

The Billboard

FEBRUARY 19, 1944

25 Cents

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

VAUDE

10 COMMANDMENTS FOR AGENTS



JIMMY DORSEY
JD's Hefty BO Power
(See page 4)

RADIO

Comedians Are Known by
Their Air Stooges

GENERAL NEWS

Labor Looks to FM on
Airing Its Views

LEGIT

FLACKS WORKING NEW OUTLETS

a laugh blitz!



JOHNNY CAHILL

UNDER EXCLUSIVE
MANAGEMENT
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SHUBERT THEATRE BLDG.
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LABOR EYES FM BROADCASTING

Page Edgar Hoover!

TACOMA, Wash., Feb. 12.—*The Billboard* is in the sleuthing business now. It helped catch a car thief.

The buggy burglar was heading eastward after his grab, when he picked up a fem thesp. She gave him her name and address as care *The Billboard*. The thief, using his brother-in-law's name, wrote to the actress, who replied. The letter went to the brother-in-law. Thru this, the thief was picked up in Casper, Wyo., and returned to Colorado, where he was sought on bad check charges, and sentenced. Later he was brought back here on the car theft charge.

Local press played up the story, giving *The Billboard* boost as a thief-catcher.

Stymied on Buying Standard Stations, Unions Thruout U.S. Look to New Licenses

Some Realize It Means Showbiz Approach

NEW YORK, Feb. 12.—Labor organizations in some parts of the country, dissatisfied with the restrictions placed upon them by standard broadcasting, are looking into the future and planning to apply for FM station licenses.

The practical minded in union circles, however, realize that this means more than buying and staffing broadcasting outlets. It means, they understand, that labor will be getting into radio biz with both feet. It means that labor stations will have to be run in such a way as to compete with established outlets, will have to win and hold audiences and will have to convince advertisers that union stations can sell merchandise

as well as ideas, soap as well as social consciousness.

It means further, as several station program managers pointed out, that the lessons of *Pins and Needles*, union showbiz success, and *Johnny Goes Marching*, CIO showbiz failure, will have to be taken to heart. It means, they stated, that there can be none of the latter in the form of FM stations unless unions are prepared to lose thousands, maybe millions learning the business of radio the hard way. Regardless of this there's little question but that FM licenses will be applied for.

Those who recognize the value of FM broadcasting for labor point to the fact that in the days of the allocation of AM licenses, labor missed a bet by not trying to get enough grants. Now, this same group says, labor is having its second chance. By acting before it is too late, they feel labor can be assured of FM channels. This type of labor mind realizes, too, that even low-powered FM stations will have strength to cover centers of population. Since the FCC has already authorized 16 FM channels and

is considering the advisability of authorizing more than 30, labor has a good chance to get a station in each strategic center.

New York CIO "Receptive"

Indicative of the attitude of labor leaders in New York was the statement of Saul Mills, secretary of the Greater New York Industrial Union Council of the CIO. Mills is a recognized spokesman for labor in this area.

"CIO leadership in New York," said Mills, "has been receptive to the advocacy of the building of FM stations by labor organizations, and is still discussing the possibility. But so far New York CIO executives have not taken any definite steps."

The deterring factors in labor's plan to build FM stations, as seen by Mills and other leaders, are the initial expense, the operating expense and personnel. To go into this sort of operation obviously requires long-range planning and fi-

(See *Labor Eyes FM* on page 9)

Italian Opera Goes On in Italy Under U. S. Patronage

By T/5 JACK J. ZUROFSKY

NAPLES, Feb. 1.—Under tyranny or democracy, always in Italy there was opera. Now Mussolini, himself a character straight out of opera, is acting his epilogue. The Germans, a Wagnerian host, having swept down the boot peninsula, are being swept back to a crescendo of superior artillery, but in Italian and Sicilian theaters, musty with the operatic tradition of centuries, tragic Pagliacci still clowns his life away and Don Jose still stabs Carmen on cue.

Yet a change has come. Not only Italian eyes watch enthralled as Rigolletto plays his tragic last jest, but other ears listen to the *Anvil Chorus* in *Il Trovatore*. The American soldier will know opera in opera's ancient home.

Today, in Naples and in Sicily, American soldiers throng the opera houses. Vindicating the judgment of Special Service officers they come, not once, but again and again.

In Naples, last November, more than 2,000 American troops attended *La Boheme*, the opera chosen by a majority vote in the area. Since then *Madame Butterfly* and *Rigoletto* have been added to the list.

"La Boheme" Again

In Sicily, too, the experiment was tried, again the opera voted for was *La Boheme*. Success assured, *La Traviata* went into rehearsal.

Battered and gutted, captured Naples offered few distractions. However, Lieut. John Eddy, Air Corps Special Service,

(See *G. I.'s Like Opera* on page 4)

Texas Permits Exclusion By Club Owners

Appeals Court Reverses District Judge

HOUSTON, Feb. 12.—Owners of amusements have a right under present Texas laws to exclude any person they wish, with or without reason, the Fourth Court of Civil Appeals ruled in reversing the decision of Judge W. B. Terrell, who acted for the regular judge in the 73d District Court of Texas, granting an injunction to Jacob I. Rodriguez and others against Terrell Wells Swimming Pool at San Antonio to prevent what was claimed to be "discrimination against Latin Americans."

Basis of the case was a proclamation by Governor Coke Stevenson and a House committee resolution of the Legislature establishing the "good neighbor policy." The Appellate Court ruled that the resolution was not a law and that the Legislature evidently did not intend for it to be one and that, even in wartime, the governor has not the authority to change the laws by proclamation.

Vaude Makes a Comeback for Jungle Wounded

PORT MORESBY, New Guinea, Feb. 1.—Vaude made a comeback this week in the jungles of the Southwest Pacific. Marine Pfc. Vincent P. Donovan, 40-year-old ex-thesp, recreated two-a-day, vintage 1928, for hospitalized G.I.s and marines at a field hospital in the jungle.

Most of the audience had never seen vaude, and Donovan, giving a one-man show, re-enacted scenes from the Bowden Square vaude house, where he appeared as a comedy singer 16 years ago, and mello scenes from the days when he was a young thesp at the Bonstelle Playhouse in Detroit.

For his Bonstelle showing, Donovan selected the Gay '90s moral mello, *After Dark*, in which he recreated the role of the old man singing the tear-jerking *Dear Old Grl*.

Donovan clicked heavily with his audience, in spite of the fact that the old days of variety and drama were unknown to them.



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WGAR Uses Library To Sell Programs

CLEVELAND, Feb. 12.—WGAR, CBS outlet here, faced, as are all radio stations these days, with promotional restrictions because of newspaper space shortages, has turned to the Cleveland Public Library for a publicity tie-in.

To get information about its shows to the public, WGAR distributes to the public library branches bookmarks with facts about its shows. One side, the bookmarks give info about a WGAR show, the other gives its user a list of pertinent books with theme or background similar to that of the airing named.

Joe Nunan Jr. Named by FDR 30 Percenter

WASHINGTON, Feb. 12. — The man whose job it will be to see that every night club patron gleefully hands over 30 per cent of his check to the government was named this week by President Roosevelt. He is Joseph D. Nunan Jr., of Douglaston, N. Y.

Nunan was named commissioner of internal revenue, a job that makes him public tax collector No. 1.

Nunan succeeds Robert E. Hannegan, of St. Louis, who resigned the job to become chairman of the Democratic National Committee.

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The Lid's Off For 2-Millionth Guest of ATW

NEW YORK, Feb. 14.—Tonight, shortly after 5 p.m., when the Stage Door Canteen on 44th Street opens its doors, some lucky G. I. Joe is going to have a night of it, sans dough. He'd better have a three-day pass.

The one on whom fortune smiles will be taken to dinner at Cafe Society Uptown, followed by seats for *Oklahoma*, a trip backstage to meet the hit show's cast, and then back to Cafe Society for the evening.

Reason: He'll be the 2,000,000th guest of the Canteen, which has played host to this many soldiers, sailors and marines of all nations since the Canteen was opened.

In that time American Theater Wing members have given generously of time and talents to entertain men in the armed services. Altogether between 25,000 and 26,000 performers in groups of four or five have appeared at the Canteen to show their wares to the boys. And this, say Canteen officials, is a very conservative estimate.

Recently the Canteen had to limit admissions to 450 at a time (*The Billboard*, January 8), but the regular nightly average for more than a year has been about 4,500.

J. Rognan Asks Jury Trial in Clipper Crash Damage Suit

NEW YORK, Feb. 12.—Notice was filed yesterday in the New York Federal Court by Jeanne M. Rognan, surviving half of the comedy duo, Lorraine and Rognan, in her damage action against Pan-American Airways, Inc., for a demand for a jury trial.

She is suing for herself and for the death of her late husband, claiming damages from alleged negligence of Airways in the crash of the Yankee Clipper off Lisbon, Portugal, last year.

JIMMY DORSEY

JD's Hefty BO Power

HE CELEBRATES his 10th birthday the 29th of this month, but Jimmy Dorsey has been teaching a sax to do things it didn't know it could do for the last 23 years. It has been during the last decade, however, when he and brother Tommy decided to go their separate ways and front their own bands that Jimmy has become a consistent record-smasher.



The tally speaks for itself: an all-time record at the Strand, New York; at Hotel Pennsylvania, New York, and at Chicago Theater, Chicago; an unrivaled record of top-sellers for any band platter-

ing for the Decca label, with an estimated gross sale of 15,000,000 copies. His coupling of "Green Eyes" and "Maria Elena" alone topped the \$1,000,000 mark. And "Amapola," "Tangerine," "Brazil" and "Mme. La Zonga" were not far behind.

Finally last spring the Roxy picked Jimmy and his band to help establish a new in-person stage policy. He was booked in for four weeks, a contract that called for a record salary of \$50,000 plus a bonus. Jimmy did the job. The gross take for the first week was \$112,000, an all-time high for any band at any theater anywhere. From that week on the Dorsey figure became the Roxy's yard-stick for comparison.

The most recent assignment of Jimmy and his band boys has been at Frank Dailey's Terrace Room in Newark, N. J., where they have been packing in the table-squatters in the same huddles that have been the mode on the east side of the Hudson River.

D-E Duchin

NEW YORK, Feb. 12.—Eddy Duchin, former ork leader now in the navy, had recently been made a lieutenant-commander. Shunning an easy berth in musical activities, Duchin chose to do it the hard way. He asked for duty in D-E boats, better known as destroyer-escorts.

2,510 Entries & 25G Gate for NY Dog Classic

NEW YORK, Feb. 12.—Kennelmen and just plain dog lovers held their annual Madison Square Garden Pooch Carnival yesterday and today. Wartime restrictions and food problems have dented the pedigreed-pup breeders' activities, but the Garden resounded none the less to the yaps of 2,510 canine aristocrats and a gate of nearly 25G's. The 68th Westminster Kennel Club show did okeh again for another wartime year.

Of the six variety groups, the terriers led with 625 entries, working dogs numbered 566, the sporting pups, 395; the non-sporters, 372; hounds, 302, and toys, 259. If current popularity may be judged by the numbers of each of the 98 breeds represented, the spaniels, setters, dachshunds, pinschers, boxers and Bostons are in the top bracket, running in about that order. The Afghans, Danes, Scotties and Dalmatians were also out in force to compete for some of the \$20,000 in prize money and trophies which the club hands out to the ribboners.

The war note was re-emphasized this year with a big corner of the benching quarters occupied by the *Dogs For Defense* project and three contributed pups near by tagged for the buyers of lucky War Bonds. The feature of the show was an exhibition of trained war dogs by army and navy units. Fourteen coast guardsters and an equal number of G. I.'s put their pals thru their paces. It was a stirring exhibition and a proof of the courage and devotion which the dog is bringing to the march toward victory. As a finale, the champions of the various show classes paraded in salute to their front-line brothers.

Show-wise, Westminster's 68th annual classic added up to the standard of previous years. It would seem that food rationing would foster a yen among the pooch-public and fanciers for the smaller breeds. A look-over of the contestants showed little trend in that direction. The lords and ladies of dogdom may be down to horse meat and dehydrated concoctions, but the guy who loves a dog is still sticking to his favorite breed—David or Goliath.

WEEI Sends Daily News Broadcasts To Railroad Station

BOSTON, Feb. 12.—Realization by managements of both Station WEEI here and the Boston & Maine Railroad that there is a growing interest by the public in sudden changes on the military fronts has led to the piping of five newscast airings, seven days a week from the outlet to the B & M North Station. A special custom-built amplifier has been set up in the station's main waiting room, and lines are run in so that WEEI and CBS net news is released directly thru master control.

Credit for the idea goes to H. L. Baldwin, public relations director of the B & M, and Harold E. Fellows, general manager of WEEI.

Wounded Ex-Hooper Steals "Army" Show As Guest of Berlin

BRISTOL, England, Feb. 1. — Capt. Henry W. Dick, bombardier in the AAF and an ex-Broadway hooper, was the real show-stopper at a recent performance of Irving Berlin's *This Is the Army* in this city.

Dick, who hails from Mineola, L. I., has been in the air corps since 1941. On a flight, returning from a bombing mission some time ago, he lost a leg in battle. Learning of the incident, Irving Berlin missed his first performance in his own show in 18 months, flew down to the hospital where Dick was convalescing and brought him back here by plane. At the closing of the show, Berlin paid special tribute to the former dancer who had appeared in such shows as *Thumbs Up*, *Leave It To Me*, *On Your Toes* and *Higher and Higher*.

While at the hospital, Berlin visited various wards and sang *White Christmas*. Dick renewed acquaintance with several G.I. members of the cast with whom he had hoofed on the Main Stem.

