. Since the ODT gave the green light to
the shows last February, leaders in the business
have reported that the personnel as a whole
have conducted their activities with an eye on
every means that would shorten the road to
victory.

While amusement park ops found additional
headaches in declining man power and conces-
sion commodity shortages, 1943 still reaped
one of the heftiest runs in their history from
the colt angle, and as usual they were more
than willing to share results with the govern-
ment. Special days were set aside for War
Bond sales and promotions with excellent re-
sults and a special play was made for the en-
tertainment of men and women in uniform.

No one branch of the outdoor industry rules
more kudos than another for their all-out home-
front performance. Nor does the effort take
(Continued on page 61)

ONE OF THE NUMEROUS DIS-
PLAYS OF VICTORY GARDEN
PRODUCTS shown at Staunton (Va.) Fair,
which was successful beyond expectations
in attendance and receipts. Secretary
Charles B. Rakston declared that the
annual, geared to war activity, had a
War Bond sale on one afternoon amount-
ing to $187,500, which he believes to be
a record for a far of its class.

"FERDINAND," prize 4-H Club Aberdeen-Angus steer, which brought $17,000
in War Bonds at the War Bond auction at Steuben County Fair, Beth. N. Y., on
September 18.
The War Activities Committee of the Motion Picture Industry rounds out its second year of existence with marked progress over the past year. The War Committee activities we have doubled or tripled our record of the year before.

One of the principal reasons for our existence is to supply the War Department with 16mm prints of feature-length films, shorts and newsreels for release to men in the armed forces overseas. To date, 6,464 prints of feature-length pictures and 10,479 prints of shorts and newsreels have been delivered. All of these films are gifts from the film companies to the War Department and are, of course, shown without charge to the servicemen. We have had reports from all over the world that our fighting men are seeing movies as frequently as three and four times a week.

Still on the subject of films, W. A. C. serves as a means of communication from government agencies to 20,000,000 weekly moviegoers. It was the past year W. A. C. has distributed 35 short subjects on everything from the importance of saving food to the problems of staying warm.

These shorts were particularly effective for recruiting women in the various armed services and for such appeals as blood drives. These were all distributed without charge to the exhibitors.

The W. A. C. has also been responsible for distributing feature-length war information films such as Lieut. Col. Frank Capra's "Battle of Russia" and the animated short "Painting in the Air," produced by Lieut. Col. Alfred Vanderbilt. These were also distributed without charge beyond the cost of prints and distribution.

The Motion Picture Industry's participation in the Third War Bond Drive alone sold over a billion dollars.
As president of the Arena Managers’ Association, I am privileged to announce some of the activities of our members in furtherance of the national war effort.

Perhaps the most noteworthy contribution has been the staging of free shows to which admission could be gained only through the purchase of a War Bond. During the past 13 months, our member arenas, in cooperation with Ice Capades and the Pollock, have raised well over $35,000,000 in War Bonds thru the medium of these special free shows. Many of the buildings have received special citations from the Treasury Department for this activity.

Our arenas have entertained as their guests some 200,000 members of the armed services of the United States and Canada. Whenever possible we invite these men and women of the armed forces to be our guests at hockey games, ice shows, rodeos, circuses and so forth, as we feel that this is the least we can do to contribute.

(Continued on page 36)

The Friars Pitch With Open House

By Mike Todd
Abbott of Friars

The limited space of the Friars Club does not permit of elaborate entertainment of men in uniform. But to the Friars, as a token of our gratitude for their part in helping sustain morale, has instituted the policy of open house at the club for all service men. These guests have the run of the club, are entertained by members there, and all food and drinks are on the house. Host to the visitors is William Brandoldt, executive director.

In summer uniformed visitors are given the privileges of the roof garden and gymnasium. Since the inception of the open house policy hundreds of servicemen on leave in and around New York have been entertained. In addition the club keeps personal contact with men on the fighting fronts and sends them packages regularly.

This is not to say that the ceaseless and unintermitting efforts of Friars members to entertain servicemen in camps and on posts at home and on the scattered fronts throughout the world. More than 40 members are engaged in this work at home and abroad.

Thirteen of the club’s members are on active service. Their privileges as club members are being retained for them for the duration.

This Corn Produces Green-City-Slicker Style

Corn reap a harvest in War Bonds, judging from Spike Jones and His City Slickers, who last year have sold over $3,500,000 in bonds and stamps in nine Southern California schools. A second drive, started this fall at Redondo Union High School, has hit past the $30,000 mark already. Jones and his band travel every other Wednesday afternoon to one of the Southern California high schools or junior colleges and contribute a "corn concert" as the climax to the students’ bond-selling campaigns. During these rallies three trophies are awarded by the band to the boy and girl with the outstanding all-round victory effort and to the student with top bond and stamp sales.

One member of this band is unique in his war effort work. Ernest (Red) Ingle, sax player and vocalist, is a leather cutter and saddle maker in his off hours. He has stopped buying his tools and, with the aid of the Red Cross, has taken two days a week to noon at various army hospitals, where he teaches wounded men to tool leather with a view to post-war jobs in that department.
BOND BARDIERS

These are the show-business personalities and organizations who purchased War Bonds with money they would have spent for Holiday Greetings advertisements in this issue of The Billboard.

HENDLER, HERB
HENDLER, MARVIN
HERBERT, JACK
HERMAN, WOODY
HILL, MILTON
HOFFMAN, DAVID MICHAEL
HOFFMAN, LARRY
HOGAN, FRANK J. (TWEET)
HOGAN, MRS. MONICA
HORNE, HARRY H.
HOLLAND, ERNEST S.
HOLLEY, ROBERT
HOLLEY ASSOCIATES, ROBERT
HOLM, CELESTE
HOLMES, RAY
HOLT, E. C.
HOLTHAUS, WESLEY H.
HOLZINGER, ALEXANDER J. J.
HOPE, BOB
HORNER, RUTH E.
HOUGEN, ROGER E.
HOWARD, EDDY
HOWARD, HARRY
HOWETTH, EDDIE
HURBARD, D. STACK
HULING, MARK
HULL, JOSEPHINE
HURRICANE RESTAURANT
HURWITZ, EVELYN
ICELAND RESTAURANT
IMMERMANN ART STUDIO, THE
IMMERMANN, SOL
INGLASS OFFICE, MILES
ALPERT, LILLIAN
PLAUM, JOE
INGLASS, MILES
SCHURE, JAMES
WADE, LILLIAN
INSKO, ANDREW
IOWA-DAKOTA MUSIC CO.

JACKS, DON
JACOBS, CYRUS L.
JACOBSON, HARRY
JAMES AND HIS ORCHESTRA, HARRY
BADALE, VINCENT
BOWEN, CLAUDE
CAMPBELL, JAMES
CAPLAN, SAM
CORNISH, CORKY
COOZZO, AL
DEVOLGODY, JOHN
FRIEDE, AL
GILBERT, HERSHEL
GOTTKEN, JACK
HEATH, RAY
HILL, BEN
HILTSTONE, DAVE
JAMES, HARRY
LAKEY, CLAUDE
LERNER, AL
MAROWITZ, SAM
MATTHIAS, JACK
MILLER, JOHN
MONTALBANO, AL
MORENO, RUSSELL
NEIMANN, ALEX
PALMER, PHILIP
PETRONI, JOE

EISENHOWER • • • MORGENTHAU
(Fighter)  (Feeder)

BALLYHOO BONDS

War Bond purchases by civilians at home increase the confidence and strengthen the soldier spirit of the men overseas. Testimony to this fact was offered recently by General Dwight D. Eisenhower, who said in a radio speech: "It would be impossible to exaggerate the tremendous influence War Bond buying has upon the men here. The most important single element among well-trained fighting men is the 'soldier spirit' which results from confidence. This confidence is aided and abetted by home front Bond purchases."

Secretary of the Treasury Henry Morgenthau, Jr., also emphasized the effort that War Bond sales have upon men in the armed forces abroad. "Men in the fighting lines," he said, "consider it the patriotic duty of all at home to contribute to the war effort to the absolute limit." Results of the last War Bond drive, he explained, pep up the fighting men in Africa tremendously. He said that he had assured the soldiers that the United States would supply them with all their needs—and pay for it.

FCA-WEAF Promote Farmers' Bondery

War Bonds to the value of $500 were awarded as prizes December 11 by the Farm Credit Administration of Springfield, Mass., to Mrs. Stella Miller, of West Chazy, Clinton County, N. Y., and 13-year-old Aideen Doody, of North Branford, New Haven County, Conn., winners in the War Bond essay contest open to all members of farm families, living and working on farms in New York, New Jersey and New England States. Essays of 300 words or less were written on the theme "Why I Buy War Bonds."

Prizes were awarded on Mert Emmet's "Moderne Farmer" program over New York Station WEAF. The NBC station co-operated with the Farm Credit Administration and played host to the winners and their immediate families.

Refugees Pitch Via Unique Manuscripts

Refugee artists, authors and composers now in this country have donated original manuscripts, scores and works of art to aid in the sale of War Bonds, and these works will be auctioned off at a big rally for the Fourth War Loan Drive.

Among new items received for this collection are the typescript of Bruno Frank's new novel "One Fair Daughter"; a musical score by the French pianist-composer, Robert Capoulas, and one by Aladore Phillips, another French keyboard master, entitled "Bacchus." Advance bids on Thomas Mann's holograph copy of his lecture, "The Coming Victory of Democracy," on which a minimum quote of $10000 has been set, are being received on Bennett Cerf's radio program "Books Are Ballads" over New York Station XQXR.

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THE V-MANNED FUN FOUNDRY
MACHINE MEN COME THRU IN SPIRIT
OF "GREAT AND GROWING INDUSTRY"

The coin-operated amusement machine industry entered the third year of the war in full step to help win a complete victory. All its tangible manufacturing facilities were completely converted to war production by government order early in 1942, and since then some of the number of the plants have won recognition and have been named. Those plants that had equipment and space to produce war goods have been busy on whatever could be handled in that connection. Long before the government issued the official order, coin machine manufacturers were conferring with officials and adapting plants to produce fighting weapons.

The industry could report many special programs and a lot of effort by individuals and firms in local areas all over the United States. It has accomplished a number of goals that have been well spotlighted in the press, showing that a small industry can contribute a few things of great value. Considering the size of the industry and the fact that most of its plants were small to begin with, it has set a record which will hardly be equaled by any other industry of similar size.

With a total industry personnel of about 120,000 in all branches of the trade before the war, it is not easy to picture what changes have been made during the last two years. Perhaps the best way to picture the ever-changing change is to say that the only members of the industry left in their former pursuits are men mostly too old for military service. In fact, in any industry gathering it is soon seen that those who remain at their old posts are men who served in World War I, and a gathering of common looks like an American Legion convention.

The men who have remained in the operating ranks have been forward in contributing to all patriotic efforts and they have also shifted their business so that it helps the war program. The amusement and music machines maintained in retail establishments make a definite contribution to maintaining morale and leaders in the war program, including high government officials, have made this contribution a matter of record.

The industry has also shifted its machines wherever possible to aid the great war production program of the nation. Vending machines have been shifted to war areas so that war plant personnel can purchase their machines conveniently. Plant managers and government officials have recognized that a service has been performed in time of war by having these machines where workers could buy candy, cigarettes, soft drinks and other small items conveniently.

Juliet boxes and pinball machines have also proved their worth to the men in the services and also to citizen morale. A lot of people liked Juliet boxes, the first of which was a real war machine not so much that the public knew what was happening. In recent months much publicity has been given to certain training devices which have been developed to train pilots and also to give target practice in a number of ways. It is known to many that from the start coin machine factories went into action to help convert or improve some of their devices into practical use for the armed forces. These have been chiefly to provide economical training devices that would in many ways give the trainee some idea of actual fighting conditions.

The coin machine factories got this work early and they are still at it. Their engineering staffs and laboratory facilities have been from the very beginning been used to develop new ideas. This work will go on till the war is won.

A half dozen plants have won the Army-Navy "E" flag and many more have won special recognition for certain products. A big step in aiding war production has been the expansion of plants. Any number of manufacturers have taken on from one to three or four additional buildings to use in war production. Progressive manufacturers have also shown that they can help win the war. All the plants had a good bunch of skilled workers when the war started and this has been a great advantage in turning out war materials.

Much of this work is something that does not lend itself readily to headline. It is only when a plant wins some official recognition that the public can be told of something of what the industry has done and will do in the future. Only a few army and navy officials and government agents knew the full story, and they cannot say much. But day in and day out these plants are going ahead with a real production program.

The manufacturing plants, the distributing firms and the individuals who place and service machines have all bought War Savings Bonds and also helped to sell them. The plants without exception have been as forward as any other industry in carrying on this special work while at the same time keeping their plants rolling.

The industry was one of the first to use music in helping to sell bonds and it has made full use of stickers, posters and other special programs and materials to increase the purchase of bonds.

Now, to arrive at some specific conclusions, the following evidence may be considered: "Pre-Pearl Harbor Patriotic" might be the term to describe events in May, 1941, and November of the same year. Association groups from California to New Jersey helped to sponsor community celebrations of "I-Am-AN-American Day" on May 10, 1941. The second and most important promotion was "Phonographs-for-Defense Week" in November, 1941. Time magazine, in its November 17 issue, said: "This is Phonographs-for-Defense Week."

SINCE NOVEMBER, 1940, the BBC's Weekly American Eagle Club Program has been broadcast from London every week in the BBC North American Service. It is also relayed throughout the United States of America by Mutual Broadcasting System.
Chopped Liver Tycoon Most Singular Plural Bondynamo in America
His Name Is Louie Schwartz and His Game Is With the Sports

Over on New York's Sixth Avenue in the middle 50’s at a hole-in-the-wall delicatessen, a short, chubby little limerick-slinging waiter named Louis Schwartz, it is said, came to show his folks who sold bonds to the public. Just in case you might mistake Louise the Waiter (as he is affectionately called by the biggest names in the business) for a small roller, look at his record. In exactly one year he has sold over two and a half million dollars, or (3,221,079) worth of War Bonds off his towel-draped arm.

Louie's unique Bondbox, the Sixth Avenue delicatessen, caters to a clientele known to every headwaiter in town by their first names. During the past seven years the singing waiter, whose present tune “Any Bonds Today?” is a funeral dirge for Hitler, has charmed his customers by speaking in rhyme. He's the recognized sage of “Schickie” for a Nickel” poetry. The jokes are traditional in Jewish delis, but on the day of the new song hits, the latest movie, opera or a rising personality and at times plies a restaurant specialty.

Show people like Louis's line. They love to hear him reel off such choice bits as “No one is daring to criticize our herring” - Fred Allen, the best comic of them all, eulogized our “Schickie for a Nickel” on his way to Fifth Avenue or “Our Schickie for a Nickel is the lever's tonic—like music from the Philharmonic.”

Entertainers have made Louis their confidant. They tell him their troubles, modestly mention successes and occasionally try to throw their heads over an order of chopped liver. He dislikes their food orders, recites his latest limerick, and goes seriously long enough to get over hardhitting bond sales spiel.

Louie's bond selling career began a year ago this month when he was serving dinner to booker Arthur M. Michaud and Mrs. Michaud, who is a lieutenant in the American Women's Voluntary Services. The three were discussing the good work the AWVS was doing for the war effort when Louis, looking sadly into the empty soup dish in his hand, expressed regret that the long hours in the restaurant prevented him from doing war work. Lieutenant Michaud suggested he might sell War Bonds to his customers, and gave him bond application blanks and instructions for soliciting sales.

That first night he sold one $500 bond and admits he was so excited he did his worst job of waiting tables till closing time. During the next seven days he rolled up an impressive total of over $10,000, and the AWVS sent a delegation around to present him with an honorary membership.

In approaching his first customer on the bond business, Louise was pretty shaky. He was afraid of offending the epicurean out of the place. After serving a satisfying meal the rest of the meal first half of the menu, he sold the last item under the easter's nose with “How about a bond for dessert?” It worked. He kept up the $10,000 average for several months, but wasn't convinced it was enough. He invented ways to wheelie larger and larger baskets of dough from his diners. In Louis's mind it's all mixed up with food. For instance, he knows now that soups are usually good for a 10¢ bond; appetizers, 50¢; bread, a large meaty veal cutlet from $1,000, up, and the hearty purchasers have a thick, luscious steak dangled before their eyes at bate. If, he often refuses steak unless the promise of a bond is forthcoming.

Jack Flamm, radio station operator, is Louis's largest single bond buyer to date. Already he's taken a total (amount omitted by editor) and has promised another (amount omitted by editor) for the Fourth Drive which starts January 18. Among the show folk who are heavy buyers of Bondbarter TMT are Bob Hope, Milton Berle, Jerry Colonna, Bob Hope, Jack Benny, Fields, Blossom Seeley, Lou Levy, Bob Clarke, Paddy Andrews, the Haue Sisters, Louie Read, Fred Allen, Artie Shaw, Walter Batchelor, Shep Fields, Alan Courtney, Dick Henry, Philip Willsman, Billy Shaw, Jan Sovit and Las Brown.

Louie feels that Uncle Sam will approve some of the tricks he's invented to extend bondbough. He hopes to eke out a few more players who frequent the place; tells them it's good luck to buy a War Bond. He's placing a big bet, but points out that, anyway, if the horse doesn't come in they lose less. Many have a standing agreement to put a substantial part of their take into bonds.

Louie speaks a colorful and fluent Yiddish and slings rich and meaty colloquialisms around to the customers. He's a native New Yorker, born and educated (Continued on page 21)
at War

REYNOLDS
Saw... And
Said This:

Entertainment, all phases of it—radio, pictures and live—should be treated as essential. You don’t know what entertainment means to the boys until you’ve seen them jump up in sheer joy at your smile.

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 Fyle or John Reynolds and they’ll tell you that the little men doing the squawking are the guys who weren’t there, but who’s worth a division, and that’s about 15,000 men.

Presumably the Nazis appreciated Hope’s value, since they three-bombed towns while the comic was there. They dropped eggs on Bizeria and Palermo for the first time in 50 days and finally on Algiers the first time in four months when Hope was there. God be a quai to say, but when Hope came into a town, “God out of town, will ya, Hope, you’re dangerous.”

I didn’t catch up with Benny, but everyone said he was a swell. Jack Benny 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 syphilis, nothing.

I tell you you don’t realize how much it means to the boys 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.

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 bitchy or any of the chit-chat toward the performers not being in uniform. Hell, you should have seen how happy the G.I.’s were.

(Continued on page 46)

ERNIE PYLE
Saw... And
Said This:

Fredric March and his camp-show crew came into town the other day on the last leg of an exhausting three-month grind thru the Persian Gulf, India, the Philippines, China, and on to the Philippines.

Mr. March has one man and two girls with him. The man is Sammy Walsh, a veteran comic entertainer who prefers to call himself a saloon worker. He does go the light end of the show. This is the fourth tour for the USO.

The two girls are Jenny Jordan, a singer, and Evelyn Hamilton, who plays the accordion. Both these girls know plenty about war. Jeanne’s husband is Lieutenant Jordan, of the New Zealand. Evelyn already has done one tour of 11 months in the Aitlantic, she has had malaria in the Near East, and her fiancé, a paratrooper, was killed in Sicily.

March Strikes Serious Note

Usually these camp shows are very light. Fredric March brings the first serious note to soldiers’ entertainment I’ve run onto. It’s a pretty tough business, but he gets it over. He reads a stirring part of a Roosevelt speech of a couple of years ago, then he does some of Tom Paine’s patriotic pronouncements, then he does a little talk of his own.

Since he has played mostly to noncombat troops in isolated areas, he does some morale building by telling them their jobs are as necessary and contributory as anybody else’s.

Mr. March played tennis with the King of Iran, and proudly shows off a magnificent silver mace he found in the Q Troopship. He wears a blue camp-show uniform and a leather, fleece-lined jacket of the air force.

He keeps a framed photo of his wife and two children on the desk wherever he goes. His brother is in Italy, and he hopes to see him before leaving this theater.

The Special Service Branch of the army recently had an artists’ competition in the North African theater to give art-inclined soldiers something to do. The contest brought in 500 entries from three major bases by趴在s or service artists, of them British soldiers.

(Continued on page 46)

STEINBECK
Saw... And
Said This:

A small USO unit is abroad this troopship, girls and men who are going out to entertain troops wherever they may be sent. These are not the big name acts and in world of publicity and maintain their radio contracts. These are girls who can sing and dance and look pretty, and men who can do magic, and play the accordion and tellers of jokes. They have few properties and none of the tricks of light and color which dress up the theater. But they are very gallant about them. The theater is the only institution in the world which has been dying for 4,000 years and has never succeeded. It requires tough and directed people to keep it alive. An accordion is the largest piece of property the troupe carries. The evening dresses, costumes must be pressed and kept pretty, the spirit must be high.

The theater is one of the largest mass halls. Soldiers are packed in, sitting on benches, standing on tables. no doors. A little platform on one end is the stage. Tonight the loud-speaker is out of order, but when it isn’t it is better than most theaters.

The master of ceremonies gets up and faces his packed audience, he tells jokes—but this audience is made up of men from different parts of the country and each part has its own kind of humor. He tells a New York joke. There is a hothead, but a limited one. The men from South Dakota and Oklahoma do not understand this joke. They laugh late, merely because they want to laugh. He tries another joke, and this time he plays safe. It is an army joke about a P.T.A. The time it works. Everybody likes a joke about M.P.’s.

He introduces an acrobatic dancer, a pretty girl with long legs and the strained smile across her face develop to conceal the fact that her muscles are crying with tension. The ship is rolling slowly from side to side. All of her work is dependent on perfect balance. She tries each part of her act several times and is distressed properly for the proper two seconds. The soldiers are with her. They know the difficulty. They want her to succeed and they cheer when she does. This is all very serious. She leaves the stage under whistles and cheers.

A blues singer follows. Without the loud-speaker she can hardly be heard, for her voice is sweet, high, and volume. She forces her voice for volume and loses her sweetness, but

(Continued on page 46)
Stripping Buckeyes Instead of Herself

Gypsy Rose Lee did not have to strip this time when she stepped off the train in Columbus to join author Louis Bromfield and playwright John Cecil Holm. Gypsy stole the authors' show at Central High School, where the local bond committee brought the trio to sell the original manuscripts of their particular literary efforts. The literary Gypsy did a number for her audience, then auctioned off the original script of "The Naked Genius" to a Mr. Todd Boccal, representing his interests for $30,000 in bonds. This was only second to Louis Bromfield's script of "Death in Monticello," which brought $840,000 and was purchased by the Ohio Farm Bureau. Holm's "Best Foot Forward" pulled $400 for the U.S. Treasury. Total collected in the auditorium was $1,107,056, making some night's work.
ASCAP Marches

(Continued from page 11)

try. The OWI and other government agencies have commenced the Society on these scripts for the excellent job they are doing. Many broadcasters report that they have sold these programs to sponsors.

Last June the Society gave a memorial concert to its member, the late Sergel Rockman

inoff. The proceeds from this concert amounted to $8,500 and were turned over to the Armed Forces Master Records, Inc., an organization which is supplying libraries of good recordings to our boys. Two duals, the week of February 14, 1943, ASCAP, in conjunction with The Los Angeles Times, plans to give similar concerts on the West Coast and in the Los Angeles, Philharmonic.

We are in the midst of a drive to raise our goal in the office for the National War Fund. From our past experience we know that the goal will be oversubscribed.

In view of these activities, it is apparent that the American Society of Composers, Authors and Publishers is showing us a way to contribute to the war effort, and that it is possible within its field of endeavor to aid and promote the war effort.

Power Packin' Mike

(Continued from page 6)

produced and directed in conjunction with the Writers' War Board and the American Federation of Radio Artists, "Unite At Home—Victory Ahead," a series arranged by a committee appointed by Mayor La Guardia to promote radio propaganda and the lessons of tolerance, understanding and good will will be a broadcast program.

On behalf of the Office of Civilian Defense, the War Production Board, the Office of War Information and the Russian War Relief, 41 transcriptions have been directed by Radio Directors.

The Guild is a participating member in the National Entertainment Industry Council, the time and purposes of which are known to all. It is the Guild's task to serve in any manner that will bring Victory one day closer.

Treasury's Poet

(Continued from page 18)

in Brooklyn, graduated from Manual Training High School in that boro and before that went P. S. 39. He is described as a contributor to the war effort. One on the West Coast does not only work but also is engaged in a marine. The latter is married to Lucit, Thomas Bolling, P/I, navigator, who has completed 94 missions over enemy territory before being reported missing in action last month.

Now the Sixth Avenue Delicatessen has a drive on to raise bond sales to the $3,000,000 mark. Prominent signs read: "Wanted! $3,000,000 in War Bonds!" In demand are 14 PBY submarines. The eatery's poet laureate has just made a deal with artist Charles Mackay to contribute a gratis painting of the week's biggest bond buyer. A large sign announces: "Reward! The highest purchaser of bonds each week will be

The Negro Artist

(Continued from page 9)

to raise funds to carry on welfare work among indigent performers, we pay special attention to the setting up of bond booths.

Many of the entertainers serving in the armed forces, their sacrifice plus the work of civilian members and friends of the guild, to boot the country, testify to the part the Negro Actors Guild of America is playing in the fight for freedom.
Mrs. FDR Finds
Time to Fete,
Boost ATW
SERVICEMEN GRATEFUL

NEW YORK, Dec. 18.—Eleanor Roosevelt, wife of the President, invited a group of American Theater Workers to a tea at her apartment yesterday. The invitation was extended to about 150 persons, including servicemen and their families, to promote the war effort and to boost the work of the American Theater War Emergency. The event was a success, with many guests expressing their appreciation for the gesture.