Vague and Langford Sponsor Tank Ship in Mobile

MOBILE, Ala., Feb. 12.—Vera Vague and Frances Langford, of the Bob Hope radio show, have been chosen as co-sponsors for the launching of a 21,000-ton tank ship March 1 at yards of the Alabama Drydock & Shipbuilding Company here, according to announcement made by D. R. Dunlap, the president. Vera, who has missed many a boat whenever the male was involved, this time will be given the chance to hit one.

While Vague and Langford handle the sponsors' role at the launching, the jest of honor will fall to one man whose words have spurred soldiers on many battlefields, Bob Hope.

The Hope troupe will be in Mobile March 1 for a public show and broadcast. Their assignment in the launching roles was arranged by Col. H. S. (Buck) Rawlings, executive officer at the field and a personal friend of Hope. This is Hope's second appearance here in the past three months.

Hub Future To Rest in Hands Of Providence, Not Cups and Cards of Citizens, Says Law

BOSTON, Feb. 12.—Where the Hub is concerned, the ledger must be pretty nearly full of inanities. But here's another for the book.

Fortune telling, which employs the techniques of card reading or tea-leaf reading, is now in official disfavor. It seems that the Boston licensing board has uncovered an old Blue Law which classes "pretended fortune telling" as a punishable misdemeanor. And until a test case is decided by the courts in favor of said methods of fortune telling, licenses for tea leaf and card reading will not be renewed.

Cards a Must Now in Mexico

MEXICO CITY, Feb. 12.—Every resident in Mexico City will have to carry an identification card, the government has decreed. It goes for citizens and foreigners alike. Catch is, each card will cost 1.50 pesos (30 cents). Money goes to the government, which says it will cost that much to get out each card.

ICE SHOWS ON TOUR

- Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
- Franeys, Dorothy, Ice Time (Adolphus Hotel) Dallas.
- Ice-Capades of 1944 (Sports Arena) Hershey, Pa., 15-19; (Auditorium) St. Paul, Minn., 22-28.
- Ice Follies of 1944 (Boston Garden) Boston 15-27.
- Lamb-Yocum Ice Parade (Ben Franklin Hotel) Phila.
- Lewis, Dorothy, Ice Revue (Wm. Penn Hotel) Pittsburgh.
- Stars on Ice (Sonja Henle & Arthur Wirtz) (Center Theater) NYC.

More 'n' More It's Chanted

BOSTON, Feb. 12.—Compilers of the Dictionary of American English and the Broadway slang slingers are very soon going to have a new one for their vocabularies.

Franz Werfel's *Jacobowsky and the Colonel* which debbed here Monday (31), contains some piquant phrases. One which will be going the rounds soon is rendered in Polish dialect, something like this: "Lesss und lesss I like dis Yackabovskii." Already it is traveling from bar to bar.

Augusta Bizmen Want Shows

AUGUSTA, Ga., Feb. 12.—Local business men have formed a new enterprise, Auditorium Attractions, to present roadshows, name bands and concert artists at City Auditorium. *Arsenic and Old Lace*, with Bela Lugosi, comes in February 16, to be followed by *Junior Miss*, *Tobacco Road* and *Abie's Irish Rose*. *Arsenic* will be the first roadshow to stop here in three years. Eddie T. Lewis, well-known showman, is head of the new company.

GI's LIKE OPERA

(Continued from page 3)

disagreed with the prevalent contention that the American soldier did not care for opera. He was convinced that there existed a receptive audience for musical drama which would be a welcome addition to their own unit recreational programs. But, altho there was the inevitable opera house, apparently there were no opera companies—at least no complete ones. Diligent search, however, and persuasion succeeded in merging the San Carlo and La Scala companies. Their first performance vindicated Lieut. Eddy's opinion.

Enthusiastic G. I.'s gave the veterans four curtain calls, and the many Americans who were seeing their first opera cheered as lustily. A complete synopsis of the story printed with every program enabled them to follow the action of the plot, and the international quality of the music required no special translation.

Major G. W. Kaul, Special Service Officer of Sicily, and his assistant, Capt. C. Semple, faced a similar problem when they took over the opera house in Palermo. Fortunately, the building had suffered little bomb damage and, except for shattered window panes, was in comparatively good condition.

Officers Reorganize Ork

By canvassing the town, the officers managed to collect 90 per cent of the opera house's orchestra members and reorganize them. But they were almost stymied by the discovery that the theater's pre-war musical library had been ransacked. The culprits were caught in the act of selling the 200 pounds of priceless melody as waste paper. They hired the former Italian director, two conductors and the musicians, and presented the first concert November 14. Since then the concerts and operas which followed have become an accepted attraction for soldiers in the Palermo area.

Admission to both the concerts and the operas are free to G. I.'s, but are also regularly scheduled for civilians who pay their way. Everything's okay in occupied Italy—the boys are braving with the natives.

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IN THIS and the next issue of The Billboard are listed those who during 1943 gave so generously of time and talent to the entertainment of nearly 2,000,000 men and women in the services of the Allied Nations at the

AMERICAN THEATRE WING

**New York
Stage Door Canteen**

**Club for
Merchant Seamen**

**Servicemen's
Tea Dances**

Ronda Dale
Essex Dane
Helen Daniels
Frank Darling
Ernest Davids
A. Davies
Jane Davis
Marion Davison
Dorothy Day
Tom De Carlo
Leonard Del Monte
Wilbur De Paris
Natalie De Rodney
Marie Dervise
Gwen Dew
Saki Dieran
Norman Dickerson
Julia Dinore
Lillian Dong
Dorothy Donham
Tony Donna
Tommy Donner
Frank Donner
Doris Dowling
Seaman Vernon
Doyle
Rafael Druian
Bobby Duncan
Jeanette Dwyne
Jerry Eagle
Eastern Aircraft
Orchestra
Edwards Sisters
Thomas Edwards
Pvt. Ian Eisen
Miss Ellie
Gloria Ellis
Jack Ellis
Carl Fair
Henry Fallor
Bobby Fannon
Nona Feid
Joseph Feinbloom
I. Finkenstein
Dick Flicker
Seaman Walter
Foley
Lydia Fohrichs
Betty Fontz
Joan Fontaine
Sylvia Fort
Dr. Emmett Fox
M. Friedman
Donald Gage
Charles Gage
Gertrude Gale
Matey Galindey
Sascha Gorodnitski
The Hallidays
Pvt. Hall
Harris & Hunter
Peter Lind Hayes
Mary Healy
Marilyn Hightower
Hoppert
The Cuckoo King
Barbara Jeyen
R. Johannis
Kay Kallner
Terry Kelly
Morey Kende
Billy Kord
Lt. Richard Korn
Bobby Kroll
Howard Kroll
Noah Landberg
Elissa Landi
Louise Leonard
George Leonard
Donna Lew
David Lewinter
George Lopez &
Rhythm Boys
Jean Love
John Love
MacLeon
Pvt. Victor
Manusevitch
Dwight Marfield
George Marsh
Fredye Marshall
Henry Marshall
Mervin Martin
Maralyn Martinez
Catherine Mastice
Thomas McDougall
Nelson McGill
Pvt. Larry McGrath
Albert Mieff
Jack Miel
Audrey Miller
Bobby Miller
Maria Montez
Lenwood Morris
Mt. Holyoke
Collegiate V8
Kitty Murray
Peggy Murray
Robert Thomas
Murray
Evelyn Muslow
J. Neary
Waneta & Arnold
New
Laurence November
Lt. Jim Nylon
Sgt. Arthur
O'Connell
Robert Ope
Vereda Pearson
Pvt. George Petrie
Iring Peey
Rod Povers
Mlle. Theresa
Quadr
Florence Quain
O. Radeeman
Florence Raedler
Joyce Rance
Gregory Ratoff

Randy Raymond
Pfc. Harold Reed
Repan
Republic Aviation
Corp. Band
William Richmond
Harry Robbins
Myron Robbins
Lucky Roberts
Sigourney B.
Romaine
Constance Roselle
Jeanne L.
Rosenberg
Pvt. Winston Ross
R. Rudie
Bert Rule
Lizbeth Russell
F. Sabatella
Marylyn Sable
Pvt. Raymond E.
Salisbury
Sgt. Billy Sands
Ruth Reid Santori
Isa Sass
Gertrude Saunders
N. Saunders
Vera Saunders
Gloria Searl
Martin Scharfman
Walter Scheff
Pete Schipper
Dorothy Scott
Pvt. Paul Scott
J. M. Seferth
Elie Seigmeister
The Sentimentalists
Charles Sfass
Ted Shapiro
Gloria Sharaff
Ann Sharon
Shaw & Lee
Felica Shaw
Ralph Shaw
Sandy Shaw
Seaman Harry Shaw
Dorothy Shawn
Al Shayne
Hayden Shayner
Shea & Raymond
Patricia Shea
Walter Sheehan
Stanley Sheer
June Sheeran
Gladys Shelley
Ollie Sheppard
Loretta Shere
Eleanor Shery
Bobby Sherwood
Orchestra
Ella Shields
Jimmie Shields
Loretta Shields
Eileen Shirley
James Shirley
The Shultz Family
Al Siegel
Minna Siegel
Nancy Signmonds
Leonard Sillman
Hal Silvers
Vilhan Simek
Emmie Simmons
Al Simon
Geo. Simon
Nancy Simon
Vivienne Simon
Carl Simpson
Faith Simpson
"Doc" Sims
Beverly Simms
Warren Simms
Abner Silver
Annette Silver
Al Silvi
Frank Sinatra
Ray Sinatra
Diane Sinclair
Karol Singer
June Sitar
Fredrick Sittig
Margaret Sittig
Emmy Skelley
Red Skelton
Cornelia Otis
Skinner
Edna Skinner
Blanche Skewran
Dr. Ralph Slater
Tom Slater
Belle Sloan
Mary Small
Jack Smart
Roy Smeck
Madame Vera
Smirnova
Alice Gordon-Smith
Pvt. Andrew Smith
Edna Smith
Smith & Beckett
Smith & Dale
Bob Smith
Betty James Smith
Eddie Smith
Edith Smith
Faye Elizabeth
Smith
Grace Smith
Grant Smith
Homer Smith
Jack Smith
Kate Smith
Rann Smith
Kollin Smith
Russ Smith, Orch.
Sgt. Smith
Vivian Smith
Willie Smith
Lorraine Snyder
Joe Sodja
Otto Soglow
Willie Solov

Hilde Somer
Matti Sondi
Son & Sonny
Sonny & Terry
The Sophisticates
Vincent Sorey &
Company
Harry Sosnick
Jane Southard
Southern Col.
Sextette
The Southernaires
Eva Sova
Sigmund Spaeth
Betty Spain
Albert Spaulding
Jack Spaulding
John Spaulding
Muggsey Spanier &
Orchestra
Genevieve Spauling
Billy Sparrow
Lieut. Frank
Spatuzzi
Seth Spaulding
Tris Speaker
Margaret Speaks
Sammy Spear &
Pelham Heath
Inn Orchestra
Arnold Spectre
Wilma Spence
J. DeWitt Spencer
Kenneth Spencer
Margaret Spencer
Audrey Spurling
Earl Spicer
Louis Spielman
Spivy
Helen Louise Sprout
Dick Stabile
Dick Stabile's Orch.
Stage Door Canteen
Radio Program
Mona Stanford
Bert Stanley
Louise Stanley
Milton Stanley
Neal Stanley
Ruth Stanley
Bob Stanley's Orch.
Bob Stanton
Lucille Stanton
Doris Stapleton
Eva Stark
George Stark
Eleanor Starkey
The Starlets
Louise Starr
Stater Twins
George Stearns
Orchestra
Harold Stearns
Lillian Stearns
Eleanor Steber
Eddie Steel
Jonnie & Sondra
Steel
Ed Steffe
Ruth Stein
Maxine Stellman
Suzanne Steu
Isabel Steison
John Stenson
Stephanie &
Armando
Sam Stept
Bill Stern
Isaac Stern
Helen Steven
Iobt. Stevens
William Stevens
Allen Stewart
Dotty Stewart
Penny Stewart
Sally Stewart
Willia Stewart
Marion Stoakes
Harry Stockwell
Lucille Stoddard
Robert Stolz &
Orchestra
Alice Stone
Fred Stone
Mitzi Stone
Morris Stonzek
Tom & Jerry Stone
Paula Stone
Donna Storley
Stouffer Twins
Ted Straeter &
Orchestra
Chester Stratton
Lorraine Strauch
Harry Strauss
Erwin Strauss
Sgt. Stringer
Malcolm Strohl
Mary Strong
Stroud Twins
Harry Strug
Al Strunkoff
Barbara Stuart
Charles Stuart
Richard Stuart
Stuff & Nonsense
Alex Stutz
Olga Suarez
Lyda Sue
Frances Sugarman
Corp. Dave
Sngerman
Danny Sullivan
Joe Sullivan
Lydia Summers
Tris Suominen
John Surrey
Hugh Sutherland
Mary Sutherland
William Sutherland
Dan Sutter

Bette Svydan
Asta Svan with
Capt. Birch
Swa-Hili Dancers
Jimmy Sweeney
Katherine Swift
Paul Sydell &
Scotty
Barbara Syrkin
Douglas Sylvan
Don Sylvio
Beverly Symms
Ilona Szendy
Tamara
Akin Tamiroff
Tanglefoot
Tanner & Thomas
Georgie Tapps
Tina Tarsell
Kay Tatum
Doris Tauber
Bernice Taylor
Ellen Taylor
Hilda Taylor
Jane Taylor
Johnny Taylor
Marilyn Taylor
Samuel Taylor
Louis Teicher
Billy Telepan
Georgia Templeton
Jean Tennyson
Lucille Terrell
Norma Terris
Anne Terry
Joyce Terry
Renee Terry
Warren Lee Terry
Bernie Thall
Virginia Thayer
Allen Thomas
Buell Thomas
Connie Thomas
Helen Thomas
Jane Thomas
John Charles
Thomas
Virginia Thomas
Archie Thompson
Kay Thompson
Mary Allen
Thompson
Arlene Thomson
Alfred Thornton
Eric Thorpe and
Al Hyde
Josie Thorpe
Roy Thorsen
Three Blair Sisters
Three Crandell
Sisters
Three Merry Makers
Three Royal
Knights
Three Sisters
Three Steppers
Three Swifts
Three Swims
Lawrence Tibbett
Thomas Tibbett
Yvonne Tibor
George Timber
Lydia Tisen
Paul Tisen & Co.
Joseph Timmons
Charlie Tobias
George Tobias
Lyle Tod
Nani Todd
Kate Toland
Louise Tolley
Tom, Dick & Harry
Don Tompkins
The Toppers
Mel Torney
Nicholas Torzs
Frank Touhy
Tanya Tova
Robert Tower
The Townsends
Toy & Wing
Prince Ming Toy
Al Trace & Orch.
Arthur Tracy
Grace Travers
Pat Travers & Her
Men About Town
Patricia Travers
Vincent Travers
Orchestra
Arthur Treacher
Jack Trepel
Irene Treiman
Don Trent
Mary Trepel
Trio Dancers
Tristine
Sarah Profford
Tropical Revue
Evelyn True
Bobby Tucker
Sophie Tucker
Tommy Tucker &
Orchestra
Anthony Tudor
Rowan Tudor
Frank Tuohy
F. Tulli
Judith Tunin
Joyce Turberg
Judy & Cecile
Turner
Peggy Turley
Two Bee's & A
Honey
Two Kings & A
Queen
Kay Twomey
Pvt. Charles Tys
Marcella Uhl
Arthur Ullise

Corp. Bill
Underwood & Co.
Alexander Uninsky
Fred Uttal
Miguelito Valdez
Gina Valenti
Francesco Valentino
Valentinoff
April Valle
Edith Valle
Van & Jan
Adele Van
Gus Van
Carol Van Buskirk
Gloria Van Doye
James Van Dyke
Katie Van Forst
Isaac Van Grove
Mary Van Kirk
Helen Van Loon
The Van Noyes
Sisters
Peter Van Steeden
Peter Vanamel
Princess Vanessa
Nina Varela
Astrid Varney
Louis Varuna
Lil Varrett
Evelyn Vaughn
Veleo Sisters
Janet & Jay Velle
Benay Venita
Lizette Veree
James Vernon
Florida Vestoff
Eric Victor
Victory Girls
Guillermo Villarino
George Vincent
Jackie Vincent
Romo Vincent
Valentina
Vishnevskia
Edith Voelker
Bill Vogel
Gale Volchok
Volkoff & Madova
Marion Von Aln
Vonn & Downey
Al Wagner
Edna Wagner
Mary Louise
Wagner
Bea Wain
Lec Wainer
Lynn Wakefield
Earl Waldo
Bill Waldron
Cheryl Walker
Kirby Walker
Nancy Walker
Alfred Wallenstein
Fats Waller
Audrey Walters
Isabel Walters
Ian Walters
Paul Walton
Walton & O'Rourke
Ken Walton
Chiu Wan
Jerome Ward
The Five Wards
Warner Sisters
Joanne Warner
Mal Warner
Jeff Warren
Julie Warren
Joseph Washington
Dale Wasserman
Ethel Waters
Pinkie Watkins
Jean Watson
Milton Watson
Winifred Steed
Watson
Wayne & Marlin
Jerry Wayne
Mabel Wayne
Jack Webb
Muriel Weber
Virginia Webster
George Wedderburn
Robert Weede
Polly Weeks
Oscar Weidhaus
Virginia Weidler
B. Weinroth
Dave Weinstein
Albert Weintraub
Corp. Weisberg
Dr. Aaron Weiss
Don Weissmuller
Dwight Weist
Hazel Weller
Irene Weller
Claire Welles
Edward Wellington
Billy Wells
Roslyn Wells
Winston Wells
Ray Welsh
Muriel Welsh
Senior Wences
Wana Wenerholm
Helen Wenzel
Bill Wernicke
Bernie West
Everett West
Pauline West
Bill Westbrook
Audrey Westphal
Eddie Weston
Joanne Wheatley
Frank Wheeler
Arleen Whelan
Philip Whelan
Bob Whelan &
Yvette
"Doc" Whipple
Sgt. Lawrence
Whisonant
Alice White
Danny White
Evelyn White
Hy White
Jerry White
Jimmie White
Joe White
Joshua White
Lavinia White
Linda White
Margaret Penn
White
Nora White
Olive White
Ruth Whitelaw
Ed Whitford
Jack Whiting
Marion Whiting
Beverly Whitney
Gloria Whitney
Whittemore & Lowe
Jane Whyte
Gus Wicke
Irene Wicker
Valentine Winning
Irene Wiley
Marie Wilkins
Dick Willard
Harold Willard
Billy Williams
Bob Williams
Doris Williams
Gene Williams
Lavinia Williams
Lulligan Williams
Mary Lou Williams
Mimi Williams
Rudy Williams
Bobby Willis
Barbara Willison
Bill Williston
Frances Wills
Lou Wills, Jr.
Billy Wilson
Dorothy Wilson
Duke Wilson
Garland Wilson
Jane Wilson
Laura Wilson
Nathaniel Wilson
Orlandus Wilson
Teddy Wilson
Orchestra
Anna Wiman
Paul Winchell
Ruth Winchell
Gene Winchester
Alice Winslow
June Winters
Terry Lee Winters
Barry Winton &
Orchestra
Jerry Withee
Paul Wittgenstein
Victor Wittgenstein
Mary Wooska
Daniel Wolf
Viola Wolfe
Kate Wolff
Dick Wolfson
Joseph Wolman
S. Wolkow
Tommy Wonder
Anna May Wong
Barry Wood
Peggy Wood
Barbara Woodell
Gene Woodlin
Fred Woodman
Eileen Woods
Toni Woods
Woodson Sisters
Monty Woolley
Richard Worth
WOR Symphony
Orchestra
Betty Wragge
John Wray
Anita Peters
Wright
Arthur Wright
Sunny Wright
Souja Wronkow
Percy Wyckoff
Jane Wyman
Mona Wyndell
Keenan Wynne
Nan Wynn
Wynsor Dance
Group
Beatrice Yessof
Roman York
Helen York
Ben Yost
York & Ortez
Edith Young
Eileen Young
Jimmie Young
Roland Young
Henny Youngman
Iris & June
Yoysnoff
Foo Ling Yu
Charlotte Yude
Yvette
Alexander Zakin
Michael Zamm
Don Zelazya
Zelli Sisters
Vicki Zimmer
Billy Zimmerman
Ethel Zione
Vera Zorina
George Zoritch

AMERICAN THEATRE WING ENTERTAINMENT COMMITTEE

STOOGES MAKE AIR COMEDIANS

Eight of 15 Hooperated Top Programs Lean Heavily On Starred Razz Man

Even "Basin Street" Gets Two Assists

By CY WAGNER

NEW YORK, Feb. 12.—"Oh, comedian," where is thy stooge!" Maybe Bill Shakespeare never wrote that line in his long list of "Oh" monologs, but what the bard forgot has not gone unsung. That line is the title of the theme song now heard echoing down the corridors of many a net and ad agency. Today a radio comedian without a stooge has a 90 per cent chance of becoming a flop. The better the stooge the less need for oxygen. A look at any Hooperating will prove that.

Most recent show to get hep to valuable stooge formula is the Blue's "Chamber Music Society of Lower Basin Street." Here is a show featuring hot music and zany patter, not the usual spot for a stooge's bread and

But some brain saw that stooges are the things and imported not one—but two—stooges recently to give the Society a hypo. Original idea was to have one stooge for Milton J. Cross, emcee of the show.

But acting on the theory that you can't have too much of a good thing, second stooge was hired. Now the program has a double-barreled weapon of two stooges. The folks for the Cross's attempts at humor are Mr. Tschaikowsky B. Johnson—janitor, porter and ticket taker in the concert hall—and Mrs. Van Greevney, a dowager who is to keep the society going with contributions. The part of Johnson is played by Ricard Montgomery, "Carmen Jones" jokester; that of Mrs. Van Greevney by Lulu McConnell.

The programmer who passed the twin stooge rule for the Society had only to look at *The Billboard* TCI of January 22 to find an excuse for his decision. Eight of the 15 shows, included in this line-up of radio's best, use stooges.

Hope Also Has Two Regulars

Bob Hope, for example, top show, according to Hooperatings, has had stooges for years. Witness the perennial Jerry Colona and Vera Vague.

In this same stable of winners we find Fibber McGee and Molly, Edgar Bergen, Joan Davis and Jack Haley, Bing Crosby, Jack Benny, Frank Morgan-Fannie Brice, and Abbott and Costello, stooge users all.

It is no secret that Fibber McGee has been playing stooge to Molly's straight for years. Lately the show has had Ransom Sherman to stooge Fibber's stooge. A nice trick if you can do it.

Of course, who stooges on the Bergen airing goes without saying. On the Joan Davis-Jack Haley program it's Joan who allows herself to be taken over the coals. Bing Crosby has his Rags Ragland and numberless guest stars; Jack Benny his Rochester, and sometimes Benny himself takes a beating. In the Frank Morgan-Fannie Brice opus it's Hanley Stafford as "Daddy" and announcer John Conte who lead with their chains. Lou Costello maintains the pace with his stooging for Bud Abbott on their program.

Stooge Users a Radio "Who's Who"

The rest of the list of stooge-using comedy programs on the air reads like a partial compilation of *Who's Who in Radio*. Here we find the Great Gildersleeve, Red Skelton, Eddie Cantor, Amos 'n' Andy, Fred Allen, Burns and Allen, Monty Woolley, Jack Carson, Frank Sinatra and *Duffy's Tavern* shows.

Worthy of special notice in this group are the Great Gildersleeve, Fred Allen and Frank Sinatra. The Great Gildy (Hal Peary) was a stooge for Fibber McGee and Molly until he became so popular he was given his own time. Then, not forgetting the lessons of his "youth," he got himself a stooge posthaste—Judge Hooker, who is played by Earl Ross.

Any guest who has the courage to appear on the Fred Allen show is auto-

matically slated for a stooge assignment. Big or little, all stooges to Allen. And most of them, like Laurence Melchior, for example, love the Allen going over.

Sinatra's Sighs Stooge

Somebody saw the light of day when "sigh stimulator" Sinatra started his own program on CBS recently. As soon as the show was set plans were made to have a stooge. Only, as it turned out, a new twist was given here, and the idol has been taking it where it hurts. Bert Wheeler, who at first had been slated to be the fall guy, had his role rewritten so that he does the pitching, and Sinatra takes it.

It all seems to add up to this: Let those who are planning to put on a comedy program first look for their stooges. It might have been the rule in the old days to look for a good comedian first and then try to fill in with a stooge. But now the stooge is the thing. Find one and the rest will be smooth sailing.

Flamm Spreads His WMCA Case In the Press; Everything But The Curfew Is Rung In

ACLU Joins the Noble Side in Battle

NEW YORK, Feb. 12.—The Lea Committee, formerly the Cox Committee, investigating the Federal Communications Commission, this week found itself delving into a situation that the courts had negated, i.e., Donald Flamm's claim for rescission of his sale of WMCA to Edward J. Noble.

Following adverse rulings on his motion for an injunction to halt the recent sale of WMCA by Noble until his case came to trial, Flamm this week dropped his rescission claim and replaced it with an action for damages.

He is asking \$970,000, and triple damages.

Meanwhile, the Lea Committee was under fire for "violating elementary principles of fairness."

One blast, from Franklin S. Wood, counsel for Edward J. Noble, said the hearings were being used "as a forum and to gain publicity for charges" made by Donald Flamm which form the basis of Flamm's law suit now pending in the New York State Supreme Court. Wood quoted a report, wherein Flamm is stated to have said his law suit "does not in any way involve the FCC" as evidence that the committee was off base in conducting hearings on the sale of WMCA.

Wood's rap, which was wired to Congressman Lea, chairman of the committee, pointed out that Flamm's "case and any justifiable complaint he may have is pending before a court of competent juris-

\$600 Clothes Closet

PHILADELPHIA, Feb. 12.—Before the start of the war WIP had purchased a twin cabinet for its FM adjunct. The FM transmitter was housed in one of the cabinets, and the other awaits the end of war for the purchase of a 10-kilowatt amplifier for the FM station. But until then the vacant cabinet, which cost \$600, will serve as a super de luxe cloak room for the engineering staff. It wasn't until this week, when routine equipment check was made, that station officials noticed the \$600 cabinet is being used as a clothes closet. Explained Cliff Harris, WIP chief engineer, "That's a sign of the versatility of radio equipment manufacturers looking ahead for post-war expansion."

Video May Lead House Unions Into AFL Fold

NEW YORK, Feb. 12.—Television will be the cause if NABET, the radio technicians' house union, goes AFL and forms an independent organization. The entrance of audio, which may give stagehands' IATSE, and cameramen's unions, which are already in existence and quite powerful, chance to claim jurisdiction over radio men have made them sit back and think. With the result that for the first time the engineers and technicians are planning to band together and create their own outfit.

In considering whether to choose CIO or AFL, according to trade sources, the latter will have preference, due to fact that most showbiz tech unions are AFL.

Gilman Shows Blue Execs a Few New Sites

HOLLYWOOD, Feb. 12.—Hunt for new site for the Blue Network headquarters was under way here this week, as Mark Wood, prexy of the web, and Gilman Noble, owner, huddled with Don Gilman, Pacific Coast head, on likely property. While there were many rumors as to just where the network would finally buy, there was nothing definite, altho several locations were being considered. These sites have been picked out by Gilman over a period of months. It was stated on good authority, however, that the final choice will be a location in the center of Hollywood, not far from CBS and NBC.