Sweat Job, Snow Job, Saga Boy
—Some Choice Idioms Negro
USO-ers Picked Up on Islands

NEW YORK, Dec. 18.—“Sweat job” and “snow job,” “saga boy” and “mopey” are just a few of the many colorful and descriptive slang terms that have come into favor among the Island’s young people. The words are used to describe various activities and situations, and are often used to impress others with the speaker’s knowledge of the language.

NEW YORK, Dec. 18.—In connection with the war effort, the American Theater War Emergency has undertaken a nationwide campaign to boost the morale of servicemen and their families. The campaign has been particularly successful in the Islands, where it has been met with enthusiasm. The campaign is expected to continue for many days, and will be followed by a similar campaign in other parts of the country.

Film Industry
Set for 5½ Bil
4th War Drive

NEW YORK, Dec. 18.—Charles R. Scieszka, national chairman of the motion picture industry’s participation in the war, has announced that the industry will contribute $1.5 million to the war effort. The contribution will be made through the Motion Picture Industry War Fund, which was set up to raise funds for the war effort.

New York DRC
“Refresher”
for G.I.’s

NEW YORK, Dec. 18.—The New York DRC has announced that it will hold a “refresher” course for G.I.s. The course will be held at the New York DRC headquarters, located at 1100 Broadway, and will run from 9 a.m. to 5 p.m. daily. The course will cover the basics of-notch, Plus, the fundamentals of the war effort, and will be taught by experienced instructors.

In This Issue

Ala. Ship Co. & Company’s “Peb”
Show for G. I. Fund;
3 Bands Aid Rivet

MOBILE, Ala., Dec. 18—Script-writers and talent men are busily engaged in assembling the Alabama Drydock & Shipbuilding Company’s “Peb” show, which is scheduled to be held at the Alabama State Fair. The show is expected to be a hit, and will raise funds for the G. I. Fund.

Log by Bernard Levinson, U.N.I.I.M.A.W. national representative, the Alabama company’s labor-management committee is sponsoring the show and is going all out to insure its success.

Tom Orke, formerly of New York, and Ross Seibert, of Mobile, who handled the recent Albacore shows at Hartsville, are co-operating in enlisting and rushing up the necessary resources.
Television’s Fumbling Stage Ahead; an Ideal Dep’t Store Show Window—Hirschmann

WPB’s McIntosh States 7.8 Per Cent Home Radios Not in Perking Condition Now

NEW YORK, Dec. 15—Warning that television should not be regarded as an overnight wonder spot to blossom into full and finished at the moment the war ends,” and praising Chairman Fy for his leadership, W. W. Hirschmann, Hirschmann’s vice-president, speaking before the American Radio Manufacturers Association Wednesday (15) predicted a rocky future for department store television advertising.

Fy’s ‘‘Vision of Tomorrow’’

Chairman Fy’s vision of television was not to be realized overnight, he said, but would be a slow, slow job. And it was a job which had to be done carefully, with judgment and with forethought. The radio market, which at that moment was deaf and dumb, would be awoken by the advent of television, but it would be a slow job, a careful job.

On the other hand, there were some who thought that television would come into its own overnight. These people were not aware of the problems involved in the industry. They did not know that there was a great deal of work that had to be done before television could be launched.

Hirschmann’s forecast was that television would not come into its own overnight. It would be a slow, slow job, and it would be a job that had to be done carefully, with judgment and with forethought.

Equity Ordiens FB.

NEW YORK, Dec. 18.—Equity OrdiensFB, Inc., announced that its earnings for the quarter ending Sept. 30, 1944, were $597,886, as compared with $487,728 for the corresponding quarter of 1943.


domestic ad habits either.”

Hirschmann advised newspapers to advertise television “for their own protection and development,” and continued, “One way of doing it is to get down to the station, secure a clear, definite presentation of what is in store for them.”

36,500,000 Radio Homes

Radio listening is growing among the younger set, Frank H. McIntosh, chief of the domestic and foreign branch of WPB radio and radio division, has observed after the beginning of the war, an increase in the number of radio listeners. McIntosh showed that 92.7 per cent of all households have radio sets; 57.1 per cent have two or more sets; 1.2 per cent own three sets, and 1.0 per cent own four sets.

While the normal of sets out of order in America is 5.4 per cent, according to McIntosh, the figure for Canada is 7.8 per cent. McIntosh said that today 7.8 per cent of all the sets are out of order and that effort is being made to get them back in order. He added that the number of sets, which at least one set in each home is in order, is high.

In Mcintosh’s opinion, the number of sets out of order is not being reduced by the war. He predicted a “big, sound, steady growth” in the number of sets that are out of order even though the war production is 13.5 per cent greater than before.

There is a suggestion that the public is not keeping up with the times, with the result that there is a large backlog of sets that are out of order.

To reduce the backlog, it is necessary to make sure that the sets are kept in order and that they are not out of order for too long.


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To reduce the backlog, it is necessary to make sure that the sets are kept in order and that they are not out of order for too long.
Kris Kringle Brings B'way B. O. Jingle

NEW YORK, Dec. 18. — A history-making yuletide b. o. is predicted for the Christmas season with the appearance of New York's famous hotels, agencies and brokers, having their productions ready for the biggest Christmas New Year in memory. Among the main attractions in the pickings on top-name musicals are getting slim—but fast. From all appearances, all signs are that they will be up all along Broadway for the entire run, according to the heralds, of which fall on Saturday this year. The biggest states of orders is coming from the Midwest, and are not feeling the pull this year are heavy. This is noted not only at the theater but also on the hotels, where the ticket counters are jammed with theatregoers willing to pay top prices. Rent holding it at an all-time high, according to the agencies.

Up and down the ranks there is a sense of the bigger drop that usual in the pre-holiday season. One major show did come from the West, and it was interesting first by the sudden cold snap, which forced a few of the producers to re-evaluate their bottom lines into the ranks of the459,000. But, against this, there is another factor, which they found to be decisive to the yuletide pastboard picks.

An instance of the same being asked for New Year's Eve by Oldminton, Four Times (above the usual week). Three other hits—Stagfield Folks, Corner Jones and A Concerted Fling—have been added to the list. The pastboard teams of the past, with all making $65,80, while the others show a loss of $850. On this basis, the four teams are down to $65.80. Start on ice will have top seats at $2.75 New Year's Eve.

Philly Biz Dives

PHILADELPHIA, Dec. 18.—Showbiz took a terrific nose dive this week. Apart from the seasonal drop that sets in with the start of the Christmas shopping spree, a grippe epidemic, that bedeviled an already thin business, has added to the fear that it may turn into a truancy rate that willoggle the rate of sales all around town. Health authorities sounded the warning against assemblies and travel, and in addition, workers were advised to stay home, particularly the navy trainees.

Singer and dancer Gay Faye dropped to pre-war levels, a mere $4.60 for the week. The three are quoted as being at the rate for Congress to hire a good mouthpiece when the case comes to court.

Kluhi-Styled Showbiz Down in the Bayous

ALEXANDRIA, La., Dec. 18.—Plans were nearing completion here for a theater workshop to train in turn the armed forces stationed in several near-by camps in the art of entertaining themselves with their own material. The move is a unique one. Movements was launched this week at a meeting of civic and military personnel interested in music and entertainment, the idea being to have the armed forces stationed in several near-by camps in the art of entertaining themselves with their own material. The move is a unique one.

Small Srounding "Curtain"

SAN FRANCISCO, Dec. 18.—Paul Small, co-owner of the New Scotland Yard, was seen to be in an especially happy mood. Small was previously engaged in the Shure Time, Big Time and Laugh Time, three prominent Sunday afternoon shows.

Voters, including a few of the usual suspects, who are known to be small, have been looking forward to this season's Shure Time. The new show promises to be the best of the three, according to Small.
Absence of Blue and MBS in White-Wheelee Hearings

Washington, D.C., Dec. 15—With the termination of the White-Wheelie hearings that lasted for Blue and Mutual re-

training from testifying. They felt that the two young men were worried about the possibilities of a music strike and were waiting for some word from NBC before they could make a decision. If NBC were to call them, they might be inclined to support the strike, but if they were not called, they might be inclined to support the strike. And Mutual executives say that the two men have not been called and that they are not planning to support the strike. The strike was called by the White-Wheelie hearings, was adjourned on the same day, and was resumed on the 16th of the month, when Blue was fighting the other weekly in Washington.

Other groups that have no interest in the hearings were the Blue and Mutual group. The Blue and Mutual group, which is made up of members of the music business, has been active in support of everyone in radio. They argue that Blue and Mutual have a tradition of standing behind their members, who have made contributions to the music business.

Some of this letter group also see the Blue and Mutual group as a threat to the music business. They fear that the two young men might have been called and that they are not planning to support the strike. The strike was called by the White-Wheelie hearings, was adjourned on the same day, and was resumed on the 16th of the month, when Blue was fighting the other weekly in Washington.

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EVE EVERYONE'S BUSINESS

New NAB Prexy May Be Tapped Via Industry Questionnaire

NEW YORK, Dec. 18—The National Association of Broadcastersquad for the radio industry, members and managers have been asked in a questionnaire what part of the stations are not represented. The other 69 per cent, big and little broadcasters, pay their dues. All are vitally affected by the decisions of the NAB board of directors and its president.

It is with this knowledge in mind that you are asked to fill out this survey to help the board of directors make the best plans for the coming years. Please fill it out and return it at the earliest possible moment.

Broadcasting Industry's Leadership Survey

The Billboard is interested in determining exactly what the radio industry desires from its leadership. Your name and address are requested on this questionnaire to enable us to obtain reactions from everyone in the industry. We're not going to use them if you indicate that you desire your filled-in questionnaire, or any part of it, to be confidential.

The Billboard is "pro-radio." We have no commitments to anyone or any faction within broadcasting. We seek only to report the facts so that radio, all of radio, may benefit.

Have you any other suggestions? Please detail them.

2. WHY?

3. SHOULD MEMBERSHIP REQUIREMENTS FOR THE INDUSTRY'S TRADE ASSOCIATION BE CHANGED ( )
   ( ) Yes. If you checked "Yes," Why?

4. SHOULD THE INDUSTRY'S TRADE ASSOCIATION CONTINUE AS PRESENTLY CONSTITUTED ( )
   ( ) Yes. If you checked "Yes," Why?

When the NAB Prexy is tapped, she'll be decided later.

What, No Mirrors?

PHILADELPHIA, Dec. 18.—Katherine T. Lewis, WAC 110U news commentator, has received many strange flings in the last three months. Right now she's under a cloud from the Egyptian Minister written out the red wine on the ceiling, while the rest of the studio are all sleeping. The other 69 per cent, big and little broadcasters, pay their dues. All are vitally affected by the decisions of the NAB board of directors and its president.

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Fitch Bandwagon Tops Third TCI; Aldrich, D. A., Winchell And Fibber in the First Five

Eddie Cantor Back in Rating With 4.5 Hooperaoper Jump

NEW YORK, Dec. 18—Interpreting the "Talent Hunt" hit as a pleasant change that work, as the line-up substantially confirms the crest of that popular, on Walter Winchell's shows, according to the various analysts. Only one of the first 15 Hooperaoper programs is not a part of a listening slot, each other show the info a separate pattern.

On Monday there is Key Theater and Screen of Gold. Tuesday, Walter Winchell follows by Bob Hope. Wednesday has Eddie Cantor, Mr. D., and Ray Kyes; Thursday has Morgan, Price, and team by Bob Hope, Price, and team by Bob Hope. Friday has the after-Dixie show which missed the lineup on Monday and Tuesday by Ray Kyes, and C. Scott B. On Sunday, of course, there is Jack Benny, Fitch Bandwagon and Edgar Bergen.

Even the strength of the slot appears weak, which claim that shows audience moved to the battle of taxing its stations with a sequence of card programs it easier to score in part of a slot than ever, even the verification of this theory only proves another thought originally presented in these three analyses, that there are numerous intangibles which effect ratings yet are rarely taken into consideration due to determining wys and conditions of rating shifts.

Cantor in the Money

This week Eddie Cantor, thanks to a $5以上的, jumps back onto the Hooperaoper. The actual reason for his increasing good. It may be the concealed publicity which has been lavish in this particular week, since it has tagged since ages ago. One of the real scores of this week is his handling of the program, helping to build it to what is now a $5以上的 show. Cantor is the first to realize the importance of the program, and has continued to work on it during the week. His "Anyone for Ice Cream?" and "Ko Ko" shows which followed him later. They have higher ratings than Cantor, but he brought them over their proven rating, for they are not merely his shows, but his entire show. The other shows were not shown on his list, but were omitted from the listings programs which were there the last time.

The next day brings the Faughn, Allen and Davis-Haley, their show being handled by H. C. Keyes, which showed a good increase at the end of the week. The program was given more attention, and has shown a substantial increase in its ratings.

Kate Smith Hits Mail, Phone Use For Contests

NEW YORK, Dec. 18—Kate Smith on CBS, has raised the banner on station contests in which listeners are asked either to mail or telephone vote, including Smith's "Pick-a-Song" contest, which was closed after a nightly airing over WOR December 18.

Pitching her blast on a patriotic angle, Smith has called radio stations to send in hit songs, which will be aired in a contest. She has used this method before, but brought them over their proven rating, for they are not merely his shows, but his entire show. The other shows were not shown on his list, but were omitted from the listings programs which were there the last time.

Dencor, Dec. 18—Joe McCarthy, formerly of WOR, has joined the personnel of CBS, where he will be in charge of station operations, and has joined the personnel of CBS, where he will be in charge of station operations, and will assume the position of "Radio's Singing Accordionist.

AL GAYLE
Radio's Singing Accordionist

In his ORCHESTRA

November 12th Smash Week

MIKE LYKEMAN'S Hollywood Management: General Ammousification Corporation

December 25, 1931

Four-Way Pick-Up

NEW YORK, Dec. 18—Henry Aldrich, the show now being played to Colorado on CBS, has joined the personnel of CBS, where he will be in charge of station operations, and will assume the position of "Radio's Singing Accordionist."

AL GAYLE
Radio's Singing Accordionist

And his ORCHESTRA

November 12th Smash Week

MIKE LYKEMAN'S Hollywood Management: General Ammousification Corporation

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## TALENT COST INDEX

**Based on “FIRST FIFTEEN” Hooperatings for evening programs**

**Vol. 1, No. 3E**  
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(REPORT DATED DECEMBER 15, 1943)

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<th>Sponsor &amp; Product</th>
<th>Talent Cost</th>
<th>Cost PER Point</th>
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<td><strong>Bob Hope</strong></td>
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<td>NBC</td>
<td>Romance-CBS</td>
<td>Peeples, Cono &amp; Filling</td>
<td>Peapodent (Toothpast)</td>
<td>$11,000</td>
<td>$332.32</td>
</tr>
<tr>
<td><strong>Fisher McGee and Molly</strong></td>
<td>NBC</td>
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<td>NBC</td>
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<td>Northland, Louis &amp; Brophy &amp; J. Johnson</td>
<td>(Floor Wax)</td>
<td>$16,900</td>
<td>$142.88</td>
</tr>
<tr>
<td><strong>Edgar Bergen</strong></td>
<td>NBC</td>
<td>29.5</td>
<td>NBC</td>
<td>Benny Lester-CBS</td>
<td>J. Walter Thompson</td>
<td>Standard Brands (Coca &amp; Sansfont Coffee)</td>
<td>$10,000</td>
<td>$338.95</td>
</tr>
<tr>
<td><strong>Jack Benny</strong></td>
<td>NBC</td>
<td>26.7</td>
<td>NBC</td>
<td>Skippy-CBS</td>
<td>Young &amp; Rubicam</td>
<td>General Foods (Oreos Nuts)</td>
<td>$30,000</td>
<td>$749.06</td>
</tr>
<tr>
<td><strong>Lex Radio Theater</strong></td>
<td>CBS</td>
<td>26.2</td>
<td>CBS</td>
<td>Tel. Hour-CBS</td>
<td>J. Walter Thompson</td>
<td>Levav Bros. (Lax)</td>
<td>$10,000</td>
<td>$367.64</td>
</tr>
<tr>
<td><strong>Mr. District Attorney</strong></td>
<td>NBC</td>
<td>23.7</td>
<td>NBC</td>
<td>J. Cronin-CBS</td>
<td>Pedlar &amp; Ryan</td>
<td>Bristol-Moor (Vitamins)</td>
<td>$6,000</td>
<td>$266.67</td>
</tr>
<tr>
<td><strong>Frank Morgan-Fannie Brice</strong></td>
<td>NBC</td>
<td>32.0</td>
<td>NBC</td>
<td>Suspense-CBS</td>
<td>Benison &amp; Holmes</td>
<td>General Foods (Morrill House Coffee)</td>
<td>$9,000</td>
<td>$409.48</td>
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<tr>
<td><strong>Eddie Cantor</strong></td>
<td>NBC</td>
<td>22.2</td>
<td>NBC</td>
<td>Fitch-BLU</td>
<td>Young &amp; Rubicam</td>
<td>Jirnau (Toothpaste)</td>
<td>$8,000</td>
<td>$405.40</td>
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<tr>
<td><strong>Walter Winchell</strong></td>
<td>CBS</td>
<td>22.2</td>
<td>CBS</td>
<td>R. Digger-CBS</td>
<td>Lennix &amp; Mitchell</td>
<td>Jersema (Bread Lotion)</td>
<td>$5,000</td>
<td>$225.22</td>
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<tr>
<td><strong>Bing Crosby</strong></td>
<td>NBC</td>
<td>21.7</td>
<td>NBC</td>
<td>Major Bores-CBS</td>
<td>J. Walter Thompson</td>
<td>Kraft (Cheese)</td>
<td>$10,000</td>
<td>$460.08</td>
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<tr>
<td><strong>Key Kyser</strong></td>
<td>NBC</td>
<td>21.5</td>
<td>NBC</td>
<td>Moments in Music-CBS</td>
<td>Poete, Gane &amp; Belling</td>
<td>American Tobacco (Lucky Strike)</td>
<td>$6,000</td>
<td>$372.09</td>
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<tr>
<td><strong>Abbott and Costello</strong></td>
<td>NBC</td>
<td>21.5</td>
<td>NBC</td>
<td>First Time-CBS</td>
<td>William Joly</td>
<td>H. J. Reynolds (Camel)</td>
<td>$10,000</td>
<td>$465.11</td>
</tr>
<tr>
<td><strong>Screen Guild Theater</strong></td>
<td>CBS</td>
<td>20.6</td>
<td>CBS</td>
<td>Contended Hour-CBS</td>
<td>Pedlar &amp; Ryan</td>
<td>Lady Esther (Pack Postal, etc.)</td>
<td>$10,000</td>
<td>$436.89</td>
</tr>
<tr>
<td><strong>Bandwagon</strong> (Sunday)</td>
<td>NBC</td>
<td>19.1***</td>
<td>NBC</td>
<td>We the People-CBS</td>
<td>L. W. Ramsey</td>
<td>Pitch (Tall Boys)</td>
<td>$8,000</td>
<td>$115.39</td>
</tr>
</tbody>
</table>

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*Eddie Cantor came back into the “First Fifteen” after a lapse of two Hooperatings. He came back with the highest increase on the report, a plus of 4.5. His increase was so marked that every competing program reacted with a decreased rating. Auditors might have been the guest shot of Ann Sothern, who had crushed the papers with a box sweet doing no more “Major” films.*

*In leaping back onto the Hooperatings, the Center program helped to dislodge the Santa-Hathy, Bum and Allen and Gladys Talks shows. These have just about held their ratings, but have not kept pace with the current upward trend of this report. Where last time there were four competitors with ratings within the 19 still, only two make the report this time out. The last time the ratings were based on TCB, the Key Kyser program aired from 10:11 p.m. EST, and programs aired after 10:30 p.m. EST, are not measured in the Eastern time zone. Hence only the first half hour of this program is rated in the national Hooperatings.*

*The “Pitch Bandwagon” is back on the “First 15” thanks to Ernest Hecht and Janet Blair, of the “My Sister Elise” Inc. They give this program a 3.2 rating for its first week of hearing. The cover for the radio program made its inaugural date on the November 15 report, when the Key Kyser and it was “Aero’s.” The rest of the evening commercial hours continue on. This report, 761/2 hours, is the highest, 10:32 hours; last year, 819 hours. Average Hooperating, this report, was 10; last year, 12.1.*
Fly Attacks Nets and NAB In White-Wheeler Hearings: Race & Color Come Up, Too

WASHINGTON, D.C.—Chairman James Lawrence Flyn of the Federal Com- munications Commission, speaking before the White-Wheeler Commission this week with both fists flying, has hit hard on the FCC's policies, more particularly his attack on all his traditional enemies and deviations from "network monopoly" over the station and the FCC.

Chairman Flyn was in every sense the "colored" of his general. The first time he appeared before the Committee, he said that he would tell the people of the Committee what it was all about the traditional enemies and deviations from "network monopoly." The second time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The third time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The fourth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The fifth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The sixth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The seventh time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The eighth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The ninth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The tenth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The eleventh time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twelfth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The thirteenth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The fourteenth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The fifteenth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The sixteenth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The seventeenth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The eighteenth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The nineteenth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twentieth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twenty-first time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twenty-second time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twenty-third time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twenty-fourth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twenty-fifth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twenty-sixth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The twenty-seventh time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." 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The forty-ninth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly." The fiftieth time he appeared before the Committee, he told the people of the Committee what it was all about the "network monopoly."
Yanks and Giants Back on Air in 1944 Over WINS

NEW YORK, Dec. 18—All home games of the New York Giants and the Brooklyn Dodgers, Yanks and Giants, will be broadcast by WINS, according to a release issued by the National Broadcasting Company which will reach-fall with the broadcast schedule over WINS, local radio sta-

tions.

Both clubs had aired their games in the past, but this year they wanted more listeners than the most optimistic sponsor would pay to attract to the radio. For the first time these clubs are broadcasting their complete home-game schedule.

Appropriately the continuous schedule of the Brooklyn Dodgers with broadcasting is (Brooklyn attendance figures build up daily, the Dodgers can order the exact "coin sign" for each club game.

Play-by-play announcing is not yet, but Don Dunphy, who does the night games on Mutual, brings in as his home station is WINS and sponsor local broadcast.

Brooklyn games are broadcast over WINS, also a local index, with old合肥Odds making and Red Barber calling the plays.

"Say It With Music" Grind Peddled by Morris Office

For Kent-Johnson Jingers

NEW YORK, Dec. 18—William Morris office is offering Say It With Music, the WIZ all-night show, as a package deal dedication to the Climax, Johnnie Hollings and all members of Kent- and Knoed-loved Baldor and Johnson- and Johnson- of Johnson—of Johnson—of Johnson—too.

The idea is to sell the title, the talent, and a three-station blanket—WIZ, WOR, WMCA—four stations—WMCA—so to sponsor. Program, a record reci-

pilation, is produced and scheduled in advance, either for the weekend or half-hour, depending on the needs and rhythm of the telephone company.

In Kent-Johnson- and Johnson—of Johnson—of Johnson—too, the telephone company, and specifically, takes the telephone, makes and produces the talent, and adds a personal touch to the program.

Mr. Smith's card on the phone to the telephone company, and specifically, takes the telephone, makes and produces the talent, and adds a personal touch to the program.

Mrs. Miniver

Reviewed Thursday, 11:30-12:15 mid.

Delia Burch, Lou Bier, in Graduate, Miss West (New York and CBS).

Despite the combination of an expert cast, Miss West has in the past for the role, Lou Bier, in Graduate, Miss West (New York and CBS). The best reason to see this program is that it is a backup show, as a chat of People Will Say in Love, the sound of Love, and I also like. Musically the show was on the phone in Time with Miss West (New York and CBS)." Pad Your Arms Around Me" with a hot info and a hot sound, the show is a hit. Mr. Bier, after doing his best work with strips like "Joan of Arc," is taking a more beautiful role, in Miss Bier's, and John Bier, whose experience has been so important for a production.

After all, Miss Bier was a whispering hit in The Pink Lady and a silent film, but Miss Bier is not the only one who can do it, for your eyes only. A new production, Miss Bier, and Miss Bier, in The Pink Lady, is a hit. Miss Bier, after doing his best work with strips like "Joan of Arc," is taking a more beautiful role, in Miss Bier's, and John Bier, whose experience has been so important for a production.

Latter sounds like a swell idea, but it was a success with a narrator doing it that way, with Miss Bier, a silent pic, with narrator, who is America's and The Things You Are and Title, where the audience is entitled to expect a good modern sound pic.

As noted before, there is too much talent and ability in this setup to warrant such a showing.

Joan Sturwell, DuMont Television

Reviewed Wednesday, 8-30-10 p.m.

Variety and Film, Sustaining on WXYZ (New York).

Appropriately both Press-On Mending and London's "Perfect" are capable and hardworking video staffs on film, to increase their showing each day, accordingly each week. Commercial is stepping up in size, pointed ads, and live inserts to make a big impact. Product plugs below the radio minimum will be handled by the radio station itself, and will be sold primarily by sight.

A Hollywood star of the "Perfect" has been Miss Smith, who is an actress of wide experience and wide popularity. Miss Smith, who is an actress of wide experience and wide popularity. Miss Smith, who is an actress of wide experience and wide popularity.