Two other sites are being considered, one for FM and the other for television transmitters. It was claimed that these will be located in the Hollywood Hills, near the Don Lee television station.

Also under discussion by the network heads was the buying of KECA, one of the Earle C. Anthony stations, as reported in recent issues of *The Billboard*. While the contract with KECA still has two years to run, it was believed the Blue would have its own outlet before that time.

Elmer Wins as 3 OWI Overseas Execs Resign

WASHINGTON, Feb. 12.—The controversy within the Office of War Information between Director Elmer Davis and Playwright Robert E. Sherwood, chief of the overseas operations, this week seemed to have been settled with a clear-cut victory for Davis.

The matter in dispute—which even went to the White House for final settlement—was whether three Overseas Branch executives would be cashiered as Davis wanted. In a formal statement Davis announced that the three—James P. Warburg, Joseph Barnes and Edd Johnson—had submitted their resignations.

Beauty in Package To Be Peddled to Nation's Stores

NEW YORK, Feb. 12.—Two new transcribed packages out of the Harry S. Goodman agency skedded to be sold to department stores thruout the country. Both will have femme "you, too, can be beautiful" pitch, is a natural for department stores.

Dick Willis doing *Here's Looking At You*, intimate cosmetic spiel series, with janes writing in for glamour jabber, is one. Ann Barbanelle interviewing top stylists is the other show, they call it *Charm Session*. Among those to be presented in this will be John Powers of model-peddling fame, Cartier's, Paul of Charles of the Ritz, Alice Carroll, the knit one purl two gal, and Jessica Ogilvie of the Ogilvie Sisters. Each expert to be quizzed regarding own field.

Secon Joins Stark

NEW YORK, Feb. 12.—Paul Secon, ex-trade paper staffer, has joined Richard Stark & Company, indie program producer. He is organizing and will head up a television unit for the outfit.

Firm was originally known as G & S Productions. With Axel Gruenberg deciding to stay on the Coast and in films, the organization was renamed and reorganized.

Westinghouse Blue Yen 2 Show Pitch

NEW YORK, Feb. 12.—Westinghouse is still hot for Blue air time. They are trying two five-minute shots with a special-events angle on human interest stories based on actual happenings in Wilkes-Barre and Kansas City, Mo.

At the same time, Transamerican has prepped a song program thru McCann-Erickson to go Monday, Wednesday and Friday, if sold. Music and musical background provided by Fred Waring and the Waring Choir. Narrator for audition was Martin Gabel. Russ Johnson directed.

CBS & THOMPSON HOLD TOP SPOTS

FCC Annual Report Plugs Own G2 Unit

WASHINGTON, Feb. 12.—Embattled Federal Communications Commission, facing Congressional attack from all sides, this week sent to Congress an annual report that sought to bestow a mild pat on the back to the agency's Radio Intelligence Division.

The Radio Intelligence Division was recently "cut off without a cent" by the House of Representatives, where a large bloc of unfriendly members erased from the appropriations bill all funds for operation of that unit. In seeking to destroy the Division, Congressmen declared they wanted the function placed in the hands of the armed forces.

In its annual report, FCC declared that the RID is now intercepting enemy code messages at the rate of 55,000 words a day.

In 1943, FCC pointed out, the Division investigated 3,960 cases where radio transmitters were operating in what was believed to have been illegal work. Its network of monitoring stations, FCC said, can immediately trace down "any radio signal heard anywhere in America."

Corwin Signs 3-Yr. CBS Pact; New Series Set

NEW YORK, Feb. 12.—With a new CBS three-year contract signed, sealed and in his hip pocket, Norman Corwin, radio drama writing ace, has returned from the West Coast, where he has been writing for Metro-Goldwyn-Mayer. He will resume his air duties in a new series, beginning March 7, under the title *Columbia Presents Corwin*, in which he will be producer-director and, for the most part, author. Airings will be on Tuesdays.

Contract calls for Corwin to work 31 weeks a year; 26 weeks on the air. In the 21-week period which is his own he will work for pix in Hollywood. Salary is \$500 a week at CBS while he is sustaining, with commercial shows figured the same as his screen writing salary—\$2,000 a week.

New CBS series gives Corwin a free hand in production without restriction either on subject matter or technique. The series will comprise many diverse and novel types of airings—documentary dramas, fantasies, radio cantatas, musical comedies, satires, monologs, original plays and literary rhapsodies. A number of top-ranking stage, screen and radio stars will be used on these programs, including Charles Laughton, Robert Young, Orson Welles, Minerva Pious and Everett Sloane.

Opener will be *Movie Primer*, a satire on Hollywood in the same vein as his *Radio Primer*. Subsequent shows in the series will include *The Long Name None Could Spell*, a dramatic poetic tribute to Czechoslovakia; *The Lonesome Train*, by Earl Robinson and Millard Lampell; a radio cantata woven around the funeral train of Abraham Lincoln, and *Savage Encounter*, by Corwin, a radio drama about a flier who balls out over an unexplored South Pacific Isle. Other programs will include broadcasts from the works of Thomas Wolfe, Walt Whitman and Carl Sandburg; an historical drama of the 1930's; a satire on "corn" from Shakespeare's time to the present; a radio biography of Thomas Paine, and a mystery-thriller based on records of a century-old English murder.

Prime time has been reserved by the web for the series; time which will be sold only if this series finds a sponsor.

Jingle Dawes

PHILADELPHIA, Feb. 12.—Some months ago WFIL revamped its afternoon schedule, giving it the blanket title *News 'n' Music*. To make it even more so, station commissioned Edmund Dawes, WFIL educational director, to write a series of musical station breaks. The jingles caught on and the bug bit Dawes.

Now he has developed quite a business writing and producing musical jingles for local advertisers. Supplying the talent as well as the musical score, Dawes now transcribes jingles for Lichtey's Jewelers, Square Deal Furniture, Suchard Chocolate, Arrow Stores For Men, and Eppi's store in Wilmington, Del.

Hotels Use E.T.'s In Appeal for Public Co-Op

NEW YORK, Feb. 12.—Newest venture of the American Hotel Association's plan to influence public opinion is a series of dramatic radio programs with the theme, "We're doing our best; please don't complain."

The series, prepared by Young & Rubicam, is recorded and already has been booked in 47 cities from Coast-to-Coast. *Meet Me in the Lobby* is its title.

The pitch, according to H. W. Fortey, director of public relations for the AHA, is that the hotel managers are tired of having people complain about wartime service, and by this show hope to bring about a change of attitude.

Another angle on the series, the one which accounts for the AHA being the moving force, is that up to now, while hotels have been buying air time, they have not been concentrating on a central theme. This, it is felt, has resulted in a weak, confused job of public relations.

With all the hotels plugging the one theme to show that because of wartime man-power shortages and because the hostilities have had to take care of an unprecedented number of servicemen, AHA expects to do a solid public relations job.

R. R. Success Spurs Hotels

Fortey pointed to the success of railroad advertising as a proof that with radio and other media the public can be weaned away from the complaining attitude.

According to present set-up of *Meet Me in the Lobby*, local hotels or groups of hotels are offered a package of 13 15-minute shows to run once a week. Each local pays \$15 per recording to the AHA (from which Y. & R. gets its cut) and then buys time on regional station.

Some locals, for example the Boston and Massachusetts Hotel associations, have used radio for years. In such a region, where hotels already have a radio program, the AHA series will be used as a replacement.

Where Are the Other Corwins?

ANNOUNCEMENT of the new Norman Corwin series on CBS (starting March 7) points up the fact that this ace writer-director-producer is in a class by himself. In short, there's a premium on Corwins in radio, even though there is plenty of comparable literary talent around in other fields; playwrights, novelists, poets, etc. In the studios today Corwin is a rarity.

Why?

Main reason seems to point to commercialism which stifles new writers just as soon as they reveal unusual ability. Seduced by sponsors into commercialized scripting, the good money such scribes earn soon makes them just members of a group of good air scribes who gradually lose the habit of fine writing. Not that commercial scribes are not good. They are, but the Corwin type is the extra-special writer whose stuff is Pulitzer Prize material; something of definite prestige and benefit, not only to radio but to the world.

That CBS realizes Corwin's value in this respect is evidenced by the fact that it sets aside prime time for his unsponsored shows and gives him full leeway to write as he sees fit, without clamps. In this, Columbia has the edge on its rival nets who show no evident signs of even looking for, much less building up their own Norman Corwins.

NBC Passes Columbia in First Tab, With Voting Close in Many of the 18 Divisions

NEW YORK, Feb. 12.—In the opinion of the radio editors of the U. S., the Columbia Broadcasting System airs a plurality of radio's best shows. J. Walter Thompson is the agency holding the reins on the greatest percentage of radio's top-notchers.

The results of the 13th Annual Poll of Radio Editors, conducted heretofore by The New York World Telegram and continued this year by The Billboard, punched this fact home.

The World Telegram's compilation during the past 12 years stated only what shows were the leaders in various divisions. Last week The Billboard published the results of the 1943 poll and named this year's top stars and programs. But because it was felt that the radio trade would be interested in knowing which nets and agencies were responsible for the poll winning shows, *The Billboard* has made another breakdown giving net and agency credits for the first time.

CBS shows, the breakdown revealed, won first place honors in 9 of the 17 poll divisions directly associated with weekly shows; NBC had 6 programs in this category; Blue, 2, and Mutual, none. In another division—single best broadcast which did not have to do with regularly scheduled shows—A CBS special one-timer, *Letter On Race Hatred* (open letter to the American people), carried away the honors, too.

CBS Snags the White Meat

Regularly heard CBS shows and stars in No. 1 spots were: Favorite program, Fred Allen's; best documentary, *Man Behind the Gun*; outstanding new star, Frank Sinatra; favorite dramatic program, *Lux Radio Theater*; top children's program, *Let's Pretend*; top dance orchestra, Guy Lombardo's; top concert singer, Gladys Swarthout; best symphonic orchestra, New York Philharmonic; top female singer, Dinah Shore.

NBC winners were: Comedian, Bob Hope; male vocalist, Bing Crosby; sports announcer, Bill Stern; best quarter hour, Fred Waring; best government program, *The Army Hour*; quiz-contest program, *Information, Please*.

Blue's "Abou Ben Adhem's" were: News commentator, Raymond Gram Swing; and announcer, Milton Cross.

Some Nose-Out Finishes

In voting for the first 10 in most of the divisions the race was very close. For example, in the favorite-program bracket, Fred Allen (CBS) beat Bob Hope (NBC) by only one tally. Therefore, any show that got into the first three in any division could feel as if it had done a job.

A tabulation of regularly scheduled net shows and stars placing among the first three in a combination of all the poll's divisions showed that NBC rang the bell 23 times; CBS, 21 times; Blue, 11 times, and Mutual, once. Here again it must be pointed out that this is for regularly scheduled stars and shows only.

In the one-shot division, the outstanding single broadcast, CBS and NBC placed once each in the top three. And each net could be given a count here for the OWI Christmas show, carried by all four nets. Mutual managed to squeeze into the halls of the kings when Red Barber placed third in the best sports announcer division.

J.W.T. Gets Five Firsts

J. Walter Thompson wears the crown given to the agency having the most shows in the top positions thruout all divisions by breaking the first tape five times. J.W.T. winners were: *Lux Radio Theater* (CBS), best dramatic program; Elgin Watch Company's *Man Behind the Gun* (CBS), top documentary; Ballantine Beer's Guy Lombardo (CBS), best dance orchestra; Kraft's Bing Crosby (NBC), top male singer; Lever Bros.' Frank Sinatra (CBS), outstanding new star.

Foote, Cone & Belding shares credit in Frank Sinatra's winning the outstanding new star top position, as they have his other CBS show, the *Lucky Strike Hit Parade*. Another CBS show to climb to the top rung was the Bob Hope airing (NBC), which won out in the top comedian bracket.

Other Ad Agencies Pick Plums

Facts and figures show that many other agencies had shows or stars capturing first places. Newell-Emmett got into the charmed circle because Fred Waring's Chesterfield program (NBC) placed first in the top 15-minute program category. *Let's pretend*, CBS's best children's program, won top place for B.E.D. & O. under the sponsorship of Cream of Wheat. Sherman & Marquette's entry for Colgate-Palmolive, Bill Stern (NBC), was voted the top sports announcer. Lennen & Mitchell's *Chamber Music Society of Lower Basin Street* (Blue) helped Milton J. Cross win top announcer honors. Buchanan Company, agency for Texaco's Fred Allen program (CBS), got the nod in the favorite program division.

Other agencies to have a first place winner were: Benton & Bowles, Prudential *Family Hour* (CBS), top concert singer—Gladys Swarthout; Campbell & Ewald, top symphonic program, U. S. Rubber's New York Philharmonic (CBS); Compton Agency, top news commentator, Raymond Gram Swing (Blue), for Socony-Vacuum; Maxon Agency, best quiz show, *Information, Please* (NBC), for H. J. Heinz Company, and Young & Rubicam, top female singer, Dinah Shore (CBS), for General Foods.

J. Walter Thompson also won out in the compilation of agencies having shows in the top three positions in all divisions. Here JWT scored with 8; Foote, Cone & Belding rang the bell 5 times; Buchanan, Blow and Newell-Emmett, three each; Wade, Lennen & Mitchell, Needham, Louis & Brordy, and Compton, 2 each.

Many Place Only Once

Agencies placing only once among the top three of all the divisions combined were N. W. Ayer; Benton & Bowles; Kenyon & Eckhardt; Campbell Ewald; Arthur Kudner; Blackett, Sample & Hummert; Leo Burnett; Logan & Arnold; Roche, Williams & Cunningham; Warwick & Legler, and Sherman & Marquette.