Miss Smith's success in the film industry is due to her ability to bring a human element to the screen. She is known for her talent in film, and is seen in many films.
N. Y. Defense Recreation Center Welcomes 6,000,000th Customer

Post-War Plans Mapped Out
To Get Low-Priced Waxes In Every Crossroads Store

NEW YORK, Dec. 18—Despite the fact that the December record will be a thing of the past after Christmas, Racks 100,000,000, in the disk market, and the elimination of OPA price restrictions, RCA Records has mapped out a complete post-war merchandising scheme of racks for 35-cent disks to be sold in every crossroads store.

The 35-cent record now makes up 44 percent of Decent's total business, but further plans to bring it up to 50 per cent and then on up. This represents a significant move, as RCA will wind up this year's business with over 350,000,000 disks and records and is figuring on an annual post-war production of close to 500,000,000 disks, which represents a 40 per cent increase over the first half of 1943.

Mindful of the time Decent debuted to the 35-cent disk, when pop records were selling at 75 cents, one of the top executives of the firm says: "We are going to see to it that the 35-cent disk is sold wherever there's a market for it. It has arranged to make available hit balls tunes by its best artists on the 35-cent label. Higher-priced records will be reserved for personality records, special material and all-time favorites.

Decent plans to market records currently of 78-cent disks to be handed out everywhere from a railway station to a corner store. Success of radio has already been established in the sheet music business, where Steve Denell's service has received initial orders for 78-cent disks.

Decent decision will probably prove to be a wise move, as the volume return for its employment fund is based on the selling price of records. AFM has figured on nothing under a 60 or 80-cent record, which would double the 35-cent volume it will get from the lower-priced disks.

Direct Payment
To AFM Labeled Expense by I. R.

NEW YORK, Dec. 18—R. S. Treasury officials would like to make it official ruling on the Decent-AFM pact, which may be "a deductible expense" definitely not considered as salary and not involving withholding or Federal Security tax payments.

I.R. had been the final points of controversy between Decent and the union, by the time it was established that payment to individual artists was an ordinary and necessary expense, direct payment method. Problem was resolved when the IRS agreed to the payment to Decent, of the 75-cent disk, as well as the decedent to Washington for the official, at which time they received an excel-

Faine Denies ASCAP's Okay
Of Pact Giving Rights In Members' Song to BMI Pub

NEW YORK, Dec. 18—Controversy over whether an ASCAP member can collaborate with a non-ASCAP composer and publish his tunes with a BMI firm seems to be settled this week when, according to Sam Timberg and Don Young, ASCAP writers collaborated with non-member Libby Verdi and placed their song with Reilly, Taylor BMI pub, for the Society acknowledge that the org was powerless to prevent the practice.

Dorothy and George, wary of hurting the ASCAP's claim to the big slim to get the green light from the Society, have now been excluded from membership and are committed to ASCAP for approval. Classie couples have settled with Reilly, Taylor BMI pub, on the basis of the fact that the song was excluded from the Society because of ASCAP's actions. The ASCAP song is "I Am False," that was copyrighted in 1939 and has been performed by many different artists on the air.

Dorothy and George, who have been trying to get their songs published by BMI, are now without rights to those songs. BMI has filed a suit against ASCAP for its actions in excluding Dorothy and George from membership in the Society.

PALISADES PARK, N. J.—The copyright, however, is for the public's benefit, and the record companies have been urged to release the royalties to Dorothy and George.

It has been agreed that the copyright will be transferred to BMI, which will pay the royalties to Dorothy and George, and that the Society will have to prove that the ASCAP member was aware of the fact that the public copyright, which is for the public's benefit, and that the record companies have been urged to release the royalties to Dorothy and George.

PALISADES PARK, N. J.—The copyright, however, is for the public's benefit, and the record companies have been urged to release the royalties to Dorothy and George.

It has been agreed that the copyright will be transferred to BMI, which will pay the royalties to Dorothy and George, and that the Society will have to prove that the ASCAP member was aware of the fact that the public copyright, which is for the public's benefit, and that the record companies have been urged to release the royalties to Dorothy and George.

Como Takes Sinatra Spot

NEW YORK, Dec. 18—Perry Como takes over the Sunday Sinatra slot in his own show, Bermuda, for the NBC network.

Along with Como will be Paul Baron on the piano in every show, Three Sisters and the Bobo Tucker Singer. Show now starts January 5.

AFM To Answer Disikers

NEW YORK, Dec. 18—American Federation of Musicians will file an answer to a brief submitted last week by composed for use in the hearing before the Board of Standardization, with the FBI-appointed panel studying the alleged dispute on Monday (20).
SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of network plugs from New York city stations WNEW, WABC and WOR for the past week. A leading in this list is not an indication of a song's "best played" status, since all songs are listed editorially.

COMPOSITION

SWEETHEARTS, LITTLE

Indications based upon data supplied by American Recording Service, with plugs per station supplied by The Billboard.

CASE

PUBLISHER

Staple-Bennett

CLOSE TO YOU

RICHARDS

DON'T BELIEVE EVERYTHING YOU DREAM

ROBBINS

DON'T SWEETHEART ME

ADAMS

FOR THE FIRST TIME

SHAPLE-Bennett

MAY I STAY AWAY TOO SONGS?

NOW HOW SWEET YOU ARE

REMDA

I COULDN'T SLEEP A WINK LAST NIGHT

FARM

I'LL WAIT FOR CHRISTMAS

PHILIPPINES

IN A FRIENDLY LITTLE HARBOR

CAMPBELL-FORGIE

I'VE HAD THIS FEELING BEFORE

SANTA-TAY

IS MY BABY BLUE TONIGHT?

BROADWAY

LITTLE LOVE

OFF BROADWAY

MUSIC STORES

SMITH

MUSIC STORES

STEFFENS

MUSIC STORES

FORD

MY HEART TELLS ME

REGGIER-CONN

MY IDEAL

PARROW

MY SHINING HOUR

MEARS

NO LOVE, NO NOTHING

TRIANGLES

OH, WHAT A BEAUTIFUL MORNING

CRAWFORD

OLD COUNTRY WALTZ

WRAY

OLD PAPER DOLL

MARKS

PEOPLE WILL SAW WE'RE IN LOVE

CRAWFORD

PUT YOUR ARMS AROUND ME, HONEY

BROADWAY

SHOOG-A-sh-MAI

LEADY

SOMEONE TO LOVE

BLACK

SPEAK LOW

CHAPPELL

SUN WITH THE FRIENDS ON TOP

MILLER

THEY'RE EITHER TOO YOUNG OR TOO OLD

WILMARK

WHITE CHRISTMAS

SITTEL

WHITE CHRISTMAS

SITTEL

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

The following is based upon reports received from the following stores during the past week:

| NATIONAL | EAST | SOUTH
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>2. Pistol Packin' Mama—Bing Crosby</td>
<td>2. Pistol Packin' Mama—Bing Crosby</td>
<td>2. Pistol Packin' Mama—Bing Crosby</td>
</tr>
<tr>
<td>3. I'll Be Home For Christmas—Bing Crosby</td>
<td>3. I'll Be Home For Christmas—Bing Crosby</td>
<td>3. I'll Be Home For Christmas—Bing Crosby</td>
</tr>
<tr>
<td>5. Shenandoah—Bing Crosby</td>
<td>5. Shenandoah—Bing Crosby</td>
<td>5. Shenandoah—Bing Crosby</td>
</tr>
<tr>
<td>6. I'll Be Home For Christmas—Bing Crosby</td>
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<td>7. Shenandoah—Bing Crosby</td>
<td>7. Shenandoah—Bing Crosby</td>
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<tr>
<td>10. Shenandoah—Bing Crosby</td>
<td>10. Shenandoah—Bing Crosby</td>
<td>10. Shenandoah—Bing Crosby</td>
</tr>
</tbody>
</table>

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

The following list of song titles is based upon reports received from the following stores during the past week:

1. Oh, What a Beautiful Morning
2. Shenandoah
3. Shenandoah
4. Shenandoah
5. Shenandoah
6. Shenandoah
7. Shenandoah
8. Shenandoah
9. Shenandoah
10. Shenandoah

HARLEM HIT PARADE


POSITION

TITLE

1. Sweet lumberjack
2. Ration blues
3. Sweet baby Blues
4. Don't cry, baby
5. All for you
6. Paper Doll
7. Sentimental
8. Don't get around much anymore
9. A slip of the lip
10. From twilight

For information on the Leading Music Machine Records see the Record Buying Guides in the Music Merchandising Department of the coin machine section.
One-Night Bookers Hopeful As Two Pa. Spots Relight For Holiday Test Operation

NEW YORK, Dec. 18—One-night bookers are hanging their hopes for a big response when they are invited to transport a pair of spots in Philadelphia and New York City. Booking in Philadelphia is for a test operation, while in New York City, the booking is for a test operation for radio stations.

New York Center of Band Activity With Holiday Openings

NEW YORK, Dec. 18—Christmas week will see New York's premier race for some band activity, with several openings advertised. Each station is carrying over from previous weeks. Both bands have been in town, playing at the Paramount Theater and Jungers' 44th Street, until the final week in the city, starting off last week with Bob Raich on the air.

Songwriters Agree, Too

DETOUR, Dec. 18—Songwriters all over the country have agreed on eight variations, from the headlines on the Moscow and St. Petersburg conferences. Result: a record of music from the former Russian Republic.

Danny Beckner's First Eastern Date at Park Central

NEW YORK, Dec. 18—A band never seen to date will replace Shipy's act at the Park Central Hotel on Christmas Eve. The new outing is Danny Beckner's, comprising 14 sidemen and a vocalist, who are set for an eight-week run at the hotel. Beckner has been reported to be a smash in the South, and was engaged in New Orleans Bill Robinson of the Park Central having, he said, more than enough to prove the aggregation.

Before making this booking, the hotel owner was told to get together again with Al Yeoman to replace Fish, but there was a disagreement on price.

Xavier Cugat East

ON THE STAND

Rowes of orchestras playing hotel, night clubs, theatres, localities, and radio.

Sonny Dunham

(Schooled at Hotel New Yorker, New York)

IT WAS precisely 32 months ago that Dunham opened on the New Yorker house, the show being billed as "The band to watch in 1941." This was an exclusive undertaking that he has virtually been out of since Dunham has occupied a cabin from his trumpet to enthuse the watchers, nor has he pulled any punches in the giving of other arrangements in the same category.

Possibly because his fronting does not particularly move unthinking, Sonny does a lot of his trumpet or trombone blowing standing in the background with the brass section and any one of his sax soloists, up on his feet for his choirs, can be mistaken for this poster.

The band is plenty satisfactory for listeners, especially for those who like it hot and loud. Very loud. The three trumpets and three trombones, with Dunham executing each instrument, are driving all the time with the wraps off of the band. Occasionally, when the section plays with an equal amount of parts, considerable soloing is heard. But the main thing is the time, and when the tunes and pumps andappy are arranged in such a way to bring God listened to the tempo of a ballroom is allowed to drag.

Dorothy Claire's blond hair and jive attitude are becoming as well known as a Tight, as she enacts an opportunity later on. Dorothy Claire is plenty of power in his firm, mainly banjo and presents a pleasing combination of the two. Cleverly constructed banjo.

Sonny loves this band. More for the middle-aged dinner-on would enhance its value.

Julee Rudner

(Resides at Town n on the Green, New York)

Julee Rudner unswervingly goes his way on the Town on the Green stage. Without any show. he gives an average 60 weeks out of every 26 as a Town-entertainer -at playing dancing and dancing songs. Leader's versatility permits three bars of music, and suggests to the season. and brings the one-step song band from being strictly run-of-the-mill to a group who are leaders in appearances, assurance, bass and drums, plus whatever interaction material happens at the moment. Outside of some simple duet blues (tiddly and another, too), no effort is made for the presentation.

Julee Rudner's voice is in many ways straightforward, moderately fast that tone positively every one can and does dance to. Very seldom in the selection of the best of the current pops and the show from the side.

Can continue working the same equally well for the next 26 years, Julee Rudner.

McGuire Gals Held

Frew Adds New Ones

DAYTON, O., Dec. 10.—Betty McGuire and her cat, 12 gals and a boy singer, were recently reported as disbanding in their fourth week on the Perry-Meiny-Hound, downtown alley, with Arthur Perry of the Chanticlars. McGuire (Betty's sister), this week landing an extension which will hold the combo thence January

First recently copped the ex on the Westside-Holdem Hotel, where she has been playing a six-week run, which currently has the Don Organ ex. Bill Russ opened here January 1. Also new on Preve's is the Washington Hotel, Indianapolis. Letters of resignation have been sent out. McGuire, this week, has been continued to run until February 28.

New hands being handled by Preve are Bobby Baker, who opened at the Palm Beach Hotel, Detroit, this April; Terry Whoslow, who opened at Club Hollywood, Columbus, Ohio, Monday (12) for four weeks; Bobby Bisby (formerly the Eddie Blake Dusken) at the Ritz Club, Boston, and Johnny Gilbert, at the Commodore Perry Hotel, Toledo, thru Easter.

D.C. Rea opens at the Poole and Park Club, Louisville, December 21 for three weeks and options.

Ressim Switches to Swing

NEW YORK, Dec. 11.—Les Seaman, in an effort to prepare himself for the change in place of Goodman's, has switched to swing. Band will retain its strings but the personnel has been cut to strummers and one of the veiling of the new style will probably be on the Fifth Avenue kennel program on January 9.

MARSHALLING MUSIC

(Continued from page 11)

MUSIC

service to our country and the cause of music. For example, nobody knows how many families of music teachers have been held at the direct result of professional, and listeners to concerts and music, and radio stations, music stores, and country fair programs, will be immediately cut off. The value of the council's efforts in this direction is being buttressed by the Music Department's approval by a resolution of the Board of Education. This resolution is an effort toward the War Savings Staff, in a letter to Mr. Kellogg, who wrote, in New York.

"The activities which the WPCA has been promoting on behalf of the War Savings campaign—have the war approval of the War Savings Staff. The contribution which the council can make is more than a band could make, especially in the small communities or at State and county fairs, to emphasize the spirit and character of so many meetings. I believe that this is in the case music serves a useful purpose in the war effort, and I believe that the War Savings campaign.

At about the same time Lient., Col. Donald Wilson of the Radio Service Division, War Department, wrote to the council: "Your organization has shown splendid leadership in the interest of great responsibility in the war effort.

The best indication of the success of the music War Council would be the fact that such an effort would be made. Even now, at the general public, too, seems to be more conscious of American music.

Cooking for the service of music's opportunity for service in post-war America, the council would be largely devoted to the rehabilitation of disabled war veterans. A number of new projects, but on organization will be expanded to the Veterans' Bureau Administration. To help in as many parts of America, in the essential instruments repairman and piano technicians. The board is more than just a make a respectable living in those fields after the war. For example, in the propagation of War Council, is to make music in the country for Victory movement by all persons in the country. The national music for Victory movement, is sought by the War Council. Questions regarding the council's work, may be addressed to Howard C. Fisher, executive director, at the 1900 Building of America, 20 North Boulevard, Chicago 4, III.

GUITAR PLAYERS SINGERS

Send quick for "Proff. Cooke" of JOLLY JENKINS' New Song

"THE KID WITH THE GUITAR"

It's a Sure-Fire Appaloosa Getter

Town has sung this song in over 420 Army and Navy Camps. Published by Kelly Music Co., Franklin, Pa. Write for Copies.

POLLY JENKINS, 1 Main Street, Ionia, New York

FISHER VS. MILLS

Suit Gets Court

Airing Jan. 4

NEW YORK, Dec. 10.—Amended complaint filed by Mrs. Anna Fish, widow of Fred Fisher, against Mills Music on 12 of her husband's songs will be heard in New York court Jan. 4. Mrs. Fish has entered a motion to dismiss the suit and the court does not have jurisdiction over the dispute and that the parties to the action are bound by a few facts to constitute a action.

Pageant that still involved 13 songs, five of which were written by Mills. In the new section, bringing the damages to $50,000, Mills had a total of 60 songs. Widow claims she has not received any revolve payments on any of the songs since 1928, when they were assigned to Mills.

Songs involved in the new suit were: Burdened, Louisiana, When It's Night Time, Singing In Tunes; They Go Wild, Simply Was Over Me; Light Your Little Lamp of Love For Me; Cut Out, Livin' a Love In the Devil's Garden; Dandelion, Eaves That Say I Love You; Hungry For Beautiful Girls and Devilish.
**In Short**

New York: KENNETH SPENCER returns to Cafe Society Uptown Sunday (20) upon completion of his engagement with DANNY FLEALKER, formerly with Bruno, who shifted to James Earl’s Melody Bar... The new Four Star company, consisting of Gene Carroll, comedienne, Pat Harrington, and the original Big Four Star, is to play a road company of Star and Gunter, after conclusion of engagement at the Radio City Music Hall, Garden, Hollywood... ROY ROGERS of the Roy Rogers and Dale Evans Show has closed his show to a standing room only house and a trial run of the show on January 5 for a reported 76,000 weekly...

Chicago: TALLA, dancer, and Arthur Nelson and Milton Schiller play their curtain tonight at the Warwick, following a successful engagement at the Odeon, downtown... a full house hit by the Cowgirl... revenues at the Cowgirl are now up to...

Philadelphia: JANET (SCOTT) SAUVAGE, former and former headliners, have been discharged from the army, starting out in an unrelated capacity, proceeds to胀 the family, and plans a momentous opening of January 12, to the Paladium after the first of the year...

Kassel, Dorsey Hit by Weather, Shopping in Chi...

**Burlesque Notes**

New York: DONA BAXTER returned from her Jacques Waterbury, Conn., house Christmas week, the Waterbury home being her main residence... her first engagement was at the Yankee Man in Boston... this engagement is followed by the Yankee Man, at all the major cities in the New England states, but the pre-holiday season and the cold spell the latter part of the week is a complete misfire. A week ago the producer, on the risk of his head to give the band much more publicity, engaged and engaged, and engaged and engaged, for the one new attraction..."

Balto Hipp $13,100

Despite Cold, Flu

**Wanted**

**Burlesque Performers with/presidential Follies: San Francisco 9, Calif. E. SKOLOL, R.P.

**Wanted**

**Band Vaudeville Grosses**

**Last-Minute Shopping Rough On Vauders, Store Off 30%: MH Xmas Show, Curie,* 100G

**In the Armed Forces**

And the American Theater Wing is on its way... On its way across the country.

Managing

The United States of America, with its huge and powerful armed forces, and its leadership in the art world, is establishing the American Theater Wing. The wing will be supported by the U.S. government, and will be under the direction of the American Theater Wing, Inc.

**Under New Ownership**

Follies Theater

337 S. Main St.

Los Angeles 13, Calif.

Performers and chorus girls

Write or Wire
EASE CAFE TAX  
After Protest By Unions, COG

NEW YORK, Dec. 18.—Following protests by the Cafe Owners' Guild and representatives of the National Hotel and Restaurant Owners' Association, the Senate Finance Committee recommended a 10-cent per cup tax to 24 cents in the 39-cent category on the ground that the big cafe operators out of business and would help bring about the return of the speakeys.

Speaker of the House F. George, chairman of the Finance Committee, when the House voted increased was stiff. The committee subsequently reactivated a 20-cent levy.

Bill after voting by the Senate will go back to the House for further goings over. It is likely that the 20-cent per cup figure may be finally retained, in that many sections of the Department of Interior have taken up the Senate COG argument that a hefty chunk of dough will be lost if an excessive rate forces many nightclubs out of business.

COG Seeks To Found Cafe Guild in Philly

PHILADELPHIA, Dec. 18.—Euros are being organized in Philadelphia, New York to form an order, local branch, of the Cafe Owners' Guild. A meeting has been held to rule against the new federal tax bill known as the 24-cent levy and to check. COG attorney has been appointed by the Philadelphia Hotel Owners' Association to use the services of an organization and at the same time get financial support for the current rate, which would be determined to Washington to testify against the proposed new rate.

While there is a Cafe Owners' Association, the COG, is for the smaller nabe spots, including many that offer entertainment. All attempts to bring the spots within an organizational fold have been futile, but progress is being made in both local and state help. The YMCA Banker's Association, new org of theatrical agents, has pledged to support Cafe Guild work with any local it organizes.

Embassy, B'klyn, Off Limits for 2 Years, Inks With AGVA

NEW YORK, Dec. 18.—Embassy Club, Brooklyn, for two years on the American Guild of Variety Artists' initial list, was renamed from that classification this week when it signed a minimum basic agreement with the union. This agreement is to be effective for three years, and will be in effect until December 1946. The club is to pay $650 per week for the first 15 weeks, $100 per week for the next 15 weeks, and $50 per week for the remaining 15 weeks.

AGVA Set To Recall Agency Franchises; Will Issue New Permits Thru Signed Orgs

NEW YORK, Dec. 18.—American Guild of Variety Artists will withdraw all agent franchises when new agreements cease on January 1. According to present plans, AGVA will make a clean sweep of all current contracts, and will make new agreements with each agent. According to the union, this is the best step possible against the well-known abuses of the past. The union is taking this step as an action against itself. In this regard, the union's administration must be condemned, and may be a step in the past and will continue to be the union's own responsibility in the future.

Meanwhile negotiations between AGVA and individual agents are nearing completion, and a new agreement is nearing completion. The new contract will contain additional terms and conditions for the benefit of the artists.

Both parties have agreed that all agreements will be renewed, and any new agreements will be signed by the agents immediately. However, the union has agreed to put the agreements on the official list if they are in the best interest of the artists. Any agreements which cannot be reached after agreement at settlement will fail.

AGVA is also starting negotiations with the Associated Agents of America. These negotiations are for the purpose of settling all outstanding issues, and will be conducted by the union's own representatives. The union has agreed to put the agreements on the official list if they are in the best interest of the artists.
Monte Carlo, Miami Beach, Florida

Talent policy: Dance band and floorshow at 8:30 and 11:15. Management: Leon, owner; McCray, manager and producer. Prices: From $2.

This is the first of the new spots to open for the winter season here and crews who attended the premiere yesterday (8) were impressed by its smart appearance.

The first show, featuring Dorothy Counts, clicked from the start. This attractive feature also handled the encore job for the opening, but this is understood to be the last cast. Dorothy Counts is a powerful baritone done a big hand.

This feature is a new one, rarely go over with nightlife customers, but Cyril Emery is an exception to the rule. This little lady is bound to be a popular voice that comes out easily and smoothly. A hit.

Dorothy also handle the dance part of the bill devoting and keep plenty of action. 

On this tour the final week was marked the Miami Beach is the key spot in the night life of this southern resort.

Monte Carlo, New York

Talent policy: Shows of $9, 10:30, 11:30, 2 and 4 dance band; intermission unit, Madame De Lelia, dancer, and Miss Rella, operator. Prices: No cover or minimum.

Late spot in the Loop doing a big business, interesting. In particular, out of all the clubs that have gained the public is the grade of shows offered here. Great entertainment with the waltz and rhumba doesn't scare his dollars to get expensive sets to come and have a good time.

New features are Harry Rose and the Latin Bros, comedy song trio who accept the waltz and rhumba and an night club which has adapted to the melodies of pop tunes. The show is the same old standard school and doing a fine job of putting on the material, which is known. Rose is the comic part of this feature which is known the rounds around him for the good of the joke.

Then there is another of the house band, appearing in rhumba and dancing schools. Sick Follies, skits, double as his straight-ahead approach to the likes of this shows. Monte Carlo's style is okay for this type of music.

Andy Rei, Jr. is the new owner who knows himself out with the group and doing his job out, and in recent years rates his peals. Marilyn Scott is a very looking girl who does a good job on the dance end and is a real asset to the show. Phyllis Adams holds the costume front, and with the waltz and rhumba and happy-go-lucky personality.

In all, the show is considered to make for an interesting, entertaining comedy revue. The Belles, line of girls, frame the big assignment costumed revue. Frank Piel's band continues to turnish show and dance music.

Monte Carlo, New York

Talent policy: Continuous entertainment from 7 to 2. Management: Harry L. Mann, proprietor; Marty Shan, manager. Prices: Drinks: from 75 cents; no minimum, no cover.

A comfortable arena between a ballroom and a theater, this latest development in the cutting and modern cocktail lounge, this newest of Latin American dancers, is an unusual one. Its atmosphere is that of a night club with a row of movie cameras in the audience area, fighting a battle against the glass and the sharp image of the movie camera in the audience area. One could not expect to find real atmosphere here. But Harry L. Mann, owner, is capable of doing a good job for the public and the customers are taking plenty of advantage of the new developments. The Latin American dancers, Sally Badow, tall and blond, vocalists, take the occasional chorus out of the act and deliver it in style. Paul Reifen, the producer, is keeping the show in shape and the people are happy with the act in general.

The Funes, a singer who looks like Carlos de la Rita, shows the manners and on the vocals proves she has a nifty style and pipes.
Hotel Netherland Plaza, The Patio, Cincinnati

Talent policy: Show and dance band; floorshows at 11:15 and 11:30 A.M. and 8 P.M.; Managers: Max Schindler, general manager; Andrew V. Pace, publicity manager. Bookee: Arthur Pew, CAC. Prices: Dinner from $2.50 up; drinks from 25 cents. Business continues at this popular-priced, Spanish-styled dance-hall located in the heart of the business and its busy floor is always crowded. For current layout, see for this spot, New York. Opening December 6 for a week's engagement with plans for extension to carry dance show beyond New Year's. It's a smart management. The house owner, Maxine Bonner, is a hit and really for sale for a girl singer, whose name could not be heard at this writing. Miss Bonner's attractive go-go brings Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-go brings Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-go brings Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers. Dancing the tap to the big Mil Bob and Robert Tyrone are just another of the many hits. Their music is elementary, featuring the usual ballads, raths, and tango, and they are only nicely with this crowd. Miss Tyrone's attractive go-gos bring Larry's first-class entertainment appealing to the customers.
Harry Savoy earns second honors with a no-hold-yet-funny gags. As he himself remarked, when exquisitely, he left the audience in a laughing mood and they still laughed until he had faded away. Plans to suit Savoy, however, have been hampered (and he had out of hand and had slugged a bit toward the end.

Harry Savoy is an accomplished performer who can be called an "artist" closed as "arty." He is of tall and distinguished appearance, and he is not only skilled and a charming personality. He is an actor skilled in all with the same style and hand-body tricks—out of the hand. Miracles and illusionism all that makes. Holdovers gave her a good send-off.

Nick Kenny, back after a long absence, is billed as a co-star. His presence contributes little to the proceedings, for he strides in on and off and delivers tired lines, but in which song-and-dance quota of manned dropped to providing comedic entertainment on a safe hand. When caught, Sif, Barney Ross, Joan and the Sleep Boys worked for Kenny for a good reception. Kenny mixed a "speech" and reason from his latest book of "poems." He kicks himself with it, but hardly the customary.

Trixie opens the bill with her juggling act, followed by the couple of songs and dances. The songs are "Down the River," "Nellie the Cat," and "Duke of York," and the dances are "A Night in Chicago," "I'm a Different Man," and "The Star Spangled Banner." The act is presented and managed by Vesta Enterprises (Winton, Colonia, Barneys, etc.), with generally funny Jitter, team gets good approval and on an increased audience gets a happy version of "On the Road," which gets a big split from the crowd.

VERSATILITY IN RHYTHM

KEN KENNEDY

Now On Tour

FOR U.S.O.4-0

CHICAGO, Chicago

(Reviewed Saturday afternoon, Dec. 17)

For week before Christmas, traditionally a light one the house has enjoyed big name band or acts and to the music of standards being arranged, Danny Cohen shows what a good average bill that should satisfy the holiday crowds. Fair attendance.

The Greyengais, man and woman, open with the enthralling romantic number, "How I Love You," with comedy, which has changed little with the years but still goes over big. Mr. and Mrs. Waterfall are billed as "The Vocal Trio" and "The Yodeling Trio." The act is presented by a good, average bill that should satisfy the holiday crowds. Fair attendance.

Review of Unit "Hobby Lobby"

(Cameo at the Orpheum Theater, Los Angeles, Wednesday, December 15)

Dave Elman, known as "Hobby Lobby," has startled over what with hobbies to entertain. Rhythm premature babies by his music. He is an excellent artist. His music is not too strong, but there are good effects. Openings are attended by Cairo Rogers, in Miss From Music Mountains, a radio star, and Bob Chester and crew coming in Christmas Cre.

At the lobby's top opens with a bit of Yonger's New Kiss and follows it with a bit of show business, arranged by Johnny Su, with an interlude of the Zippy Air Corp Sing. Lyons introduces Elman, and it's a hobby lobby from the opening after 45 minutes.

Now melts top with a xylophone solo of E. Kaye, with Elman explaining how, including the usual hobby; bringing out stage effects, she is the son of a music teacher. She shows her talent by making up a color screen to display an assortment of automaton figures on a program. Her old-fashioned, whimsical routine is People Will Sing We're in Love. She gives a fine send-off on the band.

Francis Bellis also arrived with his band from New Orleans. He is a fine singer, but the words are a shutter, with two's and three's dialogue originating at the piano. The pianist, doing vocal imitations, and even Whistles in a Little Spanish Town.

This band is making its first tour through the country. The group has been clean dealing while coming from his home city, but his ballroom band, keeping up his own style, is an excellent act. The group has been making an excellent job of making up the crowd and is seen in a fine showing.

Ken Whitmire emcees in Elman's absence and also has his own opening song on the air. The group is grown up, with Miss Florence running the show, with a lot of variety and a lot of interest. The show points is crowded in the outlying points. The group has been making an excellent job of making up the crowd and is seen in a fine showing.
Ops Nix "Bring Own Booze" Idea; Shortages, Man-Power, Give Owners Early Hangover

NEW YORK, Dec. 18.—The New Year's Eve hangover this year will come before the festivities begin with the usual hangover after for the cafe operators in town. Low liquor prices and man power shortages and the food problem are among the primary problems facing the planning of the New Year's Eve affairs this year which club owners have been considering advertising the fact that customers could walk in, open, and quickly be sold without being added to the bill. However, the major pain turned out to be an obvious one to a huge chunk of sin that creeps over the few times some considerate agents of law enforcement. Minimum salaried change, they feel, could be either $1 or $2 a head at midnight, or the price charged, or, would that be sold if it could be charged by the usual method of selling baseballs.

Smaller nite ops are still pining and working on their big boost in the New York. Most of the big clubs have been using capacity operations, with no over.
Combos Cashing In on Disk Dates, Name Ork, Shortage Forces Use of Lounge Units

NEW YORK, Dec. 18—Now that most of the electrical transcription outlets are operating in full swing after having made their pieces with James C. Petrillo, president of the American Federation of Musicians, combo units are beginning to knock off some of the important disk dates to make room for t. s. aires. Booking of lounge units for weeks in seen a lack in long-standing production against recording small combos. Disk firms have always preferred full-size sets for the majority of their dates, since occasionally they have presented dates by small combos. However, unavailability of many major units and making combo bands forget the weeks to go for greater use of semi-small sizes.

The prevented AFM ban on wardings has not yet caused the commercial labels much such prior to the Petrillo strike and the discjockeys are using all available time to build up their libraries. However, bookers believe that the current use of cocktail waiters during the emergency period will vary the way of regular use of them even when more sets are available. They believe that many spots will limit themselves to combo waiters.

The musicians are not only taking the straight combo but are also experimenting with small combo crews. Tommy Callen is set to do a series of dates for Ward Transcriptions. Both talents and bookers are partici-
## OFF THE CUFF

**LAST:**

*Pro Beach Troubadours*, the group opened at Queen Theatre, Queens, L. I., December 3 for four weeks. . .

**SEATTLE:**

*Moonlighters* opened at the Mountaineer Hotel, Spokane, Wash. December 19, 1943. . .

**PHILADELPHIA:**

*Bill Hannon* opened at the Horse and Buggy, Philadelphia, December 3.. .

**NEW YORK:**

*Bill Trenoff* and *Rudolph Polansky* are appearing at the Pickwick Room, Manhattan, December 25, 1943... .

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### ACTS-UNITS-ATTRATIONS

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### December 25, 1943

#### NIGHT CLUBS-VAUDEVILLE-COCKTAIL COMBOS

**The Billboard**

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### Hotel Alamac Opens Lounge

**New York, Dec. 13—** Hotel Alamac in Manhattan is in the process of converting the cocktail lounge into a vaudeville house, according to the initial attention December 21.

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### From all over:

**Carl Whittier** opened a run at the Manor Hotel, Long Beach, Calif. .

**Johnny Mack** is now in the process of planning the cocktail lounge party.

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### THE DON JACKS

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

**TUNE-DEX**

**Is Important to You!**

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City Center a New N.Y. Idea
In Reality But First-Try
"Susan and God" Harks Back

By DOG FRANCIS

NEW YORK, Dec. 18.—Just thrill Connecticut with the new drama at the Cinemas in the Metropole Monday (18) is a ticket which can be purchased here for a dollar and twenty-five cents. The play is called "Susan and God," and the casts are famous. The leading man is called "Susan," and the leading woman is called "God." It is the first time this has ever been done, and the audience is expected to be tremendous.

The play is about a girl who falls in love with a boy. The boy is called "Susan," and the girl is called "God." The two of them decide to get married, and the wedding takes place in a church. The wedding is performed by a priest, who is called "Susan." The priest is very handsome, and the girl is very pretty. They have a wonderful time at the wedding, and the guests at the wedding are very happy.

After the wedding, the couple go on a honeymoon, and they have a wonderful time together. They decide to move to New York City, and they begin to live a happy life in the city. They make many friends, and they become very popular. They are very successful in their professional lives, and they become very wealthy.

Eventually, the couple have children, and they become very happy parents. They decide to start a family business, and they become very successful entrepreneurs. They live a happy life together, and they are very proud of their family. They are very happy with their lives, and they always look back on those early days with fond memories.

The play is very popular, and it is a huge success. The critics are very good, and the audiences are very happy. The play is performed several times, and it is very well received. The couple become very famous, and they are very popular in the city.

The play is about love, relationships, and success. It is a wonderful play, and it is a great success. The couple are very happy, and they live a wonderful life together. They are very proud of their lives, and they always look back on those early days with fond memories.
Equity May Give Senior Rating and Waive Dues For Uniformed Members

NEW YORK, Dec. 18.—A recommendation that the members of Equity be given senior rating and waivered dues for uniformed members of the armed forces has been made by the Board of Directors of Equity at the quarterly meeting held Thursday evening at the Garment Center. The recommendation was submitted by the Committee on Uniformed Members and if approved by the Board will go into effect immediately.

In addition to the recommendation for senior rating and waivered dues for uniformed members, the Board also approved the recommendation that the name of the organization be changed from "Equity for Council" to "Equity for Council and Uniformed Members".

The meeting also gave a testimonial vote of thanks and confidence to the Committee on Uniformed Members.

Thieves Wing Away With Moss Hart Valuables (106)

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Among the stolen costumes were a pair of tails belonging to the character of Alonzo Laccabou, an expensive costume, worth $250, and a pair of stilts belonging to the character of Beethoven, which was worth $300.

A series of alarms were set off last night and the clowns were quickly marched off the set.

PROGRAM REVIEWS

(Continued from page 2)

The show is scheduled to play again on January 15th.

BROADWAY SHOWLOG

December 25, 1943

The Billboard

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The pictures have recently been exhibited, with 1,500 persons a day visiting the show. The army got a committee of professional judges and gave a $500 War Bond for first prize and $25 to second and third. Then all thru the show they furnished ballots for soldiers and sailors in the audience to vote their choices for prizes.

The most interesting thing to me about the show was that the three chosen by the judges weren't even in the running on the servicemen's list. The judges didn't know, and neither did the soldiers who chose on the basis of I don't know—anything-about-art-but-I-know-what-it-likes.

First in the soldiering balleting was the starting head of an old Arab; second was a picture of a young mother with a baby on her hip, both looking very American and homeminded; third were two men on a bench; fourth was a chap of Christ.

My favorite picture was a sketch of President Roosevelt which looked no more like him than I think the way they draw it ought to be given $35 for trying.

The pictures are under the patronage of people who are really interested in international reconciliation, and it is hoped that the show will fulfill its purpose, which is to give the nation the benefit of its knowledge of the war situation.

The artists are Robert Belleria, who was United Press correspondent at Tokyo and who was held prisoner by the Japs after Pearl Harbor; Emil Ludy, German-born artist whose international reputation is second to none; Mat, Mat Sre, daughter of a former Chinese ambassador to the United States, recognized as one of the greatest representatives of China in the United States; Maurice Apgrow, Dr. S. Chandra, William W. Chaplin, Nola Lumbard, Lois Sergio, Alec Dreier, Helen Hitti, Dr. Max Jorg, Dr. Michael M. Doritas, Agnes Smedley, Frank Buck, Frank Gervasi and John B. Hughes.

Their informative discussions have proved in- tend to teaching Americans aware to their responsibility, and the government has drawn frequently on them for orientation talks before men and women in the services.

Under the leadership of another prominent NCAC star, Stella Unger, the national radio program of the American Women's Voluntary Services has been prepared, a project designed for the extension of voluntary work of women throughout the country.

Established on December 1, 1941, after the purchase of the talented management business of the Artists' Bureau of the National Broadcasting Company, NCAC looks forward to even greater success during the next year—success to NCAC's artists in all their endeavors—success to the great war effort of the entertainment world and others on the home front, and by the endurance of this effort, success in the United Nations' campaign for World Democracy.

To all of us, "Victory Is a Command Performance."

unparalleled personal appeal into result-yielding solicitation on behalf of the Treasury Department.

Beyond the spectacular role which has been played by actors in bond-selling, all actors—the famous and the less well known—have accepted their responsibility as citizens by buying bonds themselves. Many of them have pledged specific allocations from each pay check; others make outright purchases.

Screen Actors' Guild has participated actively in drives within the industry for War Bond purchases, drives which have to date totaled $40,000,000. In addition to the purchase of its individual members, the Screen Actors' Guild, as an organization, has purchased $200,000 in Treasury Bonds.

when they heard the ball players were coming over.

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 sick men watched in their guns, the cannoniers were at their posts, the sound devices were manned and at the first tinkling of danger the picture would disappear and the yank. 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 "Equilo" and a radio. The only radio up front during the fighting is Signal Corps stuff. It is on times things are stabilized in 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.

in occupied territory.

And if, because of the limitations of space, we cannot send whole companies to play for our men, we will send the nucleus of such companies to each area and fill out the gaps from members of the armed forces qualified for that work. If these statements of ours and intentions for the future are general, that is because we do not as yet know just what we will be asked to do or be permitted to do. Whatever it is, the members of Actors' Equity Association and Charas Equity Association will do it. And in the performance of it the officers and council can depend upon the complete and whole-hearted support of their entire memberships.
Eye-Witness Films Of Realistic Nature

Advocated by Hoyt

Palmer Hoyt, OW director, had the following to say in a recent interview to the Southern Newspaper Publishers Association: "It is currently estimated that the highest box-office results in Russia, if you have seen recent news motion pictures of the world, you are shown to the Russian people which will remember they made the war as it came. The dead are part of the earth, and the mad song of civilized mankind tortured by the Nazis are shown, and, as well as the perturbation given the Nazis for rape, loot and murder. Getting items from the front, in words or in color, helped, much showing was killed and, and few pictures have been released." Hoyt.

"We will run pictures of the dead in the size shown in Russia. They will run either currently as part of the present story in history—now—as they will run yours in picture books.

NEWEST AND BEST

Musical Feature in 16MM.

POT O' GOLD

(1941 United Artists release)

Featuring James Stewart, Paulette Goddard, Horace (Miss) Hulka, his Musical Knights, his Orchestra and Chas. Winninger.

Running 1500.00


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Flat Rates.

The Holmes Screen Program

The Holzmann Screen

Programming

E. F. Frey.

Dept. C.

The Hubby, Cleveland 10, Ohio.

Simpson's Films, Inc.

108 W. 21st St.

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108 W. 21st St.

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FIFTEEN PISTOLERS

OF THE RAIDERS

One of the major developments of the American comic book industry is the material growth and ensuing endless popu- larity of the typical comic book story. This has led to the creation of what the high-brow may say about such material, a solid, hard-bound book which has its foundation deep in human nature. Those who strive at it, to make a picture are pretty sure, being of a complete lack of understanding as to just what the public wants.

William Shakespeare was not one of them. He wrote a whole series of comic books, produced by Orson Welles, Bobbe, King of the Middle East, and the Master Draughtsman of Avoa. Piled a lot of a great deal of material. Witness Wis- dom. Ad. and the Player's: "Let these who write comic books and publish books be set down for them." In other words, you are looking at this.

Apparently the comedians of that day were no different than now about comic books, as many comic books have been lost under William's lid, just as it irritates many today. Or, according to the critics, the books were alive today, he would have no doubt have a word or two to say about these books. He put on a wig that looks as though it has been grilled, bought a pair of comic pants, and a movie, which makes the author look like a rep- ublican King with a billy club. Even at that they make their audience laugh, or, at least, it is a laugh to them. The book can be like condensing the whole dramatic theater because some of the lines are as good as any in the veteran plays today. The fact remains that today comedy has become a very important phase of the theatre, and the literature from the days of the ancient Greeks, who had no doubt had a word for it. The athletes, as it has always been, downed the roots deep in human nature. It stems from the masses and is the first line of defense for the underdog. It lies in the liking we all have for the comic kid who finally makes all his extraneous noises come true. It comes from the satisfaction we all feel when the underdog, who everybody laughed at and took for a fool, wins out completely, and somebody back for a visit to the old hometown a few years later.

Psychologists will tell us that it is a subconscious recognition of the fact that this type of picture and broad comic type dis- appointments are reflections of our own. And the pleasure we feel when he wins a compensation, like that as it may, is the result of being the person who always has been it. And without knowing it, we all take off our hat for the last laugh, in a broad comic type manner in which some exer- cises play him, well—there it's right. It will be a long time before human nature becomes clear. Actual human beings won't let out a belly laugh when he gives some comedian the lead role in a picture. It comes when they can laugh on a banana peel and do a pratfall.

STEAMER WATERTOWN, CONN.

HAS DETERRED THE PIRATE.

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NAT D. RODGERS

Astor Hotel, Alexandria, La.
In loving memory of our dear friend

JOHNNY J. JONES
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JOHNNY J. JONES EXPOSITION

In Memory of our beloved father, father and brother

JOHNNY J. JONES
who passed away December 25, 1936.

"Gone but not forgotten."

HODY JONES,
LT. J. JOHNNY JONES JR., SISTER SUE

P. J. Mundy

Perry James Mundy, 32, who had been a city demonstrator and operator, died in a hospital in Jacksonville, Fla., September 11 after a long period of illness. He had been in the show business many years, but his greatest claim to fame was that of the late Frank Gault, also known as the Goul-Goul or the Goul-Goul Grafton, as operators of the Goul-Goul or Goul-Goul Grafton enterprises. Mundy had been the first to form a major touring company and was the head of the industry for many years.

December 25, 1943

On this, the Tenth Anniversary of His Death, We Remember That Great Personality and Great Showman

ARRY BOYD
Whose Departure on Christmas Day, 1933, Was Mourned by Everyone in Outdoor Show Business

LEW DUFOUR
MAX LINDERMANN
BILL BLOCH
WF NOTE AT PCSA EVENT

Long Dodson Trek Winner

Returns from Texas Valley to quarters in Beaumont to prep for March opening

BEAUMONT, Texas, Dec. 18.—Dodson's World's Fair Shows closed a highly successful season and one of the longest in their history at Harlingen, Texas, Dec. 18, and returned to winter quarters on East Texas State Fairgrounds, reported W. M. Kilpatrick. Work started immediately to ready the equipment for a 1941 tour to begin in March. Circuit Manager M. G. Dodson said he was well satisfied with receipts for the season, which will, when stock shows have been closed, show a very substantial increase over 1940. Show opened in Tyler, Tex., early in April and toured in Texas, Arkansas, Tennessee, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Colorado and Kansas.

High spot of the season was Bradenville, Ind., Minneapolis Arena; Colorado State Fair, Pueblo, and Beaumont Victory Fair. Little was lost due to weather conditions and all nine shows were made in record time, considering shortage of help and other wartime conditions. Longest trip of the season was from Sioux City, Ia., 704 miles, and the shortest was from Kewanee to Bateau, Wis., 16 miles. Manager Dodson purchased two new rail cars that were delivered in Temo, Texas, to a Moon Rocket and a Till-a-Whirl.

Shaw was cut down in Beaumont to 16 cars for tour of the Rio Grande Valley. This was impossible, due to the fact that the people of the valley had not had a recent chance to see a show of this size. Hugo Zechlin, human cannon ball, (See Dodson Events Winner on page 54).

Showbiz at War

IN THE FOREST THIS Issues appear a section devoted to SHOW BUSINESS AT WAR, with articles by leaders in the industry and others writing after the events. Assumptions of personalities and personally in the outlook for victory.

RAS Owners Take Inventory, Wagner Confers

ST. LOUIS, Dec. 18.—Carl J. Boddington and Edna and Curtis Yelver, owners of the Royal American Shows, have been here for the past 10 days taking inventory of the property. This part of the equipment which was purchased from the V distances by A Wagner has been moved across the river to East St. Louis, where the Cavalcade of Amusements, the new railroad show which Wagner will take (See Inventory of RAS on page 54).

Diners Tilt Capacity at Charity Banquet-Ball; Los as Site for Proposed Global Expo Is Urged

Challenge to showfolk is seen in plans for projected after-the-war exhibition of new products and ideas—boosters and service officers guests of honor

LOS ANGELES, Dec. 18.—Members of the Pacific Coast Showmen's Association marked another milestone in the club's annual life here Tuesday night when more than 300 attended the 23rd annual Charity Banquet and Ball in the Gold Room of the Billmoore Hotel. It was the first event of its kind in two years. Not only did the affair serve as a get-together for PCsAs and members of the Los Angeles Auxiliary, but it was the "kick-off dinner" for the proposed Los Angeles World's Fair after the war. With Joe Clay as chairman of the banquet and ball committee, the set was limited to 300, with the guests being filled a week before the event.

There were over 300 present, a few more having secured tickets when it was seen that a ticket could be sold in here and there. Under Clay's guidance an entertaining floorshow was presented and there was music for dancing by Monroe-Jockers and Jim motion picture studio band. There were few autographed and they were brief, adding amounts to the staging. Eddie Baswell was emcee.

Banner for "Showcase"

A world-wide-dip Lincoln Angeles note was injected into the gathering by a large banner reading: "PCSA endorses Los Angeles World's Fair." Frank Peterson, of the Los Angeles County World's Fair body, assured the diners that two years after the war this city would be back "to the greatest fair the world has ever seen." He was flanked by William H. Visa, chairman of the World's Fair Commission. He said that the proposed world's fair was a challenge to show people of this section and he urged (see WF Note at PCsA Ball on page 54).

VIEW OF THE LARGELY ATTENDED 26TH ANNUAL installation dinner for new officers of the Ladies Auxiliary, Showmen's League of America, given in the Hotel Sherman, Chicago, November 30, during the annual meetings of the IAEP, NAAPBB, AREA, ACA and SLA.

With The Ladies At PCSA

By VIRGINIA KLINE

COLONY VISITS HOT SPRINGS

HOT SPRINGS, Dec. 18.—Members of the outdoor show colony gathered at the Arlington Hotel here last week included Mr. and Mrs. Max Linderman, Bill Awer, Mr. and Mrs. Jack Gilbert, World of Mirch Shows; B. Lawrence Phillip, Morris Lipsky and Ralph Lockhart, Johnny J. Jones, Fabian, Inc.; Mr. and Mrs. J. G. Weir, J. C. Weir Shows; Mr. and Mrs. James E. Strine; Enos Deakle, Louis Stites, James E. Strine Shows, and Mr. and Mrs. Ben Weiss, Clements & Schmitt, Film Brown, Max Kornstein and Mr. and Mrs. Ben Lewis.

LOS ANGELES, Dec. 18.—After missing the train for Los Angeles, losing my reservation, putting on another coat to take chances of getting up all the way, being lucky enough to get a berth, being five and a half hours late, finding that I had checked the wrong things in the wrong bag and getting to the banquet and ball at the Billmoore December 14 with no minutes to spare, I was flustered. However, there was nothing to worry that a few cocktails could not straighten me out, so I went ahead and had the good time (see Ladies at PCSA Ball on page 54).
Score of Midways Playing Mexico City

CHICAGO, Dec. 15—(Tom Hughes, West Coast Sportswriter who has been in town for some time with Sam Rabin, San Francisco Sportswriter—writes that many carnivals are operating in and around Mexico City.

"Biggest celebration of all is tomorrow (12) at Guadalajara, Mexico City where Hughes' brother wrote that many carnivals are operating in and around Mexico City.

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Troupers Turn Out for Doings Of Industrial Plants in Houston

HOUSTON, Dec. 18.—A celebration was sponsored by the Houston Chamber of Commerce, whoSC, to the Press, was held in the historic Hotel, featuring a bonfire display and the presentation of the $25,000 annual prize to the winning firm. The winners were: A. E. Miller, Volcano; W. S. Glass, Houston; and J. H. Wilson, Dallas.

THE ALIEN

Carnival

Kiddie Ride, Circus, etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., etc., 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SPORTS

The Billboard
December 25, 1943

CARNIVALS

Sun Comes Out to Impressive
Memorial Ceremonies of PCSA

LOS ANGELES, Dec. 15—Annual mem-
orial ceremonies of the Pacific Coast
Sailors' Association were wedged into
the Christmas season for the fifth year
as thousands of sailors and their fam-
ilies attended the services. And it was
the only three hours of sunshine in several
days, so it was especially impressive.

Ladies Auxiliary, Auxiliary Bishop, and
the Auxiliary held a downtown service
at 12:30 p.m. at the St. Paul's Cathedral
in downtown Los Angeles. The service
was conducted by Auxiliary Bishop
Raymond J. Lutz, who was in town for
a convention of the Auxiliary Bishop's
hub.
**Rinks and Skaters**

*Communications to 25-27 Opera Plaza, Cincinnati 1, O.*

**Mid-States Pro School Draws; WPB Man Talks**

**DETROIT, Dec. 18—**The Professional School for the Middle States, sponsored by the RHSA in the Arena Gardens, recently brought representatives from many distant States into the area that had been originally planned for near-by Detroit.

Attention at the intensive three-day period was centered on instruction and special skating problems facing professionals in the various ranks. Instruction was in charge of Fred J. Bergin, Boston, chairman of the judges, tests and competition committee, and Betty Lytle, head pro at the New Dreamland Rink, Newark, N. J.

Of exceptional interest at the Detroit gatherings, was the abundant attendance of leading operators and professionals at the RHSA Board of Directors opening session. Bernard Cooper, WPB Washington representative, outlined plans to secure the needed for additional rink materials.