Comparative Figures CAB-CEH

Facts and Figures Give Pic Of Indie Vs. Co-Op Operation; Subs, Breakdowns and Fees

NEW YORK, Feb. 12.—Last week, in concluding its coverage of the CAB-CEH operations, *The Billboard* announced the presentation this week of a breakdown of the business structure of both radio research organizations. Here are the figures:

Advertising Agencies

Anfenger, CEH
Associated, CEH
Aubrey, Moore & Wallace, CAB
Ayer, N. Y., CEH-CAB

Subscribers

Hooper "Continuing Measurement of Radio Listening" Reports

Allentown, Easton, Bethlehem—WEST, WSN.
Atlanta—WGST, WSE.
Baltimore—WBAL, WCAO, WCBM, WFBR, WITH.
Beaumont, Port Arthur — KFDM, KPAC.
Birmingham—WAPI, WBRC, WSGN.
Boston—WBZ, WCOP, WEEL, WHDH, WMEX, WNAC, WORL.
Buffalo—WBEN, WBNY, WEBR, WGR, WKBW.
Chicago — WAAF, WAIT, WBBM, WCFL, WENR, WGN, WIND, WJJD, WMAQ.
Cincinnati — WCKY, WCPO, WKRC, WLW, WSAI.
Cleveland — WCLE, WGAR, WHK, WTAM.
Columbus — WBNS, WCOL, WHKC, WLW.
Dallas, Fort Worth — KFJZ, KRLD, KGKO, WFAA, WBAP, WRR.
Dallas—KFJZ, KRLD, WRR.
Davenport, Rock Island, Moline, East Moline—WOC.
Dayton—WHIO, WLW.
Denver—KLZ, KOA, KMYR, KVOD.
Des Moines—KRNT, KSO, WHO.
Detroit—WJR, WWJ, WXYZ.
Fort Worth—KFJZ, KRLD, WRR.
Harrisburg—WHP, WKBO.
Hartford — WDRC, WNBC, WTHT, WTIC.
Houston—KPRC, KTRH, KXYZ.
Indianapolis — WFBM, WIBC, WIRE, WISH, WLW.
Jacksonville—WJAX, WJHP, WMBR, WPDQ.
Kansas City—KCKN, KCMO, KMBC, WHB, WREN.
Knoxville—WBIR, WNOX, WROL.
Little Rock—KARK, KLRA.
Los Angeles—KECA, KFI, KHJ, KMPC, KNX, KPAS.
Louisville — WAVE, WGRC, WHAS, WINN.
Memphis — WHBQ, WMC, WMPS, WREC.
Miami—WFTL, WIOD, WKAT, WQAM.
Minneapolis, St. Paul—KSTP, WCCO, WDGY, WLOL, WMIN, WTON.
Nashville—WLAC, WSIX, WSM.
New Orleans—WDSU, WWL.
New York — WABC, WEAJ, WINS, WJZ, WMCA, WNEW, WOR, WQXR, WOV, WLIB.
Oklahoma City—KOMA, KTOK, WKY.
Omaha—KOIL.
Philadelphia—KYW, WFIL.
Pittsburgh—KDKA, WCAE, WWSW.
Portland—KALE, KEX, KGW, KOIN.
Providence — WEAN, WFCL, WJAR, WPRO.
Richmond—WRNL, WRVA.
Rochester—WHEC.
Salt Lake City—KDYL, KSL, KUTA.
San Antonio—KABC, KONO, K TSA, WOAI.
San Francisco, Oakland — KFRC, KGO, KJBS, KPO, KQW, KSFO, KYA.
Seattle — KIRO, KJR, KOL, KOMO, KRSC, KXA.
Spokane—KFIO, KFPY, KGA, KHQ.
St. Louis — KMOX, KSD, KWK, KKOK.
Tampa, St. Petersburg—WFLA, WSUN.
Tulsa—KOME, KTUL, KVOO.
Washington — WINX, WOL, WMAL, WRC, WTOP, WWDG.
Wichita—KANS, KFBI, KFH.
Worcester—WTAG.
Youngstown—WFMJ, WKBN.

Badger, Browning & Hersey, CEH-CAB
Bates, Ted, CEH
Batten, Barton, Durstine & Osborn, CEH-CAB
Benton & Bowles, CEH-CAB
Blow, CEH-CAB
Botsford, Constantine & Gardner, CEH
Buchanan, CEH
Burnett, Leo, CEH
Bruck, Franklin, CEH
Campbell-Ewald, CAB
Compton, CEH-CAB
Dancer-Fitzgerald-Sample, CEH-CAB
D'Arcy, CEH-CAB
Ellis, Sherman K., CAB
Erwin, Wasey, CEH
Esty, William, CEH-CAB
Federal, CEH
Foote, Cone & Belding, CEH-CAB
Gardner, CEH
Garfield & Guild, CEH
Geyer, Cornell & Newell, CEH-CAB
Grant, CEH-CAB
Henri, Hurst & McDonald, CEH
Hillman-Shane-Breyer, CEH
Jones, Ralph H., CAB
Kastor, H. W., CAB
Kenyon & Eckhardt, CAB
Kiesewetter, H. M., CAB
Kudner, Arthur, CEH-CAB
Lake-Spro-Shurman, CAB
Lennen & Mitchell, CEH-CAB
Livingston, Leon, CEH
Marschalk & Pratt, CAB
Mathes, J. M., CAB
McCann-Erickson, CEH-CAB
McKee & Albright, CAB
Maxon, CEH-CAB
Miller, C. L., CEH
Miner, Dan B., CEH
Morgan, Raymond R., CEH
Needham, Louis & Brorby, CEH-CAB
Newell-Emmett, CEH-CAB
Pacific Coast Advertising, CEH
Pedlar, Ryan & Lusk, CAB
Reeves, Knox, CAB
Roche, Williams & Cunningham, CEH-CAB
Ruthrauff & Ryan, CEH-CAB
Seeds, Russel M., CEH
Sherman & Marquette, CEH
Smith & Drum, CEH
Stebbins, Barton A., CEH
Tarcher, J. D., CAB
Thompson, J. Walter, CEH-CAB
Wade, CEH
Wallace-Ferry-Hanley, CAB
Warwick & Legler, CEH-CAB
Weintraub, William H., CEH
Wheelock, Ward, CEH-CAB
Weiss & Geller, CAB
Young & Rubicam, CAB

Advertisers

Armstrong Cork, CAB
Bristol-Myers, CAB

How They Pay for Survey Services

CAB	Old	New	CEH
Ad Agency	65 Per Cent	58 Per Cent	37.4 Per Cent
Advertiser	14 " "	10 " "	5.8 " "
Networks	17 " "	28 " "	9.7 " "
Miscellaneous	4 " "	4 " "	2.5 " "
Stations	44.6 " "

Campbell Soup, CAB
Celanese Corporation, CAB
Centaur Company, CAB
Coca-Cola, CEH-CAB
Colgate-Palmolive-Peet, CEH
Du Pont De Nemours, E. I., CAB
Emerson Drug, CAB
General Electric, CAB
General Mills, CEH-CAB
Jergens-Woodbury, CEH-CAB
Johnson, S. C., CAB
Kraft Cheese, CAB
Lambert Company, CAB
Lever, CAB
Lewis-Howe, CEH
Lipton, Thomas J., CAB
Macfadden Pubs, CAB
Miles Lab., CEH-CAB
Owens-Illinois, CEH
Plymouth Motors, CEH
Procter & Gamble, CAB
Quaker Oats, CEH
Standard Brands, CAB
Texas Company, CAB
Union Oil, CEH
Vick Chemical, CEH

Networks

Blue, CEH-CAB
British Broadcasting Corp., CEH-CAB
CBS, CEH-CAB
Don Lee, CEH
King Trendle, CEH
MBS, CEH-CAB
NBC, CEH-CAB

Miscellaneous

Blair, John, & Co., CEH
Bureau of Advt.-A.N.P.A., CAB
General Amusement Corporation, CAB
KRNT-KSO, CEH
KSTP, CEH
Lord, Phil, CAB
Morris, William, CEH
Music Corporation, CAB
Petty, Edward, CAB
Petty, Edward, CEH
Superman, Inc., CEH
Transamerican, CEH-CAB
Vanguard Films, CEH
WCEM, CEH
WDRG, CEH
WHB, CEH
WLW, CEH

Harrington Checks Out of Y&R After A Decade in Saddle

NEW YORK, Feb. 12.—Tom Harrington has checked off the lot at Young & Rubicam, where he has been head man of the radio department. Hubbell Robinson has replaced, with Joe Moran, commercial copy chief, and Harry Ackerman, radio production emir, splitting the added chores of Robinson's assignments between them.

Harrington came to Y&R from BBD&O about a decade ago to start the Y&R radio department. At BBD&O he was part of what has been called the "cradle of radio talent," namely the *March of Time* program.

Official announcement of his exit will come about March 1.

FLAMM SPREADS CASE

(Continued from page 6)

Speaker Rayburn "to use his influence to see that the hearings are fairly conducted" and scored the "attitude and methods" of Eugene Garey, the committee's counsel.

The Civil Liberties unit had previously rapped both the former chairman and the committee counsel as "determined to discredit government regulation of radio" in a message to Congress. This memo and others which followed were responsible for the revamping of the probe some time ago.

At that time Congressman Cox was dropped in favor of Lea and there was much talk of Counsel Garey resigning.

With the release of the latest ACLU poke came renewed reports about Garey. This time he was reportedly checking out before the hearings resume Tuesday, February 15.

Lea Cast for Week Replete With Stars

WASHINGTON, Feb. 12.—Lea Committee, investigating the FCC, which recessed this week to permit Representative Clarence Lea, chairman of the committee, to hurry to California for the funeral of his brother, is due to resume Tuesday (15), with a stellar list of witnesses slated to take the stand. Subpoenas were distributed to:

Warren Snow, Harry Cushing and John Curtis, execs of the New York brokerage firm which represented Edward J. Noble in the purchase of WMCA;

William J. Dempsey and William Koplovitz, radio attorneys who represented Noble in the WMCA purchase;

Leslie E. Roberts and Donald A. Shaw, former execs at WMCA during both the Flamm and Noble tenures;

William Weisman, one-time attorney for Donald Flamm;

Tom Corcoran, ex-New Deal legalist; Charles E. Guthrie, former law partner of Corcoran;

Edward J. Noble, who bought WMCA from Flamm, later bought Blue Network and therefore sold WMCA. Noble is due to be served in Hollywood, where he is attending Blue Network executive conclaves.

Lea Committee is currently probing the sale of the Flamm outlet to Noble, and from the line-up of the cast and past performances of Eugene Garey, committee counsel, this phase of the hearing is being classed by the trade as "another act in the play to smear the FCC."

To date the inquiry has produced every element required for a first-class melodrama. It has had celebrities, political pressure, fights, big business coercion, secret deals and a scene-chewing performance by Donald Flamm.

One of his best lines, now in the official record, was "Mr. Noble's last word to me was: 'Flamm, I'll get your station whether you want to sell it or not.'"

What Ad Agencies Pay for Program Rating Services

	(Per Month)		
	Old CAB	New CAB	C. E. Hooper
No Net Program.....	\$50	\$300	\$200
One Net Program.....	\$100	\$350	\$200
			(Plus \$1 a minute of program time surveyed)
Two Net Programs....	\$150	\$360	\$200
			(Plus \$1 a minute of program time surveyed)
From Three to Five Network Programs..	\$190 to \$270	\$370 to \$390	\$200
			(Plus \$1 a minute of program time surveyed)
From Six to 15 Network Programs.....	\$300 to \$570	\$400 to \$490	\$200
			(Plus \$1 a minute of program time surveyed)
Over 15 Net Programs.	Plus \$20 each	Plus \$10 each	\$200
			(Plus \$1 a minute of program time surveyed)
Celling	\$750	(Not set)	\$1,000
Budget	\$120,000	\$235,000	\$650,000 plus

LABOR EYES FM BROADCASTING

Savvy of Biz A New Must For Unions

(Continued from page 3)

nancing. Unlike straight commercial ventures into FM a labor station must expect a lengthy period during which advertisers—if the operation is to be commercial—would be hesitant about buying time. Another problem would be the selection of the correct type of staff.

Novik Advises FM Action

Morris Novik, manager of New York's municipally owned station, WNYC, who has long been an interpreter of labor thinking, was among those who were in favor of labor's getting in on FM.

"Labor and non-profit organizations," said Novik, "ought to use radio more and see the possibilities of FM in the future. They must think now about applying for FM licenses."

Jacob Petofsky, official of the Amalgamated Clothing Workers of America, was also of the opinion that labor should look toward the day it can own more stations. Petofsky said his organization had not yet started to work on plans for the application of FM licenses, but he hinted that if FM could bring labor equality of expression, then he was for it.

Mark Starr Nixes Idea

In direct contrast to the progressive attitude of labor execs recognizing the value of radio was the statement made by Mark Starr, educational director of International Ladies' Garment Workers Union.

"Radio," said Starr, "is a medium for entertainment and distraction. It cannot be used for educational purposes." Evidently Starr forgot the job done by radio for a clothing workers labor organization in New England a few years ago.

Other proofs that Starr is not taking the viewpoint toward radio of the general labor leader in New York are apparent. Local CIO leaders have even been interested in procuring an AM station for the presentation of their viewpoints. At the very time Ed Noble sold WMCA to Nathan Straus, these leaders were trying to buy the station.