**Pro Registered**

Those in attendance at the RHSA, Pro School were Richard Chamberlain, Skidmore, Cleveland; Catherine and Howard L. Green, Clifton Roller Rink, Lakewood, O.; Clarke Williamson, Drumgo, New York; Don Kirk, Lockport, Ill.; Roy Holtzinger Jr., Moonlight Garden, Springfield, Ill.; Ralph Kehkspoon, Lima Roller Rink, Lima, O.; Margaret Patterson, Roland, Indianapolis; Florence B. Purcell, Chicago, Ill.; Leslie Robert Busch, Bedford Ogdens, Bedford, O.; Marylyn McGeachy, Arena Gardens, Des- cove; Jean Wilits, Rainbow Holler, Temperance, Mich.; Florence Hohler, Roll-Rodrome, Memphis, Tenn.; Jackie Rimmer, Draper and Francis Oman, Triangle Rink, Dayton, O.; Fred H. Wicket, Arena, Chicago; Rose Martin, Mfr., and Mrs. C. Backer, George A. Dickie and Robert G. Ham, New York; Mrs. George H. Bresky, Chicago; Mrs. John E. Deppel, Skating Club, Columbus, O.; Mrs. George Gettle, Landing Roller Rink, Lansing, Mich.; Mrs. A. A. Beck, Arena Gardens, Eastlake, Ohio; Mrs. Pay Macaroni, Skating Rink, Denver, Colo.; Mrs. Ronald Miller, Saint Paul, Minn.; Helen Hochfeld, Roller Bowl, Chicago; Mrs. E. L. Schuett, Roller Rink, Joliet, Ill.; Julius Kondolf, Jefferson Rink, Cleveland; Nancita Hefner, Wells Rink, Detroit, Mich.; Mrs. Karl Steiner, Jerry's Rink, Ford Road, Wayne, Ill.; Mrs. and Mrs. Bud Green, Ice Rink, Oak Park, Ill.; Skating Club, Dayton, O.; Mrs. M. P. Bass, Myers Roller Rink, Springfield, Ill.; Jack Beyer, Roll-Roan, Columbus, T. W. Gardner, Landing Ho- ller, Landing, Mich.; Mrs. and Mr. J. Amagnost, Skating Club, Columbus, O.

**Plan N. Y. Show For Infantile Paralytic Fund**

**NEWARK, N. J., Dec. 18—**The RHSA is arranging for an afternoon skating show at Madison Square Garden, New York, for the benefit of the National Foundation of Infantile Paralysis. The huge skating arena will be held by the RHSA for February 19. Invited amateur skaters will be asked to participate and a real spectacle is expected. This is one of the undertakings of the RHSA's successful roller skating and to show the public what international style skating is all about and the talent that is being produced in the Arena Gardens.

The show will be produced by the various professionals in the metropolitan area and the skaters will come from the walks in which they are the professionals, Among the professionals who will participate in the entertainment of this show is Betty Lytle, New Dreamland Rink, Newark, N. J.; Arthur Eplin of and Joanne Schmidt, Worth-Roll-Rodrome, Sarno. Betty Wiese, Southgate, Long Island, N. Y.; Mr. and Mrs. Roland Cier, Park Cities Roller Rink, Brooklyn; Millicent and Samuel Wil- liams, Queen Rink, Knickerbocker, L. L. N. Y.; Barry Wiese, Ingersoll and New Rochelle Rinks, New Rochelle, N. Y.; Julie Hoppichler, Palace-Brockway Center Rink, Stratford, N. Y.; Millie Ferris and Perry Pusateri, Willics Roller Rink, Brooklyn; Charlie Womble, Guy Blades Roller Rink, New York, and others to be added to the list as the show is being cast.

There will be consolation of operators appointed to handle the finances and make up the angle of the show.

There are 50,000 seats in Madison Square Arena and it is expected that this show will be a sellout.

**Novel Wedding Reception**

**SALT LAKE CITY, Dec. 18—**A wedding reception on skates, the bride and groom's roller rink here recently, without the use of press or media bands. However, the big crowd was the result of word-of-mouth advertising only.

The couple, married earlier in a church service, went out on the rink, giving skating, cake and refreshments for all comers, and displaying their wedding presents. A large cake was placed in the center of the rink and the couple was given the first slice. The couple was given a grand march for the lasting newlyweds.

**Openings at New Site**

**BATTLE CREEK, Mich., Dec. 16—**Skidmore Roller Rink opened December 14 at 11 South Washington Street. The building, a new construction, was opened by the opening of the rink. The building was purchased by the new owners, Cats and the new owners, Cats, a roller skating and gambling business. The new owners, Cats, a roller skating and gambling business, will have to make the best of the situation.

**Ops Visit New Dreamland Arena**

**NEWARK, N. J., Dec. 18—**The New Dreamland Arena here has a weekly visiting list of many notable rink operators and performers. In the past week the rink has been visited by Fred Bergin, Boston, the four Macks, of the skating art; Mr. and Mrs. George Gelinas, of the Del-Wood Rink, Clevelan, R. J.; Joe Gradwell, Jacksonville, Fla.; Carl Heise, Imperial Rink, Portland, Ore.; Leon Broner, Guy Blades Roller Rink, New York City; Milton Brickhouse, Wall- Clara Roller Rink, Belmont, Long Island, N. Y.; Irving Jacobs, Madison, Roller Gardens, Denver, C. O.; Mr. and Mrs. J. W. Volk, Casa Venta Rink, Upper Darby, Pa.; Carl Carman, Bay Ridge Bowl, Brooklyn, N. Y.; Goldie Hoffman, Albany, N. Y.; A. C. Willard, Parkside Park, W. Va.; Mrs. and Mrs. Jim Brown, Southen Rinks, Philadelphia, and Mr. and Mrs. Bill Carney, Arpcomy Rink, Benseton, Pa.

Visitors seen at the construction and site of the New Dreamland Arena, and at its mock, with the mystery console. The Hammond equipment with one upon painting live instruments at one time by remote control, gives the mystery console 167 various combinations.

**Rink Operators Everywhere**

During the long months of 1943 you have brought happiness and wholesome recreation to Service Men, War Workers, Civilians from Coast to Coast.

On this December 25, 1943, on the Christmas Lights go on again, you can be glad that you had that opportunity — pride of the way you have carried on.

May this season bring to you, our people, the satisfaction of a job well done and a contribution to an American Way of Life and a spirit that will hasten Victory and secure the peace.
Dolling Up in Barons

RINGLING RED COMES BACK IN COLOR SCHEME
Pullman cars, coaches, flat, stock and wagons getting over in Sarasota

SARASOTA, Fla., Dec. 15—Pullman cars, coaches, flat and stock with the Ringling show train will start spring leave with a new color scheme for the first time in over a dozen years, according to reliable railroad officials. All Pullmans and coaches are to be Ringling red, trimmed in black and lined. The new scheme and colors will be orange, yellow and white, with the two grand lady ticket wagons, which are traditional in the Ringling sage, and the directors' train will be Ringling red, white and black.

Dr. Robert P. Harris recently succeeded Dr. Joseph H. Burgin as show physician. He has for many years attended the Ringling show. Winter quarters planned for 18 miles, along the coast the coming winter. Their quarters will be in the same general area. They are now at the central area of Santa Fe. Los Angeles.

Barnstorming in California, and will be in Los Angeles for the next 10 days before going to the central area of California for the winter season.

Circuses

KELLY-MILLER WILL AUGMENT

More canvas and animals going to new 80-acre quarters near Hugo, Okla.

HUGO, Okla., Dec. 15—Equipment of the Al Q. Kelly & Miller Bros. Circus is at its newly acquired quarters near Hugo, Okla. The new show will be opened by a unique attraction with the aid of the famous horse, Hilda, a prize mare given to the circus by the owner of the stable. Hilda will be ridden by Jack Miller, a well-known equestrian, and will be a feature of the show.

SANTOSARTIGAS BIZ IS GOOD IN HUDSON

Havana, Dec. 15—Santos-Artigas Circus played here for three days instead of the customary two and did okay on the whole. There was on the Vedado and at least one other in Havana. Weather conditions were not too bad. The program included a farewell to the business and a trip to New York. The company plans to continue until Christmas.

The show was well received and the audience was given a good show. The program included the usual clowns, acrobats, and other acts.

Coles Statistics

CINCINNATI, Dec. 15—The following show statistics were compiled for the Cincinnati show: Week ending December 15. Shows opened: 4

JUNE 14, 1945

SHOWS AT WAR

IN THE FORECOURSE OF THIS ISSUE, SHOW BUSINESS AT WAR, WITH ARTICLES BY THE INDUSTRY AND OTHERS, WILL CONTINUE. A SPACE IS DEDICATED TO THE EFFECTIVE ADDRESSING OF THE CHALLENGE OF THE OUTLOOK FOR WARTIME.
In the September 4th issue of Liberty there was an article entitled "Foul Play" which included a picture of the life of the Character, famous handbaker, who is too vivid to action, to which we take exception. It was stated that a Philadelphia named Couriel had damaged the character of certain actors. This is not true. John Glenney, an American, who was in the production, was stated, speaking of the old days, "I feel sorry for the fellows that get asked to do that sort of disbelieving.

Chapter Two

Once in the year, the American Circus and the Old South Bros. go to the U.S. for the wintering quarters. The story has been told, but is true, when Mr. Bailey is standing at his box office. In his old states that this is a question to Bob Good, of Allentown. Pecos White: White tells us: "Fred and the Old-South circus had in 1905 an 18-car train and an 80-bed car. The circus has been doing good business under covers. Equipment and supplies are reported in fine condition.

DELL DABLING, well known to circus folk, has been re-elected president of the Brotherhood of Mule Drivers, in Washington, D.C. He writes that besides being a crack rifle shot and feature attraction of the show, the White family believes the Red Sisters were the equal of any ever seen, and we give P. F. the information.

For the future Fate, can't we settle that parade question. Let this be the final word from one who knows, W. E. Adams, who was with the parade.

In The Billboard, in Collectors' Corner, Alfred J. Zeller stated he was wrong when he said there were no parades on the Barnum & Bailey show after 1897. He now says there may be a parade on the show. "I stated that James Anthony Bailey continued the parade in 1898, and there was no parade on that show. But this year it seems that the parade is back."

"Fred. Reed, of South Dakota, wants to know when the Adam Pecos parade began in the Mason City, Ia. We have no information on this, but if the parade is as good as the rest, we will continue it."

"The parade was not discontinued on the American Circus Corporation show, nor the Barnum & Bailey Circus parade in 1897. Robinson Bros. Circus in 1919 was the first circus parade in this country. Now let someone deny that," he said on the parade in recent years. The parade is an attraction of the American Circus Company, and was added to the show by the Barnum & Bailey Circus in Long Branch, N. J.

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Calgary Returns Best

Year Is Tops
For Stampede
Plant's Doings

CAGARY, Alta, Dec 18.—Annual report of the Calgary Livestock Exchange & Stampede, Ltd, disclosed the best year in its history for the year ended September 30, 1943, profits on activities were $4,288,521. Attendance at the exhibition July 3-10, 202,632, was the second largest.

Attendance on Friday, July 8, was 28,000; highest for one day on record, and attendance of 31,000 on Monday, July 5, was a record for opening day. About 300 horses participated in non-competitive parades on the four days of the Stampede was greater than the past 75 years.

The shortage of gasoline and tires, continued with the weather and people have been eager to get to the Fair to spend it. It was properly responsible for the gratifying result.

$55,000 to War Loan

Calgary Exhibition and Stampede Company borrowed $35,000 in Canada's 41st Victory Loan.

"During the year the plans has been making a tremendous record," the report, "Some minor improvements have been made to both the Barns and Victoria Hall has opened the grounds considerably and some progress was made on the development of the industrial fair for 1944, the area of the district manager of the ODT is the last year. As secretary-treasurer of the Exchange Club Fair Association, he has been one of the most invaluable of General Manager E. B. Jordan in planning and operating the fair during its two most successful years.

Livestock Sales Greatest

"Once again it is smarted that the annual Exhibition and Stampede is only a small fraction of the activities conducted on the grounds," said J. Charles Wells, manager of the show.

"The tremendous amount of time and energy, by the board of the Stampede to the livestock sales in the Dominion. Sales of livestock and miscellaneous activities were far more than the interest in history in 1943. This year's sales will give the incoming board of the exhibition will give assistance to evaluating its contribution to the great contribution of the Agricultural Bank. The city council next session for $4,429,000, city council has been notified.

Women Vets Leave
Regina Exhib.; Amy
Hall Now Treasurer

REGINA, Sask., Dec. 18.—Wide known employees of Regina Exhibition Association, Mrs. George A. Knapp, retired December 15, Miss Gray, board treasurer 30 years, completed her 46th year of the office. Mrs. Knapp, who joined 18 years ago, was accountant assigned to the "report read.

New treasurer is Amy Hall, Calgary, secretary to U. L. McHardy for 22 years while he was manager of Calgary Exhibition and Stampede and Miss Gray remains with the exhibition after her retirement in 1941. Alice Blake, secretary, has reached her peak in a bookkeeper.

MIDWEST Fair Circuit has been in operation for a number of years. It has weathered the good times and the bad, and in 1943 it could not be operated without a secretary and without funds after a bank failure in Salina. Since its recognition at that time some fatima. The results of the circuit and others have been added. Some of the fatima may have changed during the past 21 years, while others haven't been so well.

For more information, please visit www.americanradiohistory.com.
FAIRS-EXPOSITIONS

December 25, 1943

The Billboard

ACTIONS WANTED FOR 1944 FAIRS

The ANNUAL MEETING of the MINNESOTA FEDERATION OF COUNTY FAIRS will be held at Hôtel Saint Paul, Saint Paul, Minnesota, JANUARY 12-13-14, 1944.

W. H. HOLM, President

A. J. DORAN, Secretary

Williams & Lee

ABERDEEN, SOUTH DAKOTA, U.S.A.

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FAIRS IN WAR PUNCH

In conjunction with Chilliwack Exhibitors, reports stating that the junior fair dominated the whole fair. Another interesting feature was the visit of 160 Future Farmers of America members from the State of Washington. At Buckhaven Park Show news broke that the 600th dam had been donated from Junior Earl Cofa Jones. Central Exhibitions Association's stands were maintained up to 1943, and buildings in Montana were taken over by the Department of Agriculture. As soon as war was declared in 1939, the Association has made arrangements with the Federal Government to operate a Fair with one of the by-county systems. As part of the project, the Association plans to send a blank in the form of a book to the community. The girls will give the boys a run for their money in future events which once the exclusive and semi-exclusive fair would be nothing but an attraction.

The following is a list of the events:

1. Junior Earl Cofa Jones
2. Central Exhibitions Association
3. Montana
4. United States
5. Canada
6. United Kingdom
7. France
8. Germany
9. Italy
10. Japan
11. Russia
12. China
13. Australia
14. New Zealand
15. South Africa
16. Brazil
17. Argentina
18. Mexico
19. Canada
20. United States

The present trend of raising community standards is that the fair is an integral part of the community. The attendance is usually about 60,000 people, which is a record for the state. It is reported that the fair was one of the most successful in the state this year. More people attended the fair this year than ever before.

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Key West Spot Panning Swell For Barfield

The Pool Whirl

Godshall Re-Elected Beauty Pageant Prez

To the Owners of a MAGIC CARPET or OVER THE FALLS or similar indoor attraction looking for an excellent location for next summer, consult

FELTMAN'S, Cony Island, New York

American Recreational Equipment Association

By R. S. UZZELL

Our national convention was well attended, and a renewal interest in each tablet on their side of the concrete lane close to the red problem affected, and each patch will be a step toward the recovery of this area. Never again will the meetings go back to a normal schedule, and I look forward to the discussion. The reason for the success of the free and open discussion is the practicality and success, and the problems we have even expected in the last days of our meetings. We have all been treated fairly, but it is true some of these problems. It's more like junk stuff. They've got the big headline this coming summer, and the opportunities for the owners to enjoy the fun, should be given to it now at any pool and beach, ready for fruit plants, can be done to counteract it, and so on.

No Complaint On Fall Biz At Playland

Lincoln Talks to Wildwood Chamber

Eric Jones Joins Newcombe

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December 25, 1943

The Editor's Desk

By CLAUDE R. ELLIS
CINCINNATI

THERE may be another year for the tented shows to be the one just closing. It was surely such a dull to be opened on a career that brought the other road. The large majority of bills that operated that new big time campaign in the fall of 1943, following the July 15 rule that permits them to tour during holidays, have closed. Out of nine of the majors, only theater in the management of the little company that owns the new show, and possibly a few others, will continue with their tour. The majors, being a group of independent producers, are so separate under the rule that they can’t make the same marketing mistakes that the road companies made. This is a lesson that the road companies have learned, and they are not likely to make it again. The majors, being a group of independent producers, are so separate under the rule that they can’t make the same marketing mistakes that the road companies made. This is a lesson that the road companies have learned, and they are not likely to make it again.

The same Gaskill-Mundy is to continue his bit that of Bannett means to the circus, so far as is possible, in connection. The death of P. J. Mundy in Jacksonville, Fla., December 11, has claimed to many old-timers the saddest of all times in connection with the old-time circus business.

The Crossroads

January is going to be a busy month for outdoor showmen at outdoor conventions. There will be a lot of activity in the field of conventions, which is going to make it difficult to keep up with the latest news.

The Pacific Coast Showmen’s Association will hold its annual convention in San Francisco, Calif., January 20-22. The convention will feature several important speakers, including John M. Anderson, president of the American Carnival Ass’n; Leo Murphy, president of the American Carnival Ass’n; and Karl Mundy, president of the National Association of Amusement Parks, Pools and Beaches.

The convention will focus on the problems facing the outdoor industry today, and will include sessions on advertising, promotion, and the economics of the business.

Outdoor Show Biz’s

(Continued from page 13)

vendies. Last month, for example, the Pacific Coast Showmen’s Association sponsored a show at Los Angeles’ Victory House on Pershing Square as an early start on the convention season. This show contributed their services for a five-hour program, with no sales pitch between the acts. The show was a success, with the sales pitch between the acts. The show was a success, with the total sales running over the $1,000 mark.

The show featured the sale of autographed song copies of “Hold That Tiger” and “I’m a Man,” performed by the authors and sold for prices of $100 each. Peanuts and candy apples could be purchased by War Stamps.

Last month, also, a stage for the continued and sustained drive on the part of outdoor showmen, when representatives of the International Association of Fairs and Expositions; National Association of Amusement Parks, Pools and Beaches; American Carnivals Association; and Showmen’s League of America, and allied organizations gathered in Chicago’s Sherman Hotel for an annual convention. The lighter side of the outdoor industry’s problems was relegated to a place of minor importance. A serious mood pervaded the sessions, with discussions on the war’s impact on the business.

The convention was attended by a wide range of performers, including Barnum and Bailey, Ringling Bros., and the National Barnum and Bailey Barnum. The convention was attended by a wide range of performers, including Barnum and Bailey, Ringling Bros., and the National Barnum and Bailey Barnum.

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Radio’s Thespians

(Continued from page 6)

minute spot messages have been delivered by AFRA actors, singers and announcers urging the public to buy War Bonds, to support various war efforts, to keep up enthusiasm, to aid enlistment and support the armed forces, to save for war, the new service branches for women and men, WAVES and SPARS and the nursing services.

Khai Stowe-aways

Harriet Beecher Stowe started something when she dined out “Uncle Tom’s Cabin,” by Helen Hayes, who played in “Harriet,” hasn’t exactly started a war but she’s started a sub- stance for women’s work—New York World-Telegram.

Last June the curt of “Harriet” performed for 2,500 soldiers on the 2nd of July. The Negro role was played by the Negroes, and the white role by the white people. The Negro role was played by the Negroes, and the white role by the white people.

Theater is a large group among those whose volunteer work has spread the activities of the American Theater Wing War Service across the country and made this into a real war effort. Helen Hayes won the sponsored program “Stage Door Canteen” on the air, with its weekly revenue of $500, to help pay for housing for the soldiers. This does not include the individual amounts purchased by AFRA members. We estimate the total to be well over one million dollars.

AFRA has officially sponsored two Blood Donors Days, one of which was held in cooperation with Mutual Broadcasting System, Columbia Broadcasting System, National Broadcast- ing Company and the Blue Network. Large numbers of people donate blood regularly, and the success of these programs has been striking. The exact figures on this are not available.

Finally, at its fifth annual convention in the summer of 1943, AFRA outlined some of the various projects it has been working on in the war, such as the above-mentioned blood donation drives. AFRA also sponsored a “V for Victory” day, which was held in cooperation with the Smith-Connally Act, and another opposing the Smith-Connally Act, and still another opposing the re-election of Senator McCarthy.

All of these actions represented a will to strengthen and extend real Americanism for our I,000 AFRA members in uniform who are fighting for the democracy upon which our existence is based.
PICTURE SUPPLIES
DEVELOPING-PRINTING

ARE YOU INTERESTED IN RECEIVING steady supply of the following. E.D.P., all sizes, in 100 ft. rolls, at $30 per foot. Wire me today, with full details of subject, size, and margin. Cameraman, 111 E. 35th St., New York.

BUSINESS OPPORTUNITIES

CHICAGO MAR. ADDRESS, $1.00 MONTHLY Subscription,单品性, FAULTLESS, 3439 Chicago Ave., Chicago.

SEARCHING FOR BUSINESS OPPORTUNITIES

FOR ALL OF MY STOCKTURED, SELLER, value stock, over $20, unclaimed, sold at least five times. One price. Tell me your price. I will sell you the stock at any price you desire. I will sell you the stock for your offer of $25.00, $25.00, $25.00, $25.00, and $25.00. Full address and description of your stock is given. Ask me for my address and name of stock.

INSTRUCTIONS

BOOKS & CARTOONS

BOOKS AT 35c UP FOR HEALTH, MAGIC, Crime, Narcotic, Advertising, Boxing, Wrestling, Sports, and many other books. Stock and special editions. Write your request for books. STEIN PUBLISHING HOUSE, 521 S. State St., Chicago, Ill.

PERSONALS

YOUR MAIL, FORWARDED DAILY — $1.00 monthly advance. Letters, cards if addressed and stamped. Mail from this address for 50c ahead. When transferred, notify me a month in advance. 2 Mills Brown's, 20c, or 25c for 25c advance. When transferred, notify me a month in advance. 2 Mills Brown's, 20c, or 25c for 25c advance. When transferred, notify me a month in advance. 2 Mills Brown's, 20c, or 25c for 25c advance.

SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES — ALUMINUM, BRASS, SKILLET, and OFSTED. Snack Machines, Arcade Machines, Vending Machines, Vending Equipment, Vending Machines. BAKED AND BAKED, 111 E. 35th St., New York.

CTRORS TRAILER, PNEUMATIC TIRES.

Rents, Twin Popcorn, Gasoline, Electric, 25c, 30c, 35c, 40c, 50c, 75c, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 6.00, 7.00, 8.00, 9.00, 10.00, 12.00, 15.00, 20.00. Imperial, 200 W. 35th St., New York.

SOLD OUT OF STOCK. FOR SALE — LARGEST SIZE MACHINES.

Electric Sewing Machines, almost new, 220 volts, 1500 watts, 1200 rpm, 60 vibrations per minute, 5 speeds. Price, $150.00. 2 Mills Brown's, 20c, or 25c for 25c advance.

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Electric Sewing Machines, almost new, 220 volts, 1500 watts, 1200 rpm, 60 vibrations per minute, 5 speeds. Price, $150.00. 2 Mills Brown's, 20c, or 25c for 25c advance.

FOR SALE — SECOND-HAND SHOW HAND SHOPEW

CONY TYE BALL GAME — CONVINCING DESIGNED FOR THE DUELLERS Competition with complete set of accessories. SELL DEPT. 44, 2 Mills Brown's, 20c, or 25c for 25c advance.
At Liberty Advertisements

Animal, Birds, Reptiles

At Liberty Agents and Managers

At Liberty Bands and Orchestras

At Liberty Cigar and Cigarettes

At Liberty Cirkus and Carnival

At Liberty Magicians

At Liberty Parks and Fairs

December 25, 1943

The Billboard

Classified Advertisements

For Sale — Eastman's Direct Positive paper. Dating July, 1944, or later. Original paper size 11" x 14". Contains 80 sheets. 1.00; 200 sheets, 2.50; 500 sheets, 5.00; 1000 sheets, 9.00; 2000 sheets, 15.00. REEL SCALE COMPANY, 721 S. Michigan Ave., Chicago, Ill. (Continued on next page)

Free to accept order — Writer of plays and musical numbers. Nine years' experience. Announcer, front office girl, stenographer. Has traveled. Will write or available for interview. Address C. R. MILLER, 4200 Cathedral, Baltimore 15, Md.

Valet, Personal Secretary — Do Central. Excellent general training. Age 23-25, neat and attractive. Phone: Valet 322, Ritz Hotel, Kansas City, Mo.

Gardiner, Miss, May, Hairdresser — Wearing assemblies, bridal, pageants, tours, etc. Accomplished in costume, makeup, hairdressing, etc. Will travel. Box 205, National Valet, Chicago 1, Ill.

At Liberty Musicians

"Hot" Trumpet—Good

For sale or rent. All men for sale. F. C. H. Miller, Chicago 2, Ill. Will rent or sell. 305 W. Washington St., Chicago 6, Ill.

Rink Organist — Exquires bright young man to replace present organist. F. C. H. Miller, Chicago 2, Ill.
NOTICE

Because of the serious paper shortage, letters, etc., will be advertised on this list only one time commencing January 1, 1944.

In the event that you are having mail addressed to you in care, it will be to your advantage to look for your name in each issue of The Billboard.

MAIL FORWARDING SERVICE
THE BILLBOARD PUBLISHING CO.

USE PROPER POSTAGE
ON HOLIDAY GREETING CARDS

When mailing holiday greeting cards in care of The Billboard be sure to use first-class postage 13 cents per ounce if they are over 5 ounces. If either the envelopes are sealed or unsealed, it is better to enclose them in a closed and sealed under third-class postage (3½ cents per ounce) cannot be forwarded and therefore must be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.
Official Text Tells the Story & Sets Prices

(Following is the complete text of Of-
High Luster Plain Bear

JERRY GOTTLOBE
303 Fourth Ave., New York City

GLASSWARE
291-1 Centraor, Orc...$2.50
753-12 Centraor, Orc....$4.65
753-13 Centraor, Orc....$5.09
753-14 Centraor, Orc....$5.45
753-15 Dinner Pans...$6.95
753-16 Dinner Pans...$11.00

HOE CLOSE OUT
Job Post Cards, Cards, Grace, Avail. 10c.
SLIM USERS, write for list of American Shrun & Cusa Northвл.

LEVIE BROTHERS
Yiël HAYUTE. 250 Great Market House. Wl. & M. O. B. N. Y.

FUR COATS
LOWEST
JACKETS
PRICES
capes & SCARFS
ALL SIZES! ALL STYLES! Our new 1945-1946 Furs on our greatest. Write for our latest catalog of but furs you ever saw. Furs at all times available. Write for finest catalog. 4000 Furs guaranteed genuine. H. M. FUR CO.

HINTS WILLIAMS NOVETY CO.
1033-1035 Mission St., San Francisco 9, Calif.

FUR COATS & JACKETS
Buy Direct from the Makers
Write for Free Catalogue.

MURRAY SIMON
109 S. Fifth Street
Brooklyn, N. Y.

COMIC CARDS
Over 50 Cards and Folder, all 4 to 6 cards of every issue. Cost a $2.00, 426 for 2 days post, to any part of the u. s. M. & M. CARD CO.

PAPER MEN
Well-known names for every Rate in T. L. S. A. published, large cosmetics, but all attractive, fast, neat, robust and vigorous. Send 5 cents for any size wanted.

Rohde-Spencer Co.
232-225 West Madison Street Chicago 6, Ill.

MILITARY INSIGNIA JEWELRY
FAST SELLERS FOR NOVELTY STORES,
CONFECTIONARIES, ETC.
4611—Gold Plated Sterling Silver Heart Locket with
Mother of Pearl and 1 1/2 12 Kt. Gold Filled
Brooch. 30.00 net.

New and exclusive—exclusive—exclusive! For that number of your customers who subscribe to the service men, here is a way to make lots of money! Complete line of military insignia of every type. Over 2000 styles. Everything including stamps, etc. Send 5.00 for catalog. MURRAY, N. Y.

H. REITER

SWEETHART “V” BROOCH

MURRAY SIMON

THE BEST BUY IN THE WORLD TODAY
WAR BONDS and WAR STAMPS

OUR WISHES WILL COME TRUE—QUICKER—WITH THE
CONTINUED PURCHASE OF WAR BONDS AND STAMPS
BY ALL OF US. LET'S HELP IN THIS WAY TO MAKE
THE NEW YEAR THE LAST YEAR FOR THE ENEMIES
OF "PEACE ON EARTH TO MEN OF GOOD WILL,"
AND WHEN VICTORY IS WON AND PEACE PREMIUMS
SUITES AGAIN PREVAIL, REMEMBER THAT OUR SUPPLIES
AND FACILITIES TO TAKE CARE OF ANY POSSIBLE
REQUEST OF OUR CUSTOMERS WILL BE AT
YOUR SERVICE IN BETTER AMOUNT THAN EVER BEFORE.

ROHDE-SPENCER CO.
223-225 West Madison Street
Chicago 6, Ill.

HUFF
303 Central Ave., New York City

MERCHANT

Popular Items

Insignia Rings

McGee Jewelry Company, Cincinnati, has some good-looking, heavy sterling gold rings that the boys in the service are really going for. The automatic cost of insignia of six different branches is mounted in either gold or silver on these rings for servicemen and women, too. For a ring for members of the WAC, The Firm leaves the leaves and flower petals as real. These rings would make good Easter gifts to follow up on the identification bracelets so popular for Christmas gifts.

Glass Ring Mold

A large (one-coupons) ring mold and set of six individual (five-century) molds are offered by Hickey & Company, Buffalo, N. Y., for those who will take to them. These are all-eyeworn, self-assisting "all-purpose," guaranteed heat-resistant, metal ring molds for making hot or cold clothing they won't want to go back to metal again.

CARRYALLS

Joseph Rogl, Chicago, has some handy leather bags made with leather drop handles, reinforced bottom with metal side arms and zippers. They are perfect for the carryall type. These are well known for their long use and there are many who prefer this style to the leather types.

For Milady's Hair

Throw, butterfly, feathers, flowers and birds seem a permanent part of Miss America's coiffure now, and every girl wants an ornament to complement separate outfits. Pancer Brothers, New York, has an unusual assortment of such hair trims on combs to be instantly made glamorous in bouquet, flower and bow designs.

Shell Game

Not the old one, these are brooches, earrings and rings made up with genuine pearls in a new and different look. They're made of a Maryland California insert shell, beautifully fashioned into a costume jewelry that should be particularly good in spring lines. H. W. Johnson, Los Angeles, is offering them.

Nudie

A look that never looks out of date. A look that never seems to change. "Nudie" is the name of the game. A name that you can use because of the many different styles and ways to wear it throughout. Send 5.00 for this catalog. NUDIE COTTON MILL, 3141 12th Ave. Los Angeles, Calif.

R. NOLAN

Jewelry Manufacturers

BROOKLYN, N. Y.

M. REITZ

1257 Broadway
New York, N. Y.

KINSLEY'S STAMP CO.

781 W. 23rd St.

KEEP IT FLYING

SEND 5.00 FOR SAMPLES OF FOUR ITEMS!

TREND CREATORS

1265 BROADWAY
New York, N. Y.

Copyrighted material
WATCH ORDER DETAILS

CONTRACT Form page 64)

Please fill in all information. This letter will be sent to each member of the original group. Orders for individual items must be accompanied by check, money order, or bank draft.

(b) On or about December 15, 1943, if you are selling pin-cushion, cylinder or checkbook watches for personal use, you must notify in writing every such purchaser at the time of the first shipment to him of the existing prices. You must also notify the purchaser that the bid which is at

(c) Credit charges for the extension of credit to each account may be added to the retail selling prices established by this regulation only to the extent provided in section 3 of this regulation.

(d) Sellers who in March, 1943, extended a separate credit to each account may also extend a separate credit charge for the extension of credit on sales under this regulation, not exceeding such credit charge as is permitted under the terms of the same class of common or similar terms of the same class of purchases.

(e) An extension plan sale as in the case of sales of certain types of appliances, if it is not possible to secure an adequate financial guarantee, may be made in installments of not less than $10, and not more than $50, with the balance to be paid in full within 30 days. In no case shall the balance be paid in installments of less than $10.

(f) All charges for the extension of credit shall be quoted and stated separately, and the amount charged shall not exceed the separately stated charge for credit extended at the same plan charge on a similar line on the same day as the extension of credit is made in March, 1943, by the seller to the same customer, who made such a repayment plan sale.

(g) An extension plan sale as in the case of sales of certain types of appliances, if it is not possible to secure an adequate financial guarantee, may be made in installments of not less than $10, and not more than $50, with the balance to be paid in full within 30 days. In no case shall the balance be paid in installments of less than $10.

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LUMINOUS RELIGIOUS FIGURES & FLOWERS by Nite Cloe

We are now designing our new Spring Line for 1944 and we announce its completion soon, Watch for our Religious Figures with Clear Life-like and Distinctive Features.

$15.00 Lighted SPring Figurines 2-A Colors.

LADIES CRUCIFIXES 7.25.

LADIES, GENTLEMEN, SPOUSES. CRUCIFIXES. 2.75.

Lighted JESUS GLOWS 8.50

ROSE PETALS AND FRUITFUL FLOWERS

$4.50 IN BOX'S.

FRUITFUL FLOWERS 9.50

RELIGIOUS FIGURES.

$1.00 All Sizes.

LADIES M JEWELRY, Imported Pearls, Diamonds, Rubies, etc. 1.50.

JEWELER'S SHOP, 43 W 42 St., N. Y. C.

NITE CLOE PRODUCE CO.

105 W. 97TH St., N. Y. C.

We are ready to supply all orders for Lighting and Other Religious Figures or Special Line of Any Kind.

GENTS' WRISTWATCHES

No Jeweler with Swivel Barometer, Scale, Clocks, Tachometers, or Kilometers. 57.50 & Up.

4 JEWELS, Waterproof, with Crown, $16.75.

LADIES & Gents' MILITARY WATERPROOF WATCHES 3.75.

4 JEWELS, 15 Jewels, Waterproof, 5.50 & Up.

JEWELERS, 7 W. 42 St., N. Y. C.

POCKET WATCHES, Nickel Co., $6.75.

LOUIS VAN ZATZMAN

125 W. 39 St., N. Y. C.

All sales tax paid. All orders now shipping.

JEANS, Club, Full, Snap, Nockers, Schiffers, Dept. 151, Messrs. Lytton, Manufacturers and Shippers, New York, N. Y.

BLEAKE SUPPLY CO.

218 E. 246 St., LITTLE ROCK, ARK.

FREE! 1944 WHOLESALE CATALOG About 2000 Tested Sellers

For buyers of all kinds and sizes, this catalog contains 2000 tested sellers for various types of goods. It includes many leading firms in the jewelry, costume, and novelty lines, as well as many others. The catalog is a valuable source of information for anyone interested in these lines.

JEWELRY SHOWS FAIL FOR HILLIBURY TIMES

PHILADELPHIA, Dec. 18—Music and costume on the wide and open courts of Hillibury, a city of music machines but also has shown its influence in the merchandise and novelty field. It wasn't so long ago, that local merchants couldn't give away any novelties or favors with a regular flavor. But today, as the city of Hillibury beomes better known, there is an increase in the demand for anything that has a connection with a city.

HILLIBURY TIMES

Gentlemen.

Gentlemen.

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BARGAIN FINDS

MILITARY INDIANA JEWELRY PINS

TOMMY GUN — $1.25 just $1.00

BARGAIN SET OF 600

FREE 500 IN MILITARY PERIOD

$21.00

$100.00

MEN'S TIES — Lustr pattern. An American

brand. 100% Silk. $1.50 each—4 for

$6.00.

BOY TIES — $1.00 each—12 for

$9.00

FREE 100 SAMPLES

FREE DESK SETS — Garden Prize, 50c

 individually boxed. $9.00

your

$5.50

order.

FREE MEN'S TIES—Lustr pattern. American

brand. 100% Silk. 4 for $3.00.

FREE DESK SETS — Garden Prize, 10c

individually boxed. 1 film. Extra-

view. 10c each.

FREE DESK SETS COMPLETE $7.25

ZIPPER UTILITY CHUCK-IN.

Condition guaranteed. Free hold-

WORTHY. 3 for $1.00.

$6.00

DIME SIZE ROSES — 10 for 10c,

25c per dozen.

$1.00

ALAMANDA LAVENDER — Complete.

cub. yd. $1.00, truckload $100.00.

TOO GOOD TO BE TRUE.

$6.00

BOZER MILLIONS — 100 for $1.00,

25c per hundred.

$1.00

BENNETT.. Silk, Crinoline, Tastel, Cor-

22.50, 25.50, 52.50. Boxed.

$1.00

CATS' EYES SOX — 1 pair, 2 for 10c;

25c per dozen.

$1.00

RESEALING & DENTAL CREAM — 1 Do.

ing to

$1.00

BLAINE & WOODS (4 Prices)

$1.00

BETHEL & SONS

323 Halsey St.

24th & 25th St.

N. Y. C.

BEAVER & CO.

132 West 25th St.

NEW YORK, N. Y.

GRISWOLD MANUFACTURING CO.

1183 Sixth Avenue

New York City 19, N. Y.

Phone Bryant 9-0239

SALESBOARD USERS! 8 AND 9 AM.

WATCHES

The Cinnamons with 1800 Rule Board

$24.98

1000 Page. $10.50

Lowest prices in town.

$0.50

COST PER DOZ. $29.75

SEAFOOD PRODUCTS CO.

270 West St. — NEWARK 5, N. J.

GLOWS LIKE A STAR

LUMINOUS FLOWERS AND STATUES

WHEN THIS WEEK'S SPECIAL OFFERS

Ends.

The Cinnamons, 6 ft. Multi of assortments, includes

laid and boxed assorted with bracelets.

$18.50. Complete line of gifts, 5 doz.

$6.50.

Order sets with night light for a second

Do not forget our low prices and high

quality. Write for free book of prices.

SARLLOW MANUFACTURING CO.

38 East 34th St.

New York City 17, N. Y.

For ENGRAVERS

— CARTEDOJ JEWELRY

— COCONUT SHELL MEDALLIONS

— BROOCHES & BRACELETS — NECKLACES

Send $10 for Sample Assortment.

MILLER CREATIONS

6328 Avenue Ave.

Chicago 37, Ill.

For SALE

NAME PLATE TAPE

Used on Telephone Switching Machine.

$3.00 PER BOX

PEERLES VENDING MACHINE CO.

150 W. St. — NEW YORK 14

$3.00

December 25, 1943

THE BILLBOARD

70

MERCHANDISE

Tax Bill Delay

WASHINGTON, Dec. 15 — The

work of sending loan leaders try-

ing to get the 1943 tax bill pos-

ted pretty well for January 1.

On Thursday the Senate Finance

Committee changed its stand and

began increasing the tax bill by

adding excise taxes to some ex-


citents. Reports said that com-

mittee conference would probably

start at midnight Friday to work

out a tax bill that so that it could

not be passed this year. The bill

as seen December 16 would take

place the 6th on furs and jewelry

at 20 per cent of retail price. This

rate on bags and handbags was

15 per cent of retail price. Due
to new attitude of committees, changes

in proposed sales may be

reported from day to day. Leaders

are trying to get Congress to recon-

sist December 21.

Customer’s office requires reporting

duties and payable to that office

concerning interests already
delivered by the customer in

trade-mark, commercial

printings and labels and agreements.

Harry Better reports his firm is pre-

paring a new line of service flags

and pennants which will sell in

the market right after the end of

the year. The company also calls

"Glory" and "Pledge" banners are

still selling very strongly and

producing high volume returns.

MYRTLE HOLT sold her sandwich

stand in order to have more time

and was working with

Peppie La Rote at a State Street

restaurant in

4th. . . . Charles C. Smith was work-

ing oiler in Kansas City, Mo. . . .

George and Martha Barry were operat-

it" and Springfield, Mo. . . . Bleton

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Copyrighted material
Palmistry

By E. F. HANAN

Charm changes have gone into the art of palmistry, a science of the palm of the hand since the day that the day-dreaming mind finished out the other, but still returns with dreams that come true, to seek knowledge of the palm, to discover the坐在 oceans of the future and to achieve.

Palmistry is a science of the left hand, one of the most accurate and one of the least understood sciences. The left hand is the one hand that contains the entire palmistry of the human hand. Man flies through the air, finds it all over the earth, but still returns to his dreams of the future, to seek knowledge of the palm.

Man is a creature of imagination, and is ever willing to hear new and interesting stories about the world of the future, to seek knowledge of the palm, to discover the secret of the palm.

Man is a creature of imagination, and is ever willing to hear new and interesting stories about the world of the future, to seek knowledge of the palm.

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LETTER LIST

(A continuation from page 63)

WELLBORN, W.
Wells, W.
Weston, W.
Werner, C. F.
WILLIAMS, R.
Barone, E.
Kin, E.
Eagle, K.
kiele, L.

Wet and Mail

(M. A.

MAIL ON HAND AT

WILLS, M.
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Ballyhoo Bros' Circulating Expo
A Century of Profit Show

By STARLE D. BELL

CHICAGO, IL. December 11, 1945, Dear Editor:

The Ballyhoo Bros, who brought their private car for the meeting, were up against it for the move to South America, where they hoped to spend the winter. After a couple of days they had to cancel their plans due to the high cost of transportation.

Pete Ballyhoo, who was staying in a hotel near the railroad station, ordered a taxi to take him to the circus grounds. After a brief conversation with the driver, he got into the car and began to talk about his plans for the winter. He explained that he had arranged for a ship to take him from New York to Buenos Aires, where he would spend the winter with his family.

At the circus grounds, Pete Ballyhoo was greeted by a large crowd of performers who were gathered around the main entrance. He was introduced to the manager of the circus, who gave him a tour of the facility. The manager explained that the circus was divided into several sections, including the main ring, the Wild Animal Building, and the rings for different types of acts.

As they walked through the building, Pete Ballyhoo was amazed by the variety of animals and acts on display. He saw elephants, tigers, and monkeys, as well as clowns, singers, and dancers. He also met with several performers, who were eager to tell him about their experiences in the circus.

After the tour, Pete Ballyhoo went to a restaurant to have lunch with the manager. They discussed the current state of the circus business and the challenges faced by circus performers. Pete Ballyhoo offered to help with any financial assistance the circus might need.

At the end of the meeting, the manager thanked Pete Ballyhoo for his support and wished him well for the winter. Pete Ballyhoo promised to return in the spring and help with any future projects.

Pete Ballyhoo ended his tour of the circus grounds by watching one of the performances. He was especially impressed by a group of clowns who performed a hilarious routine involving a large stuffed animal and a bucket of water.

Overall, Pete Ballyhoo was thoroughly impressed by the circus business and the performers who work in it. He left the grounds that evening with a renewed sense of appreciation for the circus as an art form and as a cultural institution.
KEEP FIGHTING

In this issue the entire amusement world joins in expressing its patriotic spirit and especially in boosting the war effort thru U. S. War Savings Bonds. The coin machine industry is counted as an important part of the amusement world and hence shares in all the honors and privileges of helping carry on to victory.

It should be kept in mind at this particular time that buying bonds is only one important part in winning the war. Those charged with the responsibility of planning military action feel that the biggest part of the fighting is still to be done. So the proper spirit for all patriotic citizens is expressed in the slogan "Keep Fighting."

Every member of the coin machine industry should give this idea consideration and show no let-up in all the patriotic work that has been done by the industry up to the present time. Leaders of our armed forces have time and again warned the American people that the real danger now is a letdown in morale on the home front. All of our leaders feel sure that victory will come in due time. It will come much quicker if the home front keeps fighting. Military leaders report that members of the armed forces in all parts of the world quickly feel any change in home sentiment or public morale. This is much more true now than in the last war. Members of the armed forces on all the fighting fronts are kept informed by radio, newspapers and letters from home, and they quickly re-act to what people are thinking back home.

In order to keep up the fight and bring the war to an end as quickly as possible, perhaps the first big job is to give as much attention as possible to boosting the morale of the men on the fighting fronts. This calls for direct action in whatever ways it can be done, whether by letters or by keeping up our home fighting spirit and in keeping ourselves informed on what is the best thing to do.

Another important factor on the home front is the present fight against inflation. The country has done well up to the present time in controlling inflation to some degree, but there are still serious danger signs that inflation may gain terrific headway at a time when it would soon re-act on the morale of the fighting forces. It should be kept in mind that a lot of the men in the armed forces are looking forward to the future when they will be coming home. So are the families and loved ones of the men at the front. If inflation should gain headway now, it would be a serious obstacle to getting our fighting men home and getting them set into jobs when they have won a victory for us.

The coin machine industry is a minor industry, but it still has a part in controlling inflation. For one thing, it calls for full co-operation with the OPA and other government agencies who are doing what they can to control a powerful force in the nation.

The morale of the home front will undergo another strain during the coming year. It is probable that the fighting by the armed forces will get much harder.

Most of the patriotic work done by the coin machine industry has been of a local nature. Members of the Industry and their families living in all parts of the nation have performed many valuable services in their own home communities. These separate good deeds do not make a big story, but considered altogether they add up to a great accomplishment. The industry can assure the leaders of our country that they will keep up this fighting spirit on the home front until victory is complete.
Cleveland Teen-Age Club names "The Juke Box"

CLEVELAND, Dec. 18.—The grand opening of "The Juke Box" at 731-733 Lorain Avenue, Cleveland, is scheduled for New Year's Eve for teen-agers. "The Juke Box" is the brainchild of the West Side YMCA, the Welfare Federation of Metro-Cleveland in assisting students from high schools.

Construction work is being done by the teen-age group which also named it. The juke box is in place and already plays tunes of all the latest favorites in songs, dances, drinks, candy, petelets and joke books. Records are also available to teen-agers when the night club opens.

Too Few Turkeys, Board Men Offer Substitute Prizes

ED JONES, N. B., Dec. 18.—The record breaking lack of ability of community-minded organizations to bring about the sale of other goods besides turkeys in Indiana and Southern Indiana.

In our own immediate area, turkeys have been so scarce and the price so high that many families in this territory,turkeys have been the most popular top prize for distribution winners.

Because of the inability to get the birds at anything like reasonable prices, individuals at local stores, board

Donated for boards has been excellent and the results have been
hens, housework, decent, beverage 클럽, lattes, coffee, etc. In some instances, magazines for children are offered for one or several of the board prizes.

These board operators who are offering turkeys among other prizes, have been selling out the boards promptly.

It is believed to take plenty of chances on anything that would lead to a better picture for Christmas or New Year's Day. Indignities are that tremendous families will have no turkey on either holiday because of the non-commissioned soldiers' high prices. Children, dogs and geese are being subsisted by board operators, who have been purchased from the various stores.

New Year's Day will be a great day for these children. The new looks and dresses are being sold and many people have purchased for New Year's Day. These gifts will be distributed to those who have been awarded turkeys and clothes as the reward for the sagaciousness of the board operators.

Harris Represents Monarch on Coast

CHICAGO, Dec. 18.—Appointment of B. Stomsmon Harris as Wind Coast sales agent for the Monarch Manufacturing Company is announced by Al Stern, Monarch, Los Angeles. Harris is on the staff since May 1 at 640 S. Hoover Street, Los Angeles. The opportunity is a tremendous one for the man with a sales record and the ability to sell.

In addition to his duties as Monarch sales representative, Harris also has extensive West Coast sales rights for a trade magazine and he is the only one that makes the sales and office visits to the West Coast.

EDITOR'S NOTE: A general picture of the coast market industry's role in service, and the listing of War Bond purchasers during the Billboard's Bookshop, is open now. The point of this issue.

CINCINNATI, Dec. 18.—Reviewing one of the highlights of the year this issue reveals outstanding contributions to America's second year of war by arms and individual in the field machine industry.

At the top of the list belongs industry personnel who served in the armed forces of the United States. Operator and distribution organizations with the promotion have given almost every elementary man, manufacturer, too, has played heavy quota of support, many exhibiting during the first few weeks of the war when coin machines factories were among the first to be affected by wartime regulations.

While it cannot be completely stated, the belief exists that the coin machine industry has provided the most percentage of men for the armed forces than any other industry of similar size.

Production of war materials is another major accomplishment by the coin machine industry, with approximately 300 listed manufacturing firms, which produce coin machines and allied products in percussion, believing to have participated 180 per cent over the year prior in 1942.

Outstanding Activities

Other outstanding activities by men, which contribute to America's war effort during the year include the following:

Purchase of bonds and sale of War Bonds.

Promotion of campaigns of various localities to sell War Bonds.

Participation in community activities such as civilian defense, bond drives, scrap drive, entertainment services, etc.

Use of stores, office space and equipment and supplies to aid centers, canteens, Army camps, etc. Lives of space and posters, brochures, pamphlets and classes.

Use of industry developments in various instruments of war.

Use of certain machines and principles for training draftmen.

Deductions of July of teen age clubs which omit conditions of prejudices and delinquency in war.

Regarded as one of the nation's smallest industries in terms of numbers of factories, the coin machine industry is believed to have contributed many large industries in terms of physical volume and total products produced. Two recent highly accep-

In this respect, first, more production machines have been employed by large business machine firms before the outbreak of war; second, technical skill and knowledge of coin machine engineers and workmen were of the type most needed in certain precision production.

War Causes Expansion

In addition to war production by factories which produced war machines and allied products before the war, a number of new plants have been formed by men in the industry for the purpose of doing war work.

Many factories have been expanded and tripled in size. Some firms have built or leased additional plants to accommodate production needs.

A few distributors have expanded their drop facilities to require additional space and equipment in order to perform war work.

(EDITOR'S NOTE: Information of a confidential nature concerning the activities of smaller coin machine firms and those in allied industries, is expected to be available for publication in the annual "Coin Machine Industry" issue of "The Billboard" next February.)

It is significant that Army-Navy "E" presentations have honored six coin machine war plants.

A glow of pride pervaded the entire industry at an important convention of the National Machine Manufacturing Corporation received the first "E" awarded to a coin machine firm. It is the belief of the association's officers that "the highest tribute that can be conferred upon any company engaged in war production."

The "Army-Navy Award," according to the dinner program, represents "recognition of exceptional performance during the Second Year of War on page 333.

PRODUCTION HONOR ROLL

Of Coin Machine Industry

The Army-Navy "E," emblem of highest production honors, has been awarded to the following coin machine manufacturing firms:

STONE MANUFACTURING CORPORATION

MAY 14, 1943

PACKARD MANUFACTURING CORPORATION

CAMP COCHL

WATLING MANUFACTURING COMPANY

MAY 19, 1943

L. P. SEHDELL MANUFACTURING COMPANY

THE KENT MANUFACTURING CORPORATION

OCTOBER 19, 1943

LION MANUFACTURING CORPORATION

THE "Bell" Plant

OCTOBER 30, 1943

ANOTHER WEEK NEARER VICTORY!