In Chicago there was direct contrast to the attitude of the majority of New York and Detroit labor leaders. Here, with the exception of the attitude of the AFL, which owns WCFL, the possibilities of FM were regarded with apathy. WCFL has had an application for an FM license on file for some time. Local representatives of labor organizations, such as the United Mine Workers, Printing Trades Unions, United Auto Workers of America and several others knew nothing of any move to apply for FM licenses.

Detroit's Different

The Chicago UAW local, however, does not reflect the opinion of its mother organization in Detroit. The UAW (CIO), largest union in the country with its million membership centering in Detroit, has in the past met with difficulty in presenting its message over the air. It has found both individual station and network rules, or the NAB code, invoked to restrict its potential air programs.

The UAW has long sought to reach the local Detroit public without the hampering restrictions it now faces, and has made overtures for the purchase of more than one local station. The fact that stations in this territory are good commercial propositions has blocked such purchases. And this fact, added to the knowledge that there are more than a half million UAW members in the Detroit area, has made UAW leaders respond eagerly to the possibilities of FM operation.

"If FM opens up the possibility of opening new stations," said Edward Levinson, director of publicity, "the UAW is definitely interested."

Newspapers Too Costly

"Labor has always been confronted

It's Pace That Makes the Dif Between Air and Pic Scripting, Says Ace Writer Norman Corwin

NEW YORK, Feb. 12.—Hollywood studios need decompression chambers in which to condition radio writers for screen scripting. This is the opinion of ace radio writer-producer-director Norman Corwin, who has just returned to CBS after a session at MGM.

Corwin, who has a healthy respect for the film industry, still feels that the transition from radio to movies is likely to throw an ether scribe off his balance.

"The pace in radio is fast," Corwin said. "In movies, however, you spend a lot of time doing absolutely nothing and, as a result, if you're in the habit of working under pressure, as you are on the air, you begin gradually to lose your fine edge. The sense of relaxation slowly becomes permanent."

Corwin pointed out, however, that Hollywood has a sound, basic reason for its methods. "Most pix today," he said, "cost in the neighborhood of a couple of million dollars. The man responsible for spending this money isn't likely to jump into production half-cocked. Everything must be worked out. And these methods work, as is evidenced by the good, smart and efficient product turned out by the Coast studios."

In radio, on the other hand, Corwin said, scripters toil under high pressure, with shows prepared, cast, rehearsed and put before the mike all within a week. The cost, naturally, is small compared with Hollywood. Radio watches its time. Films don't. After a while a radio writer becomes accustomed to the high-pressure pace, and when he switches to another medium where the pressure is eased suddenly, he has a hard time adjusting himself to the new tempo. However, if he expects to write for films, he must conform.

Corwin added that moviedom pays. His pay was \$2,000 a week, or approximately \$300 a day. For this much dough, he said, a writer feels he should work. The longer he's around the studios the more his clan is dulled and eventually he begins to conform to the popular movie attitude . . . that pressure is costly and only the "reasoned" word on the script page is screenworthy.

with the problem that it cannot publish daily papers, because they are too expensive. Radio stations with just enough power to reach a big city have always been within the realm of possibility, but in the past the available franchises have generally been taken up."

Levinson added that "Labor programs should contain a general appeal, and should not be confined to propaganda. In the final analysis, we would probably not use any more propaganda than stations do today, when they are supposed to eliminate it."

FM possibilities have been a subject of investigation for a considerable time by Detroit's central labor body, the Detroit and Wayne County Federation of Labor.

When this body moved into the new Labor Temple, centrally located downtown, a year ago, plans were seriously discussed for an FM station to be constructed above the temple. The location and the height of the building offer ideal opportunities, but the project was dropped because of cost.

The project was revived again this week by Frank X. Martel, president of the temple, in discussions with leading radio figures connected with present AM stations here. No definite decision was reached, but the serious study which has been given to it for over a year past indicates that the Detroit Federation is fully alive to the opportunity FM presents.

Station Owned by Council

Here, the potential set-up would be a station owned by the central labor body representing practically all the principal unions in the AFL, rather than a station owned by a single union as in the UAW program. Inasmuch as there would not be anywhere near enough FM licenses for every union that desired its own station, the federation idea probably represents the pattern of future labor stations in most cities.

Martel discussed possible station policies briefly, and supported the view that a certain amount of commercially sold time would be expected, in order to make the station a going proposition, and commercially feasible. He indicated that a balanced program to appeal to the general public and not one designed solely for a labor audience would be the objective.

Martel's ideas were typical of those expressed by the majority of labor leaders on the subject of possible programming and general purpose of any FM station to be operated by labor. It was generally

Pop Air Biz Up, Suds Sales Slip in Philly Area

PHILADELPHIA, Feb. 12.—With shortages in beer becoming greater, and soft drink manufacturers being in better production condition than at any time since the start of the war, local radio stations anticipate a time-buying boom on part of the soda pop people. Before the war, soft drink manufacturers represented one of the largest time buyers among local accounts, but dropped out when priorities and freezing orders all but put them out of business.

First of the soda pop firms to return to the airlines is the Seven-Up Bottling Company, putting out the Seven-Up drink. Thru the Hamblett Advertising Agency, of Catonsville, Md., handling the account, Seven-Up bought a half-hour Sunday show on WFIL, a news digest tagged *This Week in Philadelphia*.

Local breweries, also numbered among the largest of local accounts, are now fast disappearing from the air scene. Liquor shortages creating more sud sippers, brewery production has fallen far behind the demand, and beer radio campaigns, usually starting with the start of the Bock Beer season, are still out of sight. However, stations hope the soda pop accounts will make up the loss in beer biz, with the soft drink manufacturers in a good position to cash in on the shortages in other bottled goods.

CINCINNATI.—Chester Herman, production manager and supervisor of announcers at WLW-WSAI here the last two years, has been named assistant to Howard Chamberlain, WLW program director.

agreed that labor will have not only an opportunity if it assumed management of FM stations—it would also have a duty to the radio audience. For it was agreed that the most important factor in radio is the listener. Therefore, it was emphasized, it will not be enough for labor to acquire FM stations. It must operate these stations successfully. It must enter showbiz. It must please the listener who turns the dial. That will be a new labor approach.

2 Minneapolis Outlets Nix Baiting Cleric

MINNEAPOLIS, Feb. 12.—Miffed by *The Billboard's* recent story on the Rev. C. O. Stadskev, E. G. Mittendorf, manager of WLOL, MBS outlet here, has given the cleric his walking papers as of tomorrow. Stadskev's contract was due for renewal, but Mittendorf nixed it.

Meanwhile, at indie Station WDGy, which has found the speller quite a headache for the past eight years, Manager Lee Whiting penned a two-week notice for Stadskev, despite the fact that the contract expiration date does not pop up 'til September. Action was taken. Whiting said, after consultation with the station's attorneys. Cancellation is effective February 20.

At WLOL, Mittendorf explained that Stadskev's contract was in force when Ralph Atlas took over the station ownership last April, and added that the station had intended to choke Stadskev off this month, anyway, regardless.

The preacher's copy has had to be heavily blue-penciled at WDGy in recent months, according to Whiting. Stadskev, whose race-baiting broadcasts have caused a storm of criticism around the Twin Cities, offered free air time a year ago to Gerald L. K. Smith when the latter was refused use of Municipal Auditorium here. However, Stadskev reckoned without station management, which down-thumbed the offer.

WLOL in recent months has refused renewal of three programs recently offered by Rev. Luke Rader, local evangelist.

RKO Testing Blue Pacific Show From Studio Eatery

HOLLYWOOD, Feb. 12.—Film studios are beginning to learn the value of radio as a medium for picture plugging, it was believed by those in the know, when RKO this week signed with the Blue Network for a new five-times weekly series which tees off February 28.

New ideas will originate in studio commissary, with star interviews and gossip about coming productions to be the format.

Series will be tried on the Coast web for the first few weeks and will not be heard in Hollywood.

Sensation of the Nation



of
**RADIO
SCREEN
RECORDS**

**ERNEST
TUBB**

Star of Republic Picture
"JAMBOREE"

Heard Every Saturday Night
**WSM GRAND OLE OPRY
NASHVILLE**

Also on
DECCA RECORDS

Writer of "Walkin' the Floor Over You,"
"You'll Nearly Lose Your Mind" and many
others published by

AMERICAN MUSIC, Inc.

Exclusively
NEW YORK—CHICAGO—HOLLYWOOD

J. L. FRANK, Personal Representative

LISTENERS-PER-SET RATINGS

Who Listens Differs From Sets in Use

Women Tune the Set As Well As Rule the Roost

By LOU FRANKEL

NEW YORK, Feb. 12.—One of the evils of hasty interpretations of programs ratings is the unwarranted connotations which are read into these figures. It's always simple to do things the easy way—to say, "My program has a 13.3 rating" and infer that the 13.3 means 13.3 of the nation listens to the program. Actually, the rating means only that of the homes reached by the survey, wherein the radio was being used, 13.3 of the sets were tuned to the program. The rating does not mean 13.3 of all sets, of all homes, or of all listeners.

Even after this is realized only half the story is told. Scan the chart to the right. For some time the C. E. Hooper organization has been compiling data on audience composition, i.e., how many men, how many women and how many children were listening to each radio that was turned on. These figures, in turn, provided information anent the number of listeners for each set in each home surveyed. Previously, these figures were presented in terms of number of listeners for time segments.

Since the first of this year, however, the national network Hooperating reports have presented listener composition and number of listeners per set on Hooper subscriber programs.

"Subscriber programs" means those shows whose agency or sponsor subscribes to the Hooper service. As most of the top programs are in this category there are very few gaps. And as this chart is offered as a mental stimulus and not entirely as a competitive listing the gaps are not important.

Hooperatings Vs. LPLS

The chart shows the first 15 evening and top 10 daytime and week-end programs in listeners-per-listening-set (LPLS) and the program's Hooperating for February 15. Note the complete lack of relationship between Hooperating and LPLS. Only one of these 25 programs have made the "First 15" or "Top 10" Hooperatings in the past.

Everyone knows how important the gals are when it comes to selling merchandise. So, while it is not surprising, it is interesting to note how the women are the single largest factor in audience make-up. Apparently, if the women listen, the rest of the family must; if, and this is an important if, they are available.

True To Type

Notice how only three strip shows show up in the daytime top 10. Of these, *Portia Faces Life*, is a true strip in the soap opera sense of the term. *Jack Armstrong* is an ideal kid show, with kid listeners predominating.

Another interesting division is revealed in the Walter Winchell program. The flash-peddler has 1.59 women, 1.10 men—the highest male audience—and only 0.26 children—the lowest kid audience.

For the time being there is one relevant factor which stands out in this compilation: Women apparently—and we all knew it all the time, didn't we?—like everything and not anything in particular. Given a good show, they listen because the show is good, not because the show is aimed at them.

This charting also emphasizes the importance of week-end listening. Most of the high LPLS programs are Saturday or Sunday shows. Presumably the family listens over the week-end. During the week, apparently, it's a case of individual tuners.

HOOPER LISTENERS-PER-SET RATING

For Period Ending February 15

EVENING SHOWS

Listeners Per Listening Set

Program	Women	Men	Children	Total	Hooperating
GREAT GILDERSLEEVE	1.47	0.99	0.69	3.15	19.4
SATURDAY NIGHT SERENADE	1.64	0.95	0.55	3.14	11.1
CHARLIE McCARTHY	1.48	1.01	0.59	3.08	29.2
WALTER WINCHELL	1.59	1.10	0.26	2.95	25.2
JUDY CANOVA	1.40	0.85	0.65	2.90	14.2
THANKS TO THE YANKS	1.43	0.95	0.51	2.89	9.3
BLONDIE	1.32	0.77	0.75	1.84	Not available at press time
BLUE RIBBON TOWN	1.38	0.91	0.55	2.84	10.4
YOUR HIT PARADE	1.51	0.85	0.48	1.84	20.0
INNER SANCTUM	1.45	0.79	0.59	2.83	11.0
TAKE IT OR LEAVE IT	1.52	0.98	0.32	2.82	21.5
ALBUM OF FAMILIAR MUSIC	1.58	0.92	0.31	2.81	10.5
TRUTH OR CONSEQUENCES	1.37	0.87	0.56	2.80	17.8
QUIZ KIDS	1.35	0.95	0.49	2.79	9.8
MOORE-DURANTE	1.46	0.80	0.53	2.79	14.6

DAYTIME PROGRAMS

(Monday Thru Friday and Week-End)

FAMILY HOUR	1.51	0.89	0.50	2.90	8.2
NBC SYMPHONY	1.51	0.94	0.40	2.85	5.4
AMERICA, CEILING UNLIMITED	1.56	0.73	0.43	2.72	4.1
JACK ARMSTRONG	0.81	0.39	1.46	2.66	5.6
JOHN CHARLES THOMAS	1.44	0.74	0.44	2.62	9.3
PAUSE THAT REFRESHES	1.43	0.77	0.35	2.55	8.1
PORTIA FACES LIFE	1.28	0.19	0.51	1.98	8.7
THEATER OF TODAY	1.23	0.16	0.57	1.96	5.7
FASHIONS IN RATINGS	1.18	0.24	0.51	1.93	3.4
BREAKFAST CLUB (9:30-9:45 a.m.)	1.23	0.24	0.44	1.92	3.0

These figures apply only to subscriber programs. Quite possible other shows might show higher figures, but the compilation is based only on the shows subscribing to the Hooper service.

ANI Checks FM Listeners' Wants Before Hitting Air

Kenyon Research Hired

NEW YORK, Feb. 11.—The American Network, Inc., organization now getting ready for a post-war net of FM stations, last week started a chain of circumstances which ANI officials hope will result in their knowing exactly where the public stands on the acceptance or rejection of FM broadcasting. Trying to find out now, while there is still time to plan for the future, just what Mr. Citizen wants to hear with his FM set, ANI signed a contract calling for an exhaustive FM survey by the research division of the Kenyon & Eckhardt Agency.