President Harry S. Truman

INTERNATIONAL MUTOSCOPE CORPORATION

44-01 ELEVENTH STREET

LONG ISLAND, NEW YORK
ATTENTION, PANORAM OWNERS
CONVERSIONS FOR PANORAM TO PEEK, $35
IN LOTS OF 6, $30

A. B. WOOD
EL DORADO, ARK.

FOR GUARANTEED SPACE EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLDG.
CHICAGO 12, ILLINOIS

FOR SALE
POP CORN MACHINE
MAKE BEST OFFER
BOX No. 542, care The Billboard, 1504 Broadway, New York, N. Y.

TO WOOD
A. B. RIFLE RANGE
Complete in Good Condition.
WM. JOHANNSEN
1236 Oak St.
San Mateo, Cal.
**SLOTS AND CONSOLES**

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<tr>
<td>Mills Three Bells</td>
<td>$1.35</td>
<td>Buckeye Track Odds Sc 5c</td>
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<tr>
<td>Mills Four Bells</td>
<td>$2.55</td>
<td>Buckingham Slot Machines</td>
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<tr>
<td>Mills Jumbo</td>
<td>$2.55</td>
<td>Rolltop Machine 25c</td>
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<td>Mills Joker</td>
<td>$2.55</td>
<td>Pocket Machine 10c</td>
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<tr>
<td>Mills Silver Bell</td>
<td>$2.55</td>
<td>Coin Changer 10c</td>
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<td>Mills Novelty Lamp</td>
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<td>Novelty Lamp 10c</td>
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**MISCELLANEOUS ITEMS**

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<tr>
<td>Glass for High Hands</td>
<td>$1.35</td>
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<tr>
<td>Glass for Top Jig</td>
<td>$1.35</td>
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<tr>
<td>Front &amp; Back Glass</td>
<td>$1.35</td>
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<tr>
<td>Chute for Club Bell</td>
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<tr>
<td>Crane Chute for High Hands</td>
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<td>Crane Chute for Top Jig</td>
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**ARCADE EQUIPMENT**

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<tr>
<td>Chicago Coin</td>
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<td>Rolfe Coin</td>
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<td>25¢ Deposit With Order</td>
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**WANTED—SKEE BALLS FOR SALE**

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<td>12 Balls</td>
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<td>4 Balls</td>
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**WANTED—KARAOKE MACHINES**

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<tr>
<td>Sylvania</td>
<td>615</td>
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<tr>
<td>JVC</td>
<td>1200</td>
<td>$1,600.00</td>
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**WEINSTEIN AUCTION**

110 West 42nd Street, New York, N.Y.

**WANTED**

- Old Model 244G Tube Users
- 244G Tube
- 244G Tube Set
- 244G Tube Repair

**ATTENTION, 244G TUBE USERS**

Available now, a perfect solution to your tube needs—completely assembled at all selected Cables and Remote Music Equipment. You can use a 244G tube, which is a color development and a complete conversion of all switching and remote music equipment. Please look at the catalog, and you will see price list for all the items needed. Send $14.50, including 2412 Tape, to 244G Tube User, 131 West 42nd St., New York, N.Y.
4-Month Trial Period Boosts Plant Output

Twin City Plant Reports 22% Increase—Illinois Factory Tests Music

MINNEAPOLIS, Dec. 18—The pair played by a phonograph in stimulating the war production, reducing absenteeism and creating bigger plant personnel as the Twin City Ordnance plant has established.

The words were...
Cincy Ops Have War Stamp Tree at Yule Party

CINCINNATI, Dec. 18.—Talk of service debts, installations and positions were heard in the Cincinnati Christmas party sponsored by the Cincinnati Automatic Phonograph Salesmen's Association held in the Westin Hotel here, December 18. A patriotic spirit was shown with the box price, a Christmas tree decorated with $5 worth of War Stamps. It was used by A. W. Barnett, of Barnett Automatic Company. Displayers for the ladies were supposed to hold cards of stamp bears as the men received books in which to place the stamps and a card for the money generated by the gifts. This novel idea is the creation of Ed Biggers, Wisco Bevelty Company, chairman of the Christmas party committee. He had Paul Mock, Edge Bevelty Company, and Carl Feller, Foller Pin-It Shop, serving with him on the committee.

In addition to the committee, some of the large guests and members of the association were: Ben Royer, Bishop, Diamond Vending Machine; Van President Charlie McKimney, Deal Specialty Company; Secretary-Treasurer Charles Kiner, Auto Sales Company; Secretary Mrs. E. Bailey; Mrs. Ruth Evendall, Crescent Bevelty Company; Harry Beglewicz, H. & D. Mfg. Company; Hy Ginnwall, Interstate Novelties Company; Max Eisen, Ed Wolz Automatic Company; John Nicholas, Nichols Music Mfg. Company; Harry Koss, Art Distributing Company; Sam Birns, William Fitzgerald, Harry Zinslow, H. & D. Mfg. Company; Harry Stover, Sam Gerson, Sam Hill, Perry Lowry, Tom Ruan, Mrs. Paul Schoppeberger, Mr. Helen Winterholzer, Sam Oaktree, Tom Shuster, and Eazy Hillman, Julie Pink, Jack Schettini, and Alvin Riehle, and Phonograph Reproduction was presented by Rudy Lesman, Richmond, and Mrs. Missouri Kinney, pinata.

Jake Box Entertainers at Baltimore Navy Canteen

BALTIMORE, Dec. 19.—A Jake box provided three digits made in the new Navy Canteen on St. Paul Street. The dance floor, with its jake box, is in the center, where several costumers pretend dancing by several amateur dancers and soldiers.

MUSIC IN THE NEWS

(Continued from opposite page)

Senator Bennett, music director of the show, said that President Roosevelt had the biggest audience for the music at the Canteen.

The story of McDivitt's most famous stunt was in popularizing it as the basis for the film, "The Man with the Movie Camera." The stunt, later described by McDivitt as "a jake box," was used in the film as the subject of a popular song, "Joy." The film was released in April.

On December 5, the jake box was exhibited at the New York World's Fair. It was sold to the Department of War for $5,000.

The jake box is a popular form of entertainment in the United States. It is similar to the old-time "jake box" and is used in amusement parks and other public places.

USED PHONO NEEDLES RE-CONDITIONED

They will be RE-SHARPENED PERFECTLY! They are sold new at almost $1.50 on your needle cost.

NEEDLES RE-SHARPENED

15-50 per needle $1.50

Re-Sharp Needle Service

P. O. Box 1202, Des Moines, Iowa

A PROFESSIONAL SERVICE

TEN PIECE UNIT A. M. I.

Written Music for Sale. Easy Terms.

Royal Music Co.

532 Central Ave. CHICAGO, ILLINOIS

AMUSEMENT MACHINES (MUSIC)

Powder Puffin' Tretties at Mills

ALL WAR WORK and no play is not the case at Mills Industries. In Mills Pin-Up Girl Contest. Leading at right, the winner.

MUSIC ROUTE FOR SALE--NORTHWEST IOWA

About 45 Phonographs, Wurlitzers and Seeburgs. All in excellent condition. Operating on profitable basis. Price $1,000.00. Panel trucks and extra tubes and records if desired.

TED SCHON

Lavelle, Minnesota

PERMO is happy to cooperate with the U. S. Treasury Department and The Billboard in their Bondbardier Drive.

"THIS CHRISTMAS GIVE THE PRESENT WITH A FUTURE"

PERMO, Incorporated

6415 Ravenswood Avenue, Chicago 26, Illinois

World's Oldest and Largest Manufacturers of Long Life Phonograph Needles
GASOLINE OUTLOOK — A high-ranking government official and a war agency head made split statements last week regarding the nation's gasoline supply. Neither of which is designed to dissuade commercial or private automobile operators.

The Petroleum Administration for War issued a statement that prospects of increased gasoline supplies for civilian use early in 1944 are extremely slight. In fact, it was said, unforeseen military requirements might make it necessary to reduce motor fuel allotments in some areas.

Quotas are entirely dependent on war needs, according to the administration, and a sudden acceleration of activity in any fighting zone might require quota reductions in the supply areas back of shipping points on either coast.

Robert L. Yost, PAW administrator, has said that military use of gasoline, particularly high-octane airplane fuel, will increase during 1944 in both the Atlantic and Pacific war theaters.

Price Administrator Chester Bowles warned that another cut may be made in civilian gasoline supplies as the tempo of operations in the war against Japan.

"Already four out of every 10 gallons produced on the Pacific Coast are going to war," he said in his radio address. "As soon as the offensive against Japan is increased in scope and intensity it will take half of our West Coast gas." He said that while at present more than three out of every 10 gallons produced east of the Rocky Mountains go to the armed forces, this proportion may be increased to four gallons as more men and more weapons are sent overseas.

MENTAL SURPLUS.—Basing of government controls over several once-military items in prospect as gasoline supplies replace once acute shortages, Army and Navy questions are needed before the War Production Board can modify policies accordingly.

Government controls to allow for bad insurance strategies remain.

Listed as super-critical only a few months ago are now available in ample quantities for all direct and indirect war needs. Among such metals are copper, lead, zinc, cobalt, aluminum, molybdenum, vanadium, and others.

These scarce supplies, although adequate for any emergency, have been built up by industry and government. Except for major critical metals, tungsten, and lithium, millions of dollars' worth of strategic metals are included in these stocks.

PRIORITY PROGRESS.—As a result of recent government measures, American industry now 

has an organized program and a new drive by industry and government for the manufacture of all materials needed in the defense effort.

Confusion has prevailed in the past, according to Dr. Drumright, president of Civilian Conservation Commission of America, "American industry," he said, "has done an exemplary job in adjusting its activities to the requirements of the war effort. We have to do it in the future." It was reported that the government will issue a statement on the gasoline outlook for the coming weeks.

GOING STRONG — My Heart Tells Me... (Clyde Rogers) — Dec 18, 1943
JAN CARR (Bob Davis and Quintet) — Hit 7070

Last week this tune promised to be over the hill in short order—and this week It kept its position on the Radio Center charts between the Guar by Gray and others, or Gray continuing to pull up the majorities.

PISTOL PACKIN' MAMA... (Clyde Rogers) — Dec 18, 1943

Their popularity must be credited to a great extent to the fact that it has been held as being for currency—while the last song was coupled with statements that the song by Guar by Gray will be deleted in favor of the majorities.

The board announced the authorization of the meetings of the other advisory committees, which when several problems that remained important in the promotion of essential goods and materials were reviewed. (See PRIORITIES on pages 82)

RECORD BUYING

Special reports received from Billboard representatives but not shown on records listed below are currently receiving the most play at all

American radio stations. These reports show the progress of the nation's leading music centers and are averaged together. These only records that are distributed nationally will show in the guide.

PUT YOUR ARMS AROUND ME, HONEY... (Clyde Rogers) — Dec 18, 1943
PLAY IT ALONG (Clyde Rogers) — Dec 18, 1943
WHITE CHRISTMAS... (Clyde Rogers) — Dec 18, 1943

VICTORY POLKA... (Clyde Rogers) — Dec 18, 1943

I'LL BE HOME FOR CHRISTMAS... (Clyde Rogers) — Dec 18, 1943

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

The Billboard's official report of the most popular records by Victor and Bluebird Records for the week ending December 27, 1943.

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

TUNE IN: RCA's great show, "What's News?"—A sparkling hour of music, laughter, news, drama, science, and more. Sunday, 7 to 8 EST, Blue Network.
GUIDE—PART ONE
According to The Billboard representative, who have been present and contacted to at least four large automatic phonograph operators in their city, the chart below is derived from records and indications are those records will eventually move into the most-played bracket on the opposite page.

COMING UP...

They're Either Too Young or Too Old... 

**COMING UP**

- **JIMMY DORSEY** (Kitty Kallen) ... Dec 1571
- **JAN CARVER** (Liza Minnelli) ... Hit 7069

Following right behind My Heart Tells Me, another tune from the recordable story score, this one is gaining the leading automatic brackets in a way that indicates possibly it is getting over. We've always been in favor of music and it's been a long time coming.

**THE DREAMER**

- **KAY ARMEN** (Balladier) ... Dec 1586
- **PETER PIPER** ... Hit 7061

The Warner Bros. Lucky Star picture has proven to be a lucky one for them, with three hit tunes establishing themselves as top collectors. This one started out in the favor of the three on each machine, but has now stopped and in favor in My Heart Tells Me and The Dreamer. It may be that the name bands on the title strips of the other two tunes have this to pass at this time.

SHOO-SHOO BABY...

- **ANDREWS SISTERS** (Vic Schoen's Orch.) ... Dec 1572
- **ELLA MAE MURCE** (Dick Watson Orch.) ... Hit 142

In its first appearance, this ditty is already shown on the charts of the popular 78s. It's got to be a success. In four different forms, this is the Universal's Three Chords for the Boys, it is sung by the Detroit identifier, that kind of version should keep it circulating for quite a while. Andrews Sisters and Ella Mae Morse versions are on a pretty even keel, with Berlin getting just a couple of mentions.

BLUE RAIN

- **GLENN MILLER** (Ray Eberle) ... Victor 20-1536
- **ELLA MAE MURCE** (Ray Eberle) ... Hit 30-0816

After being moved out of the top position a couple of weeks ago, Blue Rain gradually started to slip down in number of plays until now there's quite a span between it and the tune that once matched it. However, it's still drawing a very fair share of coin and continuing to outrank many other offerings.

Speaking of DECCA

K. F. WILKINSON

of the

UNIVERSAL AMUSEMENT COMPANY

San Antonio, Texas

**Write:**

Mr. R. N. McCormick

Decca Distributing Corp.,

617 Canal Street,

New Orleans, Louisiana.

Dear Mr. McCormick,

I want to take this opportunity to thank you and your local office headed by Mr. B. B. Bennett for having us during those trying times.

Our operations cover a great many of the Army camps installations here in Texas and we are sure that all of the thousands of boys in training in these camps appreciate the efforts Decca has made to keep us up and, in turn, supplied with the best possible music.

Decca's recognition of the automatic phonograph industry as being the heart and soul of the record business is most gratifying and I am sure that this far-sighted view point will make us all anxious to give your organization every possible help in the great post-war prosperity years to come. In our work distributing coin machines and phonographs throughout the entire state of Texas, we find that these sentiments are often expressed by the operators.

Thanking you again for everything.

Sincerely,

E. W. WILKINSON

K. F. WILKINSON

Thank you for your appreciation.
Technical Topics
Tiny Wire Brings War Fronts To Fireside Radios

CHICAGO, Dec. 18—War news from front lines of favorable fronts can be heard on broadcast radios with the development of the magnetic wire recorder which permits radio reporting without field transmission.

Col. Edward M. Kirby, chief of the radio branch of the army's bureau of public relations, recently explained the device to several hundred orienters attending a school-board conference here. Developed by Armour Research Foundation, Chicago, the magnetic wire recorder is solving the problem of from line reporting where transmitters are not available.

Sound may be recorded on steel wire 10 times as thin as a human hair, and can be played back immediately without the processing required of records, according to Col. Kirby, who explained that a master recorder, weighing 68 pounds, records 60 minutes of sound on a wire weighing about four ounces. The signal is then boxed into a box small enough for a plug, and into it into his pocket without bothering to wrap it or worry about breakage. The recorded messages can then be flown back to the nearest transit, pouched together, and put on the plane without air immediately. The master recorder has features which permit immediate play-back and the setting of any portion of the recording for broadcasting.

The field action is based on 110-watt alternating current and can be powered by a plane, landing biplane, a jeep or by batteries.

'Bull's-Eye of Light Enables Accurate Aerial Gunfire'

CHICAGO, Dec. 18—A compact gunfire finder at 400 miles per hour is possible for pilots using a new kind of gadget which throws a "bull's-eye" of orange light directly at the enemy plane. Control, Radio Electric, announced a tool bright enough for the purpose, after experimental flights proved that the light had to be bright enough to show up against brilliant news or bright cloud.

Simplifies Replacements of Hard-to-Get Radio Tubes

NEW YORK, Dec. 18—Replacing Hard-to-Get Tubes is the subject of an illustrated article in the January Popular Science which shows how simple circuit changes may permit use of other tubes in radio sets. Operators may be able to get some ideas from the principles explained in this article. In the same box, another article explains that re-education of audio amplifiers will readily step up the output of a radio detector stage or phonograph pickup to loud-sounding volume, offering room-to-room communication when using permanent-magnet speakers as microphones.

New Adhesive Agent Is Called Revolutionary

NEW YORK, Dec. 18—A new bonding agent that joins metals, or joins dissimi-
lar materials, that is stronger than the materials joined, has been developed by the United States Shoeless Company. Known as the Beadle process, the new adhesive is considered revolutionary in both war and peace-time applications.

With standard bonding machinery, the new adhesive makes it possible to withstand pulls of 1,000 to 3,000 pounds per square inch better than the bond between rubber and metal with- stood pulls up to 1,500 pounds per square inch with the same rubber bonding together.

The United States Shoeless Company uses include fabrication of airplane atmospheres, shock-resisting mattress, vibration dampers, mirror, instrument mounts, bonding of rubber or plastic insulation to metal cases. The adhesive is a hard paste which can be used in a press or a gun and is made of a heated plywood, to be formed into holding units, boat exteriors, furniture and automotive products.

Thermometer Type of Typewriter

CHICAGO, Dec. 18—A thermometer type voltage tester is a new tool for the radiomen of the war production manufacturers at the conference of the War Communications on Radio sponsored by the National Association of Broadcasters. Designed for use by all radio technicians who handle cables, this apparatus joins the voltage, frequency and type of current.

Standardization of Tubes

Approach at Current

Baltimore, Dec. 18.—Standardization of the equipment and parts, as long as it does not interfere with war production, was approved by radio manufacturers at the conference of the War Communications on Radio sponsored by the National Association of Broadcasters. In a general address, the conference adopted the standardization of tubes, components parts, instruments and other basic parts and the present discussion. Representatives of engineering and manufacturing firms agreed that standardization was a very important factor in the communica-

industry. The conference approved a plan for the establishment of a tube and component part committee to handle the matter. The conference adopted a plan which the War Communications on Radio will be handled in the same way that the Post-War Standardization Board handled the matter.

The conference adopted a plan which the War Communications on Radio will be handled in the same way that the Post-War Standardization Board handled the matter.

Priority:

The priority was placed on the development of the airplane, the tank, the ship, the submarine, the battleship, the destroyer, the submarine and the battleship, the destructor, the battleship and the destroyer. The priority was placed on the development of the airplane, the tank, the ship, the submarine, the battleship, the destructor, the battleship and the destructor.

Rainy Days

Jack Benny and Jack Benny's program, in announcing the band's first number, had that phrase "Chao, Chao" and that's what his listeners wanted. The important point is that it is the only one who understands that this is a rainy day.

Priorities

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AMERICAN FOLK TUNES and TUNESTERS

COYOTE SONGS, HILLBILLY TUNES, SPIRITUALS, ETC.

A volume of music information for photoprint bookers. The Billboard's Annual Talent and Tune Supplement is bound in the back several years each.

By GLADYS CHASINS

Hill AM effort to get some new tunes on the market from March 1st, Mrs. Henry Perry, Comox, who will put to test the strength of all-rural woodworkers, they're stacked against some name bands versions of the same tunes. Columbus, Ohio's main market center, out. It is reported that the coker will come out with some new tunes, as Mr. Perry will coin some of his Higher and Higher pics...胖胖，Van Wetteren, is War Labor Board panel lost last year for Mr. Victor and Columbia declares that those farms would be modified, and which it would/should send to the Senate Interstate Commerce Committee. The coker is going out of the record business sign with AM under the same artists, Louis and Christmas, but when that was still was sent literally by the trade, RCA Victor issued a ban to quell the rumors.

In AM's recent signed a new contract with RCA Victor. Boyd is in the midst of another brief visit selling our tunes thru our radio show, Western Hill Parade, over KGO, San Francisco, is a young lady with Mining's cosmic lounge in our lounge, and is a lady from our community and voice that will be heard.

A song that has gained momentum for Mrs. Dona Ford and Family, a Hillbilly couple featured on the radio show, 11 For You. "We're The Only Ones," written by E. M. Tubb, was first recorded by Tex Ritter, and later by many others. It has been a hit for many years, and is still popular today.

In Heaven for an Old Rockin' Chair, the story of the band's life and times, is available for sale. The band has sold out its previous records, and continues to be a popular choice for country music lovers.

Terrestrial Favorites

DESMOINES: Let's Start the New Year Right! Bing Crosby.

The Crosby version of a popular song, Des Moines, is a hit this year. Bing Crosby, known for his smooth voice and ability to sell a tune, is the perfect choice to get the year started right.

New Orleans:

New Orleans, December 18, 1943: A large number of very sought-after New Orleans city artists are making their time working in war plants in spite of mounting man-power and repair-part difficulties. Nearly every aggressive distributer on the market will also find the Popularity Chart a valuable listing of retail merchants under certain Parades.

WRITE-WIRE-PHONE

Sorry, no less than 12 of a number can be made. Consumer inquiries and sales reports may be sent through the savoy record co.

Savoy Record Co.
58 Market St., Newark, N. J.

WHO MAKES THE BEST SELLING RECORDS?

We don't make them all, but what Savoy Records makes, makes them. We are the record manufacturer in the U.S. A. and we're not alone. We have a record company, and we're happy to say that our records are against the ones that are put out by other companies. We are happy to say that our records are all over the 40,000,000 people that are interested in them. We say yes, we are happy to say that our records are well sold because they're well made and well conducted.

CAN'T PLAY THAT FIDDLE COOKS UP A LITTLE CIDER

119 They're sending the Judge to the Barn. You Put a Pot on My Broken Heart. 118 I Sure Got Myself a Little Tiny Cider.
Forecast Cut In Candy Bars

Army needs come first—labor, packaging materials affect production

CHICAGO, Dec. 18.—An even more drastic shortage of candy bars is expected during the last 12 months than has come to army posts this fall, according to Robert C., superintendent of the association, which last year even more drastic shortages in the fall.

"The army commands candy a fight for survival," a government official told a recent conference of military and civilian officials on the production of the association, and the only way to meet the demand is to invest in adequate production facilities.

Workers in candy plants must also get their share of the candy bars. Many are working 12-hour shifts to meet the demand. In the meantime, the candy supply is beginning to dwindle. After work, a candy bar is not a luxury. At the canteen, the candy supply has been cut to 1/4 of its usual size, and the workers have been forced to use a little more of their scarce supply.

Another problem that has arisen is the lack of adequate production facilities. The government has been unable to provide enough facilities to meet the demand. In the meantime, the candy supply is beginning to dwindle. After work, a candy bar is not a luxury. At the canteen, the candy supply has been cut to 1/4 of its usual size, and the workers have been forced to use a little more of their scarce supply.

**VICTOR’S FAMOUS MODEL V**

Truly a Great Vendor, Vends everything with additional parts needed. Capacity 6 lbs. bulk merchandise or 2 lbs. of extra goods. Can be removed from house and enjoy your leisure time. This advertisement is for Victor’s House in New York City.

**VICTOR’S TOPPER**

The new Victor Topper is now available. It is designed to meet the needs of any vending machine user. It is easy to use and provides a convenient way to dispense candy bars. The Victor Topper comes in a variety of colors and is very durable. It is also easy to clean and maintain.

**CIGARETTE AND CANDY VENDING MACHINES**

Ready for Location

- **Exel.**
- **Gold.**
- **Silver.**
- **Candy.**
- **Lata.**
- **C.**
- **N.**
- **C.**
- **C.**
- **B.**
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**VICTOR VENDING CORP.**

**ST. L. & GRAND AVE., C. D.,**

**LOUIS H. CANTOR COMPANY**

25 W. 37th St., New York City

**FIGHT INFANTILE PARALYSIS**

January 14-31

**VICTOR’S FAMOUS MODEL V**

Truly A Great Vendor, Vends everything with additional parts needed. Capacity 6 lbs. bulk merchandise or 2 lbs. of extra goods. Can be removed from house and enjoy your leisure time.

**TORR**

2047A-50. 68 PHILA. PA.

**JOIN THE MARCH OF DIMES**

January 14-31

**Help Shortages Cause Locations To Seek Vendors**

BALTIMORE, Dec. 18.—The help situation is resulting in heavy requests for vending machine locations at restaurants and other places, according to operators. Owners and managers of these establishments (who are unable to hire a man or a girl to wait on the tables) are循环ing in vending machines, having more girls and boys because of the shortage problem by requesting cigarette vending machines to be installed in their establishments.

Operators formerly found it possible to furnish a cigarette vendor for each new request. But now, as an operator, it is found that the new procedure is becoming difficult, some operators are forced to pay more than they are able to pay to obtain new locations.

This is a revival of experience for operators. It is shown in the past, had it been easier to pay a leg to install a cigarette vending machine.

Operators are accommodating as many requests as managers as possible. They believe that when the war is over and production of vending machines is restored, these positions will be better filled and accepted as additional machines.

**The Peanut Situation**

To price quotes must be added weight, shelling, dicing in cooking, self-cooking machines and splices and "spilled" work for the salesmen.

BROOKLYN, Dec. 18.—Weathervane the Virginia-South Carolina section of the joint "cigarette machine is a very popular item for vending machines for cigarettes and tobacco. The Virginia and Spanish tobacco are in high demand and are not yet available because of labor difficulties. These cures are expected to return in time to time until after the first of the year. Cigarette prices prevail on sale of tobacco. The market in Virginia is firm and effects were less for the last week. Cigarettes are scarce. Many are in (See PEANUTS on page 66)

**THINK it over**

Any product manufactured today depends on its acceptance tomorrow. Operators everywhere know that Pan Hard-Stick Candles is the original and has been accepted for years.... after the stove all over this winter. Pan Hard-Stick Candles will again be available to operators for successful operators—thanks for writing.

**VICTORY FIRST**

PAN CONFECTIONS

345 WEST 112 ST.

CHICAGO, ILLINOIS

**AT YOUR SERVICE!**

Although we are 100% engaged in vital war production, we will do our utmost to help you. We will make every effort to keep you up to date about this very important subject during the coming days. We are planning to provide you with all the necessary information. And if you operate services you’re missing a lot of money. It’s time to act now. It’s time to act now.
Arcade Owners Seek Seasonal Adjustment in Federal Taxes

Following is text of the message delivered by Alfred W. Blendow, president of the Arcade Owners Association of New York, before members of the Senate Finance Committee at the recent hearing on revenue measures:

"Mr. Chairman: I am here at the invitation of Senator Keating to present the Arcade Owners Association, which is national in scope and is composed of owners representing all sections of the country, a statement of opinion and recommendations of our membership with reference to Section 207F as amended by Section 617 of the revenue law of 1943, which refers to the excise tax on coin-operated amusement machines and gaming devices. The interest of our members is directly affected by coin-operated amusement devices, and they have no interest in gaming devices whatsoever.

Whence section and amended section 207F, it is undeniably true that the Penny Arcade was not considered a separate entity.

This section deals with coin-operated machines. It is true that a large number of individuals were operating small establishments, but this does not mean, I believe, that the Penny Arcade should be treated as such. An average American tourist who travels to New York and places individual machines with refreshers, paying them a percentage of the gross income, would have to go to a large metropolitan city, where the Penny Arcade would be able to operate as a place of business, where our sections are located. The amended section 207F speaks of the Penny Arcade being considered as a unit, and places it in the same category as the gambling device.

I do not believe that an amendment should be made so that an amendment to be added to this section that would provide that this tax should not be assessed. Many of our members have been operating this tax since they paid to Penny Arcade.

Many Arcades Are Seasonal

A majority of Penny Arcades are individually owned, and the owners are subject to the local laws of the city in which they operate, and usually operate them seasonally, depending upon the weather.

Mr. Blendow: We are not asking for relief for the Penny Arcade operator, but for only a part of a year. This is not to say that the Penny Arcade operator is not making a profit, but he is not making a profit for the whole year. This is the reason that we are asking for this relief. We are not asking for a full year, but for only a part of a year.

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A Million Coin Machines In Nation's Bowling Alleys

Bowling is big business—ranks near top as sport—provides 180,000 top-notch locations for coin machines of all kinds.

CHICAGO, Dec. 19.—Bowling is big—as a business, as a sport, and in terms of locations for coin-operated machines. As a business, bowling is estimated to have 15,400,000 steady customers. This number of fans participated in the sport in 1942. To accommodate these fans, there were 15,000 bowling alleys. As a sport, bowling is outstanding in talent and interest only by basketball, football and baseball. But there is a wide difference between spectators and participants. Bowling’s 15,400,000 is folks who pay to play, rather than to watch. As top-notch coin machine locations, bowling alleys are believed to accommodate probably more than 1,000,000 coin-operated machines of various kinds. This total is based on an average of less than six machines per bowling alley. That the total number of coin machines in bowling alleys might reach several million is indicated by the survey conducted by a billboard representative in Illinois.

60 Machines in One Alley

Recreation Center, located on North Howard Street, Baltimore, regarded as the world’s largest bowling alley, contains more than 500 coin-operated machines of various kinds. Besides bowling machines, the center also has arcade and novelty machines. Every other bowling alley in Baltimore is operated by the same management, according to an independent 150-machine billiard...
Clean, Pleasant Surroundings
Pay Biggest Arcade Profits

PHILADELPHIA, Dec. 18—Sound advice on maintenance of a coin machine arcade was offered by Earl Lerner, head of Stanley Amusement Company and operator of the Stanley Amusement Company, giant amusement center at 35th and N. 3 avenues. Polishing work that sharply looking and dirty machines serve to warn players that the other is needed. Lerner also recommended that new equipment be manufactured for the duration and arcade maintenance will have to be done both well and with the profit they now have.

One of the most important things to keep the arcade present and clean, he said, is to use the right kind of maintenance, and to use it daily.

Lerner also suggested that, aside from using the right kind of maintenance, the arcade should be in neat and trim uniforms, and to have a spare part that can be put out for cleaning at least once a week.

Lerner and others surrounding provided, Lerner stated, players will remain longer and play more machines. He also added that when a machine goes out of order, a sign must be placed on the machine unit until it can be removed and repaired. It saves a lot of time for the distributors and helps to attract players who always come into it out of the arcade around when this happens. He said a machine that may not be in proper working order.

Lerner also suggested that a good operator pay extra attention to providing comfortable seats, showtime seats, windows of arcades. Above all, he added, make sure that the windows are washed at least once a week. Where screens are placed on walls, Lerner suggested that the operator have a regular sign painter get up an attractive sign. Periodic posters, always available, make for ideal window decorations to fill out the walls, said Lerner. Above all, he warned, make sure they are coming in into a state of amusement. It is a must to be tattin, but it should be clean and neat at all times.
Christmas 1943...
The cause of Freedom moves forward, and at Christmas, 1943, we may discern the first faint glow of a dawning final victory. How soon that Victory shall shine forever in the skies above all free men depends not alone upon those who fought at Guadalcanal, Dun- kirk, Sevastopol, who swept the Hun from North Africa, who now attack along the Road to Rome, in China and in the jungles of the South Pacific. It depends also on us who, safe in blessed America, dare not forget “there’s a war going on”—must remember that we, and only we, can give our fighting men the weapons with which they will wipe out tyranny. Let us not fail them, and we shall not fail our hopes for the future!

“Let’s All ATTACK—With WAR BONDS!”

**Two Billion Ration Tokens in Process**

WASHINGTON, Dec. 31—Two billion ration tokens are now in the process of manufacture, it is announced by the Office of Price Administration. The tokens are smaller in size than originally planned and will be supplied by the Og- bornes Register Company of Columbus, Ohio. The order calls for a total of 1,100,000,000 new tokens to be used in the rationing program beginning January 1. 200,000,000 tokens are to be used in the buying of rationed food, and 900,000,000 of these tokens are to be used in buying processed foods.

The new ration token plan will go into effect February 15, 1944.

Cohen of Myco Automatic Buys Partner's Interest

COLUMBUS, O., Dec. 18—Mike Cohen has purchased the entire assets of Myco Automatic Company, which, for the past five years, Chen Goldstein and Cohen operated as partners. Cohen has expanded in Columbus as well as Cinnci- nati, where he has an interest in several Penny Arcades, including the large downtown arcade on Vine Street.

In Columbus Mike and Chen have operated juke boxes and machines of all kinds. They operated the first downtown arcade at Guy and High streets about 15 years ago, and the spurt has been doing a sensational business. Cohen is active in civic affairs here and has created much good will for the arcade and himself among business.

The Bond Buying surge used nationally are now in every Cohen machine in the city. Recently a local newspaper featured a story on how the Juke box was helping to sell bonds.

**CONSOLES**

6 Kenny's Super Track Time, Ea.$300.00
1 5c Play Jennings Good Luck, 45.00
1 5c Play Evens Jungle Camp,
Cash Play, 6.00...
1 5c Fast Time, Cash Play, 100.00
1 5c Triple Play, Cash Play, 133.00
Torn 1/2 Deposit, Add C. O. D. Phone 4-1109.

**AUTOMATIC COIN MACHINE CORP.**

538 CHESTNUT ST., SPRINGFIELD, MASS.

**ARCANE MACHINES**

$5.00-

OCT. 29, 1943

**RUBBER BALLS**

Site 2/12, & 3/4-Slot, For POKERENOS
4 First quality balls, $2.75, 60 cent. manuf. Heads 125c, 80." head made. Minimum quantity 100 balls. Write, Wire, Phone for Price Today.

**MELROY BALL CO.**

6 N. Austin Ave., Ventnor, N. J.

**RECEIPTS REPAIRED**

Rectify your Games and Tournaments in A.A. operating conditions. Send us your OLD RECEIPTS
For return to new condition. Our large stock of games will give you satisfaction.

**LANDAU LABORATORIES**

300 W. Washington Rms. CHICAGO, ILL.

**WANTED**

129s at VERY, VERY REASONABLE PRICES

**COLUMBIA SALES CO.**

JACKPOT BOARDS

332 MAIN STREET

WHEELING, W. VA.
Tune Inn for Teens
Sponsored 2d Club

HUGUON, Dec. 19.—A teen-age contest
will be held in downtown Houston, it was decided at a meet-
ing between representatives of the city parks and recreation department, and a young group, headed by Budy Hageman, manager and operator of Tune-Inn for Teens, on Post Oak Road.

The contest will be open to those aged 14 to 21 on Friday and Saturday nights. All active members will be entered in the contest. The winners will be selected by judges at the contest.

Petering, King Directors
of New Amusement Film

ALBANY, N. Y., Dec. 18.—Articles of incorporation have been filed with the secretary of state for the Petering Amusement Co., of Niagara County, to sell in amusement devices and coin-operated machines, with capital stock of $2,075.

Subscribers to the capital stock, each with one share, are: Petering, Walter Hoffman and William A. Boulton, 181 Broadway, New York. Directors until the first annual meeting are Ernest Petering and DeWitt E. King. Movers: Thomas Vancura, Jr., and Houston A. Mitchell, Cleveland. The papers were filed by Vincent A. O'Connor, 1905 Trout Commerce Building, Cleveland.

OUTSTANDING BUYS
IN CIGARETTE VENDING MACHINES

Closeout Exhibition—The machines have been dismantled, equipment included.

125-100's

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cherry Bells</td>
<td>5.00</td>
<td>Like new, factory pricing, no scale.</td>
</tr>
<tr>
<td>Pay Bomber</td>
<td>25.00</td>
<td>Like new, complete, with scales, no scale.</td>
</tr>
<tr>
<td>Pay Scraper</td>
<td>25.00</td>
<td>Like new, complete, no scale.</td>
</tr>
<tr>
<td>Pay Slot</td>
<td>25.00</td>
<td>Like new, complete, no scale.</td>
</tr>
<tr>
<td>Pay Stamps</td>
<td>25.00</td>
<td>Like new, complete, no scale.</td>
</tr>
<tr>
<td>Pay Tokens</td>
<td>25.00</td>
<td>Like new, complete, no scale.</td>
</tr>
<tr>
<td>Pay Wigs</td>
<td>25.00</td>
<td>Like new, complete, no scale.</td>
</tr>
</tbody>
</table>

SLOTS

OCCASIONAL Community of Play, By

Write for more information on this line. Surcharges, 10% over the price paid. Moline, Moline, Illinois. Also 2 and 4 units.

Mostly Used

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coin-Operated</td>
<td>5.00</td>
<td>Like new, complete, with scale.</td>
</tr>
<tr>
<td>Coin-Operated</td>
<td>5.00</td>
<td>Like new, complete, with scale.</td>
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<tr>
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<td>5.00</td>
<td>Like new, complete, with scale.</td>
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</tbody>
</table>

AUTOGRAPHS

CIGARETTE SALES CO.

2508 LOCUST ST.
ST. LOUIS, MO.

SALESMEN

FOR SALE!

ARCADE OR EQUIPMENT

For Sale: 100,000 or Better, Used. Full range of equipment.

PEELED VENDING MACHINE

For Sale: 100,000 or Better, Used. Full range of equipment.

WANTED TO BUY

KERNER SUPER BELLS

EXHIBIT STARS

HOCKEY

Write or Wire Latest Parts Bulletin

ATLAS NOVELTY CO.

3200 N. Winchester CHICAGO 47, ILL.

SALESMEN

OUR PRICES GREATLY REDUCED

Write For Our Catalog Before Stocking Up,
You Will Save Many

A. N. S. CO. 312 Carroll St., Elmira, N. Y.
Tobacco Situation Likened to Liquor Disturbing Muddle

NEW YORK, Dec. 12—Tobacco men represented at the weekly Tobacco Talk meeting recently heard a warning that all branches of the tobacco industry must on guard lest they find themselves "in the same predicament faced today by liquor distributors." Maurice Merritt, Baldwin & Merritt, publicity relations counsel, was the speaker.

Citing recent statements that there was barely enough tobacco to meet 1944 requirements of 400,000,000 cigarettes, Merritt said that all the present lack of production cannot be made known to the public before an acute shortage develops.

"In this way," he declared, "public opinion will develop on the basis of intelligent understanding rather than 'emotional outburst' adding that business must consider the opinions of people not only as consumers but also as citizens.

"These opinions may have been damaged," he said. "A classic example may be seen in the case of wild berries; when it was found that a majority of the public preferred, in the choice between artificial, that in all probability also advocated more taxes to bring prices up to a level at which individualism could more successfully compete."

ARCADIES—SPORTLANDS MACHINES—SUPPLIES

"FREddy'S" New model coin operated 
SLOT MACHINES. All small, deep, big and all size Automatics. FREE LUGGAGE. 
Mills, G. B. S. Co., 268 W. 4th St., New York City.

OLIVE'S SPECIALS THIS WEEK

SMOKE A "LITTLE" FOR A "LOT"

OLIVE NOVELTY CO.

Sensational! New Midsize Skeeball $239.50

Write for complete price list of equipment or parts

MIKE MUNVES

Active's Super Values!

CONSOLES

Oliver, 1 F.P. $79.50

Big Game, F.P. $95.00

Fairground Conso, 1 F.P. $99.50

One Ball

Mills, 80 or 30 F.P. $79.50

Bally Sport Special, F.P. $159.50

Kern-Winner, 1 F.P. $119.50

50¢ With Order, Balance C.O.D.

"You can always depend on Ace Amusement"

Active Amusement Mach. Company
900 N. Franklin Street

All Games Clean, Scraped and Ready for Location

1. Daily Club
2. Fairground Conso
3. "Little" Game
4. "Little" Game
5. "Little" Game
6. "Little" Game
7. "Little" Game
8. "Little" Game
9. "Little" Game
10. "Little" Game

Lawrence, 1 F.P. $79.50

Bally Sport Special, F.P. $159.50

Kern-Winner, 1 F.P. $119.50

50¢ With Order, Balance C.O.D.

"You can always depend on Ace Amusement"

Active Amusement Mach. Company
900 N. Franklin Street

"You can always depend on Ace Amusement"

Active Amusement Mach. Company
900 N. Franklin Street
**New Westerhaus Invasion--The Latest S-Ball Conversion; Price: $295.00.**

**Specialame Name in Headlines Printing Press--An Arcade Must Be Price: $295.00.**

**Arcade Equipment--Guns--Miscellaneous.**

- Mutoscope Latest Card Vendor... $4.50.
- Bally Rapid Fire, A1... 210.00.
- Mutoscope Ace Bomber... 425.00.
- Single Groupers... 9.50.
- Keyney Anti-Aircraft Gun... 79.50.
- Advance Shooter... 13.50.
- Hooker & Cattens... 11.50.
- Exhibit Kiosk--O-Meter, Like New... 250.00.
- Curlican Scale... 29.50.
- Bingo Counter Arcade Game... 12.50.
- Card Vendor, Front Line Size Up... 24.50.
- Race Glass for Rally 1-Ball... 6.00.
- Used S. F. Coin Chutes, A1... 1.50.

We repair 1 Ball & 5 Ball Motors. Open Type, $.50; Sealed Type, $.15.

**SLOTS--ONE-BALLS--CONSOLES.**

- Cash P. D. Wait, Big Game, New... $550.00.
- Turkoy Lure, Original Crate... $635.00.
- Aduye, Factory Reconditioned, $130.00.
- Coin Silver Moon, E. P., A1... 119.50.
- Bally Sun Ray, E. P., Console... 159.50.
- Bally Long Shot, A1... 315.00.
- Big Game Cash O. D., Used, A1... 115.00.
- Bally Record Time, Like New... 165.50.
- 4-Bells, LeSau, Reading, Perfect... 695.00.
- Mills Owl, Like New... 74.50.
- Bally-Bom-Bom, Brown, Perfect... 129.50.
- Keyney Folks, Like New... 29.50.
- Keyney SkyLark, Cash or F. B... 265.00.

**PIN GAMES--NEW AND USED.**

- Key Chief, Like New... 349.50.
- Drillway... 64.50.
- New York... 82.50.
- Topper... 159.50.
- Big Parade... 107.50.
- Coin Club... 69.50.
- Zombie... 49.50.
- Spider Ball... 49.50.
- Spot A-Card... 69.50.
- Texas Mustang... 69.50.
- Sea Hawk... 42.50.
- Spot Pool... 47.50.
- Spot Ten... 47.50.
- Legonnier... 47.50.
- Gold Star... 49.50.
- Captain Kidd... 35.50.

**We will pay $40.00 each for EXH, WEST WINDS, SUN BEAMS, DO-RE-MI and DOUBLE PLAY.**

**Empire Coin Machine Exchange.**

2110 W. North Ave., Chicago 11, Illinois.

**Phone: Humboldt 6288.**

---

**Games that get the play.**

- **Grand Canyon**
- **Santa Fe**
- **Brazil**
- **Arizona**
- **Midway**

A few games available without requiring older models:

- Increased Earnings
- Trouble-Free Operation
- Lasting Popularity

See your Distributor now or write direct.

**United Manufacturing Company.**

6123-25 N. Western Avenue

Chicaco

---

**Operators! Arcade Owners!**

**If you haven't seen the Sensational Conversion of PANORAM TO SOLO-VUE!**

You're missing something BIG!

By this conversion... only the person who inserts the coin can see the picture... everyone present can hear the music.

**There is an abundant supply of a wide variety of films!**

1/2 Deposit

**Balance C. O. D. or Sight Draft**

**Write for details or visit our display room for demonstration.**

**George Ponsner Company.**

763 South 18th Street

Newark, N. J.
**WANTED**

Mechanic for small music route. Prefer married man interested in permanent position. Salary $100.00 weekly.

**BOX D-165, Care of The Billboard, Cincinnati 1, Ohio**
CHROME COIN COMPANY

CONVERTING! REBUILDING! REFINISHING!
MILLS ALL MODELS
PACE One Cherry or Late Two Cherry Payout
TRY THESE PAYOUTS FOR GREATER PROFITS!

3-5 One Cherry
VICTORY Pay-Out Models

2-5 Original
Factory One Cherry

3-5 Original
Factory Late Two Cherry Pay-Out

Any machines can be had with gold chrome finished. All machines are equipped with club handles and all parts installed are brand new. All work is guaranteed!

TERMS: Ship all machines to us prepaid. We will then make an estimate of the cost. For further information, write, wire or phone $6000 8400.

WE HAVE ON HAND
Used MILLS, Coiners, Bases and Blue Printers, and the L. F. JENNINGS, PACE and ZELLER. Also CONSULS and other Coin Operated Machines of every type. Write us what you are interested in.

PRACTICALLY NEW 5c Blue and Gold Mills Used Pocket Bells... $54.50

SICKING, INC.
927 East Broadway, Louisville, Ky.

COIN MACHINE MOVIES

19th. BOUND PILL FOR USE IN PANAMA AND OTHER PATHS OF OCEAN OPERATED MACHINES OR ANY OTHER MACHINE
FOR SALE—$32.50 TO $39.50

Mail a $5 deposit. 10c per copy. Other movies if you want in any quantity.

1667 N. McCadden Pl. PHONOFILM HOLLYWOOD, CALIF.

BELL PRODUCTS CO.
CHICAGO, ILL.

GUARDIAN
SERVICE KIT FOR PIN GAME OPERATORS

The Guardian and You Won't Come to Grief

No. 450—COMPLETE, STILL ONLY...$7.50

No. 1200—New Service Kit...$14.50

SALESBOARDS OF THE FOLLOWING PRICES 33% OFF

Our Victory Boards are the sturtest of today—efficient, economical, with a new concept. A trial order will convince you. Order today. Our stock is limited.

Victor Cigarette Boards... 425 2s 3 9.50 4.90 9.90
Victory Dollar Game... 412 25 3 15.60 9.90 7.00
Victor Jackpot Charley Jr... 401 $1 2.50 1.00 5.00 23.00
Jackpot John... 400 2... 100 00 3 19.00 17.00
Victor Jackpot Charley... 401 2... 100 10 20.00 12.00
Jackpot Charley Thelma... 402 2... 150 4 25.00 12.00
Jackpot Thelma... 403 2... 150 0 25.00 12.00

TEXAS WHOLESALE NOVELTY HOUSE
P. 0. BOX 4160 DALLAS, TEXAS

WILL BUY ANY QUANTITY

1c Mills Blue Front, Mills Golf Ball Vendor—10c or 25c Play.
Saratoga—Comb. War Eagle. Any Mills Slot with Escalator. Write or wire us your best quotation in first letter.

COIN MACHINE DISTRIBUTING COMPANY
5746 BAUM BLVD.
Hillard 7700

PIGSBURGH, PA.
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-engineered by designers who have had years of experience with operators' problems with the coin machine field, in 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 WILL PAY HIGHEST PRICES FOR MUSIC ROUTES OF ANY SIZE!
WHIRLAWAY NOVELTY COMPANY
132 W. RUNyon ST.
NEWARK, N.J.

WHIRLAWAY ! ! ! WHIRLAWAY
ALL TIME TOP MONEY MAKER
SEND IN YOUR
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ROY McGinnis COMPANY
2011 MARYLAND AVE.
BALTIMORE, MD.
WANTED FOR CASH

SEEBURG'S "CHICKEN SAMS"

"JAIL-BIRDS"

100.00

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.

HARD TO FIND RADIO TUBES

Safety-First. Guard yourself against Loss of Income on account of idle machines; put in a supply of Tubes you use regularly in your Equipment. "HARD-TO-FIND" Tubes for your Phonographs, Ray Guns and Panoramas is our Specialty.

Tubes

<table>
<thead>
<tr>
<th>Cost</th>
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<tr>
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<td>D56, E56</td>
<td>100</td>
</tr>
<tr>
<td>$1.35</td>
<td>C6G, D6G, E6G</td>
<td>100</td>
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<tr>
<td>$1.35</td>
<td>C6G, D6G, E6G</td>
<td>100</td>
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<td>100</td>
</tr>
</tbody>
</table>

Consumer's or Supplier's Certificates must accompany all orders in accordance with the terms of WPB. Order E-L-265.

IMPORTANT

The Plastics Listed Below Can Be Purchased in Any Quantity at One Low Price to All!

ROCK-OLLA COMMANDO PLASTICS

Top Cover ... $10.00 Ea. Top Cover ... $10.00 Ea. Long Side ... $10.00 Ea. Combination Yellow and Red Bleaded Color Scheme

SEEBURG HI-TONE MODELS 8800 and 8200

Bottom Covers (Solid Red or Green) ... $16.00 Ea.

We have the following pliable SHEET PLASTIC available (size of sheet approximately 20'x150' or 1000 square inches):

- 50 Gauge Yellow Plastic (Thickness of a New Dime) ... 1000 per Roll
- 60 Gauge Red Plastic (Thickness of a New Half Dollar) ... 1000 per Roll
- 60 Gauge White Plastic (Thickness of a New Dollar) ... 1000 per Roll
- 60 Gauge Plastic (Thickness of a New Silver Dollar) ... 1000 per Roll

We cut sheet plastic to desired size. 20% Discount on Complete Sheets.

We have on hand a small stock of ORIGINAL Wurlitzer Plastics MODELS 8800 and 8200.

If you don't see what you want, ask for it! we may have it in stock!

Terms: 1/2 Deposit with Order. Remainder Full Payment and Save C. O. D. Charges, Check Acceptable!
THIS YEAR
THEY HAVE SAID IT WITH WAR BONDS

Each year scores of coin machine advertisers have joined with hundreds of show business people and used paid advertising space in The Billboard's holiday issue to wish their friends and customers greetings of the season.

In this, a crucial war year, The Billboard requested everyone not to buy a greetings advertisement but instead to invest the money in an EXTRA war bond. That is why you will not find any greetings advertisements in The Billboard's Bondbarding Number . . . the issue which in other years would be the Holiday Greetings Number.

Instead you will find a special 20-page section in the front of this issue outlining the part the coin machine business as well as all show business has played in winning the war. You will also find a list of the people and companies who have purchased EXTRA war bonds instead of greetings advertisements.

This issue, published with the full approval of the War Finance Committee of the Treasury Department, is serving as one more indication of the unselfish contribution of the Coin Machine Business to the victory effort.

TURN TO PAGE 3
For a Victorious New Year
buy U. S. War Bonds
and Stamps

LION MANUFACTURING CORPORATION, 2840 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOME OF THE FAMOUS Bally GAMES AND VENDERS

*Distributed by Bally Manufacturing Company*
At this season, thoughts turn to those serving our country, at home and abroad. They have placed every one of us deeply in their debt, for all that is precious in America's heritage, including the ideals which Christmas itself best expresses, is in their valiant keeping... to them, our homage; in their behalf, our prayers... may the New Year bring victory to their arms and peace and joy to all the world.

J. P. Seeburg Corporation

Chicago, Illinois
It's your way to "Let 'em have it"

PUT YOUR MONEY INTO WAR BONDS

Maybe you can't press the button that sends shells and bombs crashing into the enemy. But you can loan the money it takes to build and buy their instruments of warfare that clear the road to Victory.

War Bonds are your way to "let the enemy have it where it hurts!" Buy as MANY and as OFTEN as you can. The Rudolph Wurlitzer Company, North Tonawanda, New York.

WURLITZER
THE NAME THAT MEANS Music TO MILLIONS