So far, plans for the survey, to be under the direction of C. W. MacKay, research chief for the Kenyon Research Company, Kenyon & Eckhardt subsidiary, have not been outlined in any concrete form. The ink on the contract is still wet.

Best Areas?

General objective of survey, said MacKay, will be to find out where the best areas for ANI stations will be, what the public wants from FM and what the-

ories in trade and listener circles about post-war FM seem most feasible. As to whether phone or door-to-door interview will be the method used to tap the public's mind, details about size and cities of the survey, and other specific plans have not yet been worked out by MacKay and his associates.

Feeling in the trade regarding the planned ANI-Keyon survey is that the net is making a far-sighted, sensible step. It was agreed that ANI execs are using their heads in getting knowledge of public FM desires now instead of waiting until they begin putting shows on the air.

Campbell Spot-Sells Franco-American Dehydrated Soups

CAMDEN, N. J., Feb. 12.—Campbell Soup Company here, entering the packaged dehydrated soup field under its subsidiary Franco-American label, introduces its new line in the Philadelphia market with a heavy spot air campaign to compliment the newspaper schedule. While using only *The Evening Bulletin* for the newspaper copy, Ward Wheelock Agency, Philadelphia, has scheduled spot campaigns on the three major network stations in Philadelphia—WCAU (CBS), KYW (NBC) and WFIL (Blue). Using 36 transcribed spot announcements a week, started last Monday (7), between the three stations. In addition, using

WOV Steals March On Indies Making Italian Platters

NEW YORK, Feb. 12.—With its production of a series of 39 quarter-hour transcriptions based on the classic Italian drama *Romanticism*, by Gerolamo Rovetta, Station WOV here becomes the first U. S. indie station to produce programs for use by the OWI on Italian radio stations now held by the Allies. Airings will be transmitted thru Radio Palermo and Radio Naples specifically for civilians in the listening area.

The series concerns the liberation of Italy from Teutonic domination during the last century and is performed by a cast of Italian-language actors in the U. S. assembled by the station. Other programs, musical and dramatic, are planned for the future.

three participations weekly in Ruth Welles's women's program on KYW.

Campbell's, planning on keeping that name exclusively for cans, introduces chicken and vegetable noodle mixtures for a starter in the Philadelphia and New York markets. Air campaign in New York will follow distribution set-up in that city, expanding to other markets as distribution and production allows. Air campaign in Philadelphia will continue indefinitely.

Futility, Inc.

THE AMERICAN Television Society held its first programming meeting yesterday (10). Among those present were Clarence R. Menser, vice-president in charge of programs for NBC; Paul Knight, program manager of Philco's Philadelphia station, WPTZ; Thomas Hutchingson, tele director of Ruthrauff & Ryan; Sam Cuff, director of commercial programs for DuMont Television; Ray Nelson, radio director of the Charles M. Strom Agency; Will Baltin, producer, DuMont Television Station, W2XWV, and Norman Waters, president of the ATS.

Some of the remarks made:
By Paul Knight, "In general, any type of television program will be well received if it has good talent."

By Ray Nelson, "Television will not have to worry about rehearsal costs in the future. The best writers, actors, musicians and producers who need not spend much time in rehearsal will be used."

By Clarence Menser, "Television must recognize the difference between things it can do and the things it should do. The fundamentals of good entertainment will hold true in television, just as they have in the theater for hundreds of years. If writers write good comedy or good dramatics, if composers write good music, they will please the public—no matter if it's radio, television or any other medium they are using."

After the meeting was over the janitor opened the windows and let out the hot air.

"It's Happening to You"

WOR-DuMont Television

Reviewed Wednesday, 9:30 p.m. Style—Dramatic. Time donated to U. S. Treasury by Coca-Cola. Station—WJZ (New York) and Blue (originated at KECA, Hollywood). One-time shot in Spotlight Bands slot.

For this one Arch Oboler pulled out all the stops and emptied his bag of tricks. He was out to sell War Bonds, and he did everything but use a club to untie the listeners' purse strings.

Show was a Treasury Department idea that was thrown at Oboler, with the provision that he could use Coca-Cola's time on the Blue for a one-shot dramatic show starring top-notch names in Hollywood. Oboler took advantage of the opportunity and wrote and directed a thriller.

The theme, *It's Happening To You*, was a dramatic gimmick used by Oboler to make the listeners imagine what they would have to undergo if they were to suffer the agonies of those in war areas. He took a typical American family engaged in conversation about war headlines, and then, in typical Oboler style, had a narrator pop in with the statement that the family—and the radio audience—should imagine that sufferings of those making news, "is happening to you."

This went on and on, while the members of the family, played by Robert Young, Thomas Mitchell, Fay Holden, Martha Scott and Lucille Watson, found themselves involved in a series of horrifying situations, each more terrorizing than the other.

Just about when the audience could stand no more and were ready to go out and mortgage their grandmother to buy a bond, show came to a close with Lee Sweetland singing *The Lord's Prayer*. The contrast was another example of Oboler's mastery in the use of changes in types of emotion to make his listeners weak with psychological reaction.

Biggest mistake of the program was the long bond plea at the end. It was anticlimactic. Oboler had his audience in a bond-buying mood. The long plea at the end undoubtedly bored them right back into lethargy.
Cy Wagner.

"The Smoothies"

Reviewed Friday, 6-6:15 p.m. Style—Musical. Station—KWK (St. Louis).

The Smoothies, composed of Charlie, Babs and Little Ryan, two fellows and a gal with harmonious voices, have joined the staff of KWK in St. Louis and are offering a fast-moving 15-minute five nights a week.

Charlie acts as emcee, and on program caught the trio opened with *Put Your Arms Around Me*, followed in quick succession by *Whispering* and *Rosalie*—all sure-fire. An instrumental number was next, featuring Eddie Burke on guitar with *Whistler and His Dog*. Smoothies

Reviewed Tuesday, 8:15-9:15 p.m. Style—Variety and films. Sustaining on W2XWV. (New York).

WOR, while retaining the original format of its weekly show, has made revisions and additions in the talent lineup which have improved its television party. Bob Emery, new emcee, contributes professionalism and pace. An entertainer, Magician Count Artel, who gave an excellent performance on tonight's program, relieves the home talent atmosphere.

The producers apparently still feel that experimentation excuses the use of amateur entertainers. It would be fairer, however, to the new ideas to have them tried out by pros. Of the five vocalists heard tonight, only one, Mary Burnett, had ability and personality to rate a tele appearance. Miss Burnett is a singer of versatility whose brunette beauty projects but well.

One of radio's moldy mechanics, the telephone gag, was dragged into the script at intervals. The "audience," who had made the repeated calls commenting on the program, finally showed up to do a bit of drama. It was an inane skit. Paul Killiam was on hand again for news commentary, this time sans script. His "new" tele technique added spice to his stint.

An animated cartoon pic filled in for 10 minutes while studio equipment was undergoing repair. On the whole, the WOR technicians did a much better job than on previous programs. Focus and transmission from close-ups to other shots showed improvement. Despite the acting up of one camera, the boys in the back room held up their end of the production.

Emcee Emery's piano-accompanied monolog was an enjoyable bit of variety, but his facial expressions didn't register because of his glasses. Until they wear contact lenses that won't pick up and reflect studio lights, performers should leave them home.

Innovation at program close was the announcement by Emery of the tele snows available during the week to set owners in this area. Listing included not only DuMont's, but those of competitive stations... sort of an exchange no doubt for RCA's ad bow.
Wanda Marvin.

then gave out with *Speak Low*, Charlie calls the tune as being from Mary Astor's (!) Broadway hit show, *One Touch of Venus*. (News to Miss Astor at least.) Highlight of the airing was *Mairzy Doats*, offered by the Smoothies in a style that really smacked of big time. Arrangement includes impersonations of Sinatra, Boyer, Dinah Shore and Gabriel Heatter presenting the moronic ditty. Trio wound up with theme, *You're an Old Smoothie*.

Entire program is way above par for its type and the singing of the Smoothies is as great as it ever was. Accompaniment for the group is supplied by Jack Connors' quartet, a musical combination of piano, bass, guitar and vibraharp, offering background music that approaches perfection. This quarter-hour shot would be an asset to any station's roster and it will probably monopolize most of the listening ears in this territory.
C. V. Wells.

Four-Way Pick-Up

NEW YORK, Feb. 12.—Billy Hillpot has resigned from the William Morris office radio department. No replacement as yet... *Star-Light*, *Star-Bright*—newest talent quest. Half hour skedded for Blue... *Two On a Clue* hot again. Originally skedded for Jello but nixed, was auditioned for Grape-Nuts Wheatmeal last week thru Y&R, cutting stop-watched by Woody Close. Cast included Mike Fitzmaurice, Louise Fitch and Billy M. Greene... Jack Cleary having finished chores in Blue commercial program department returns again to production work... Two new Blue shows inked: *Radio Listener's Digest*, variety pitch for Eversharp thru Blow, McKesson & Robbins will do *Stop and Go*, audience participation quiz, Joe E. Brown skedded to emcee, thru J. D. Tarcher Agency... Dotty Thompson renews with Trimont for usual 13 weeks starting March 19 thru Mogul Agency.

Blue pkgng variety show, "Radio City Tour," with Walter O'Keefe, Bill Voss producing... Carl Frank, spieler and thesp on tap for navy... Gabber Ed Fleming, heard on CBS programs, reports to Dix February 18... Sandra Stewart nearly scared out of wits while standing on sidewalk of Rockefeller Plaza by jeep-sized snow shovel coming up behind her during recent snowstorm.

Owen Jordan doing Bill on *Lighted Windows*, in addition to Terry on *Terry and the Pirates*, both vacated by Cliff Carpenter's entrance into army... Bill Elliot, WEEL's singing cop, leaving radio due to ill health... Ted Malone may be sent overseas as sort of radio Ernie Pyle for Blue... Staffer Wally Herlihy rejected for service due to old injuries... Jack Fraser's first overseas transmission went over Nancy Craig's *Woman of Tomorrow*, for which he formerly announced... Winfield Hoeny doing sea captain on *Dick Tracy*.

Radio row marveling at Bill Gray's stoic refusal to believe recent navy department form letter that son has been given up for lost until wreckage is found. Gray is back again on "Mirth and Madness," NBC, doing a *Pagliacci* every day... Bert West gets build-up guest-starring on Howard Caraway's "On Stage, Everybody," with life-story complete with army discharge airing February 19.

Since George Schrier, Blue publicity man, began sport spiel for Hanover Shoes, hundreds of basketball rating sheets are being picked up each week at sponsor's shoe stores... John M. Outler appointed station manager WSB, Atlanta... Francois Grimard, who plays French roles, actually is French... Waldo Mayo, WLIB music director, recuperating from heart attack... Hal Huber playing flatfoot on *Portia Faces Life*... Paul Ford, of CBS's *Easy Aces*, cop sarge in *Stem's Decision*.

CHICAGO, Feb. 12.—When and if Postmaster General Walker relents, *Esquire* will start a five-a-week 10-minute program... In his spare time, trumpet man Ed Ballantine, of Harry Kogen's ork on the Blue's *Breakfast Club*, has pounded out a book titled *Boogie-Woogie Made Easy*... Marty May, *Sons of Fun* comedian, is being considered by a beer company for a weekly air show... Inna Phillips, of daytime serial fame, busy re-establishing Chicago headquarters... Preston Sellers, organist at leading Chicago theaters for years, has joined the WGN staff... Charles Urquhart, former production manager at NBC and now in the army signal corps, home on furlough from Camp Crowder, Mo., recovering from a fractured heel.

Four Quiz Kids, with their mother and Joe Kelly, quiz master, leave Wednesday (16) for an Eastern War

Bond tour. On February 27, they will broadcast a War Bond program from New York's Manhattan Center, with Fred Allen as quiz master. Same evening they will visit Allen's show at Columbia Playhouse. This will be the third time they have appeared on Allen's program, and the third time Allen will have been on theirs.

Raymond Jeffers, public relations director for Russel M. Seeds Company, off to New York, Washington and Pittsburgh in the interest of the B. & W. overseas free ciggie plan... Jim Shelby, radio head of McCann-Erickson, winding up his affairs to enter the marine corps, air intelligence division... Curt Massey, baritone, leaving for New York Sunday (20) to take screen test and sign up for recordings... New Sheaffer Pen show, *Sheaffer World Parade*, starting Sunday (13) on WMAQ, features Curt Massey, Roy Shields's ork and Upton Close, commentator; Close being picked up from West Coast... *Hello, Sweetheart*, Gum Laboratories show featuring Nancy Martin, songstress, will add 85 Blue net stations starting March 18... Marvin Mueller, heard on many local programs, leaving soon for Hollywood because health of wife and son require change of climate.

HOLLYWOOD, Feb. 12.—Jack Benny winding up his scenes in *The Horn Blows at Midnight*... Al Jarvis getting producer berth on CBS. New spot won't interfere with his shows on KFWB... James Saphier in Manhattan for talent look-see... Foster Carling and Phil Ohman have their fingers crossed, hoping their new tune, *The City Slicker Polka*, will go places. Number has been aired by Spike Jones on the Bob Burns show... Dave Rubinoff in town with his bride. He's lining up some radio guest spots... Harry Flannery back again after his Mexican jaunt... Larry Berns out for N. Y. after helping to whip new shows for KNX.

Phil Rapp back from East Coast... Tobe Reed handles the emcee spot on the new "Hollywood Inn"... Tom Harrington taking leave of absence from Young & Rubicam. He will concentrate on building up his health... Donald W. Thornburgh, CBS vice-prexy, heading for Palm Springs vacation... Morton Downey in town for a week... Warner Bros. Theaters will bankroll John B. Hughes in a new series of commentaries. New sponsor will necessitate shift from KHJ to KFWB.

PHILADELPHIA, Feb. 12.—John (Chick) Kelly, KYW publicity chief, awaiting nod for active duty in the navy... International Resistance Company, war plant, spots a three-mornings-a-week record show on WFIL wooing prospective war workers... Marion Basel quitting the KYW chain. Don Frank has been picked to handle its new cash giveaway, *The Money Professor*, on WPEN, with Robert Bloomfield scripting the stanzas... Leonard Matt chalks up 10 years as WDAS news commentator... Bob Soper, Kern ad agency account exec, off to the army... Edward C. Obrist, WFIL program chief, back from a Western trek exchanging ideas on program and talent operations with other stations... Lillian DaCosta, publicity gal, has joined Al Paul Lefton ad agency.

"She Troops to Conquer," WAC recruiting show staged by Sgts. Paul and Brady, moves from WIP to WCAU... Max E. Solomon, WFIL salesman, back from Florida... Alice Cleveland, first gal to hold down an engineering post at KYW... Hanover Shoes, thru Warwick & Legler, New York agency, sponsoring high school basketball games on WIBG... Horace Hustler, "The Old Organ Doctor," back on local airlines after an absence of a few years, sponsored on WPEN by the Giles Dress Shop.

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TEEN-AGE CLUBS BOON TO BANDS?

A Tip To Ad Agencies, Ops; Servicing Juve Groups Now Means Post-War Audiences

Youngsters Can Juice One-Nighters for Name Orks

NEW YORK, Feb. 12.—Band biz and air sponsors are ignoring a swell bet if they don't flashlight the possibilities offered by those Teen-Age Clubs which have mushroomed all over the nation. The kid club notion, which got its start from drum-beating against juve delinquency and a country-wide plea to parents to give the youngsters something to take the place of roadhouses, beer joints and cellar hideouts, has grown up like Jack's beans. Thousands of adolescent platter bugs are tomorrow's cash customers. It is something to think about.

Proof of the pudding was given recently at Raleigh, N. C., which locals one of the foremost of these kid groups. Louis Jordan's Tympany Five were playing a one-night stand in the town and made a gratis visit to the teen-agers' headquarters. Reaction of the kids was tremendous, and made the adults sit up and take notice of the fact that personal appearances of band boys wield a hefty influence. Consensus stemmed the hope that a more vital interest might be taken in this sort of thing.

The hope seems in a fair way to be fulfilled. Various periodicals, including a spread in *Life*, have made the public conscious how these teensters are meeting their problems. Jordan's appearance before the Raleigh bunch will likely act as a hypo to communities elsewhere. It should go a long way toward making both youngsters and oldsters band-conscious via first-hand. No one will deny that this would be a very good thing all around.

Coca-Cola Approached

A Coca-Cola account exec has been approached in an effort to get spotlight



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bands to sked some teen-age club gratis appearances. Unfortunately, however, their whole format is set up to serve Uncle Sam's boys, exclusively. But with the increased publicity and exploitation which is daily gaining headway, some solution is sure to come. A new field for name bands and sponsors is open. Much the same technique that ticks the spotlight shows can be applied to the teen-age club set-up.

Road-going name bands could be easily available for guest appearances. A kid club in a locality where no name bands have been appearing would be a juicer to wake up some one-night-stand ops. Where short population prevents ops from meeting a name band price, the added inducement of a guest shot for a youngster meeting would make it worth while for a band booker to lower his squawking price for the outfit's ballroom date.

A smart ad agency, pointed out a key agency exec, could do itself, its sponsor and the country, as a whole, a lot of good by a thoro dissection of this teen-age club idea. It is an avenue of service for the big namers that should be taken very seriously, he stressed, from the standpoint of meeting a national problem. It is a certain path to winning a load of current and future good will . . . and it will pay off—as a booker admitted recently—post-war.

Glen Island Reopens After 17 Months

NEW YORK, Feb. 12.—Glen Island Casino, New Rochelle, N. Y., plans to reopen Decoration Day. Spot has been dark since January 3, 1943, when Bobby Sherwood closed there.

Relaxing of pleasure-driving ban has the Casino's operators confident that the room will draw. Both Herbie Fields and Joe Marsala are being considered to open the dancery.

Commodore Gets 4-F Monroe

NEW YORK, Feb. 12.—Vaughn Monroe, singing band leader, who some time ago disbanded his ork in readying himself for induction, is back in biz again after receiving a 4-F rating. Monroe has already played some dates in the East with his new outfit and is due back at his old camping grounds, the Hotel Commodore, in March.

That Continental Flavor

NEW YORK, Feb. 12.—Coca-Cola seems to have gone in for foreign-born talent for their *The Pause That Refreshes On the Air* show heard on CBS Sunday afternoons.

E. Robert Schmitz, Parisian-born pianist, who kicked around with the late Thomas Edison, is skedded for a shot tomorrow.

Jarmila Novotna, beautiful Czech soprano, who does a turn on the same show, was starred in several French motion pix before being discovered by the Metropolitan Opera.

Philly Ork Loses Men To Chain House Bands

PHILADELPHIA, Feb. 12.—Fat paychecks offered top musicians by the radio networks in New York resulting in a mass exodus of members of the Philadelphia Orchestra. Six members of the local symphony handed in their resignations last week, to take effect at the end of the season in May. Includes fiddlers George Beimel and Julius Schulman; viola players Simon Asin and Sam Singer; Harold Bennett, flute, and Napoleon Cerminara, clarinet. This is the largest number of resignations in some time. Average turnover has been two or three players a year.

Orchestra minimums here are \$90 a week, those weeks that a man plays, and the various tax deductions bring this down to \$72. One radio date in New York, rehearsals included, brings as much. And with New York short of high-caliber orchestra players, radio jobs can be obtained easily. There is no similar opportunity here.

"Radio companies in New York have averaged man-power losses from 15 to 25 per cent," said Harl McDonald, manager of the local symphony. "Because of the shortage, the Philadelphia orchestra men received offers which they feel they must accept."

Indications are that the musicians' union is going to ask for higher symphony rates next season. Altho present contract expires in May, negotiations were started this week for a contract to cover the 1944-'45 season.

Fio Rito Build-Up

NEW YORK, Feb. 12.—Ted Fio Rito and band, currently at Roseland Ballroom, are skedded for a swing-band build-up via guest shots on the air. Crew is already set for *Fitch Bandwagon* appearance February 20.

Chesterfield Drops Harry James Show

HOLLYWOOD, Feb. 12.—Option for Harry James and his crew was not taken up by Chesterfield, and the trumpeter makes his last appearance for ciggie company March 23. While news came as a surprise to many, it was felt by those close to the scene that the break had been in the offing for some time. It was claimed that refusal of James to go on tour with his band might have been the major reason for the tobacco company passing up his option.

With the James crew stationed in Hollywood, there might have been a feeling that he could not do as good a job for the sponsor as he could if he toured the major cities, thus giving the ciggie concern a chance for added pitch wherever band was appearing.

Another reason voiced was that James had been made 1-A and that his induction would then have a chance to cast about for a replacement instead of being left high and dry in the event James is paged by Uncle Sam.

Philly Disk Jockey Uses B. B. Charts To Hypo Rating

PHILADELPHIA, Feb. 12.—The *Billboard's* Music Popularity Charts have provided Wayne Cody's daily morning *Start the Day Right* record show on WIP with a terrific hypo. Each Monday, from 7:30 to 8:15 a. m., Cody devotes the entire platter spinning to the listing of Most Played Juke Box Records, airing the waxes in hit parade fashion.

Since taking advantage of *The Billboard's* listing, Cody credits the magazine with the jump in Crossley Rating. Local Crossley has always showed Leroy Miller's platter show in the lead with a 3. No other early morning disk jockey coming even close, all with a L-1 rating (less than one). Since taking advantage of the Music Popularity Chart, Cody's rating has jumped to 2.1. Moreover, Cody reports that any number of listeners have written in requesting information as to where they may purchase *The Billboard* in order to keep up with song popularity, indicating interest in the listings beyond the trade. Also, many of the show's participating sponsors have entered subscriptions for *The Billboard* as a result of interest in the chart, Cody added. Cody is the first local disk jockey making capital of the listings.

KQW Dolberg Now BMI Rep

NEW YORK, Feb. 12.—Glenn R. Dolberg, until recently manager of operations for Station KQW, CBS outlet in San Francisco, has been appointed field representative for BMI for the Pacific area.

NEW YORK, Feb. 12.—Tiny Hill, recovered from the appendectomy that kept him off the bandstand for six weeks, starts a series of one-nighters and theater engagements Monday (14). Tour will take the Hill ork thru April 2.

Officially It's No Decision; Unofficially AFM Turns Thumbs Down on FM Feed

CHICAGO, Feb. 12.—Officially the meeting here Tuesday (8) of the International Board of the AFM and top net execs regarding net plans to feed musical programs to FM affiliates and new radio contracts for musicians came to no decision. At least that was the statement of the union.

Actually, however, a decision was reached, as union boss James C. Petrillo instructed delegates not to sign net contracts which would permit webs to feed programs to affiliates which were without contracts. As this includes FM outlets, it can be interpreted virtually as an FM nix.

But as far as those at the meeting were concerned the confab was a strictly

informal educational affair, with some less learned souls getting the lowdown on FM operation. "They (union) were satisfied that there would be no financial gain to the networks in feeding programs to FM," one web delegate said.

Among the radio execs present were Niles Trammell, prexy; Frank E. Mullen, vice-president and general manager, and John H. MacDonald, vice-president in charge of finance, all of NBC; Edgar Kobak, exec vice-president, and his assistant, Ivor Kenway, of the Blue, and Walter J. Damm, boss of FM Broadcasters, Inc.

An "official" union announcement is expected within two weeks.

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ACME MUSIC CORP., 562 5th Ave., N.Y.

"Hit Kit" Spells Post-War Music

Fisher Vs. Vogel: 'Someone Thinks of Someone'--In Court

NEW YORK, Feb. 12.—A suit for copyright infringement was filed this week by the Fred Fisher Music Company, Inc., against Jerry Vogel Music Company. Issue is over a song entitled *Someone Thinks of Someone*, by the late Ed Gardinier and the late J. Fred Helf.

Fisher claims that subsequent to July 30, 1937, the Vogel company falsely claimed copyright ownership by reason of an assignment by Gardinier's estate dated December 23, 1938. The Vogel company, according to the plaintiff, did not disclose the nature of the interest of the estate in the copyright.

In addition, plaintiff claims defendant wrongfully claims it is entitled to half the royalties collected by ASCAP for public performances of the song, and that the Vogel company wrongfully interfered with the plaintiff in licensing public performances, which caused substantial damage. Despite notice of the plaintiff's right, it is alleged that defendants still infringe the copyright, claiming to own it.

The suit seeks damages and an accounting. Song was copyrighted in 1905 by Helf & Hager, Inc., publishers, and was renewed in 1933. Bessie Helf, widow of the co-writer, renewed and assigned the song to Fred Hager after her husband died. Hager assigned copyright to the plaintiff July 30, 1937.

NEW YORK, Feb. 12.—B. W. Frederick, of Frederick Bros., is expected back Thursday (17) from the West Coast, where he has spent six weeks. L. A. Frederick has assumed charge of the firm's Hollywood branch and will spend most of his time there.

Southern Denied Dismissal Motion

NEW YORK, Feb. 12.—A motion by Southern Music to dismiss charges against it filed by Marion Sunshine on the song, *Green Eyes*, was denied yesterday by New York Supreme Court Justice Aaron Levy, who held that the issue is worthy of trial as at present constituted.

Miss Sunshine charged Southern with breach of contract, claiming she has not had royalty payments or an accounting on her song since 1941. Southern's contention is that Miss Sunshine is not the author of *Green Eyes*, but of another song, *Dream Eyes*. Last week Justice Levy reserved decision in the case until yesterday.

T. Dorsey Wants Vocalist Walters

NEW YORK, Feb. 12.—Tommy Dorsey, ork leader, off and on without a male vocalist on the road, has been trying frantically to get Teddy Walters back. Walters scored heavily with TD recently at the Pennsylvania Hotel and Paramount Theater dates.

Hold-up to getting Walters to rejoin the ork is that Dorsey wants a piece of him, and Walters' manager, who holds contract, says definitely no go.

NEW YORK, Feb. 12.—Gene Rogers, swing pianist formerly with Erskine Hawkins, is skedded for a feature role in United Artists' *Sensations of 1944*.

10 Million G.I.s Will Return Home Sheet Music Conscious Ready to Buy Things To Sing

The Gang's All Ready

NEW YORK, Feb. 12.—Due to the tremendous success and growth of the "Hit Kit," song-folio published by the Special Services Division, Army Service Forces, U. S. Army, music pubs are becoming increasingly conscious of the possibilities of solid post-war sheet music sales.

At no time in the history of the music biz have so many copies of words and music been reaching the hands of the public, uniformed or mufti. After a very modest beginning, distributing approximately 25,000 song-folios and 1,000,000 lyric sheets, the music section is now sending out about 75,000 SF's and 2,500,000 LS's. The "Hit Kit" is headed for a new high in circulation, expected to reach 3,250,000 by the end of 1944.

Song Folio To One-in-Four

According to figures of Lieut. Col. Howard C. Bronson, head man of the music section, about one out of every four men in the armed forces receives a sheet with the lyrics contained in the song-folio. In proportion, about one in every 40 men receives a song-folio containing both words and music. It can be seen that this set-up of one man in four sharing the song sheets with the other three, the entire armed forces are covered. By the end of 1944 approximately 10,000,000 men will be using these song-folios and lyric sheets. What this will mean as a stimulant to sheet music sales after the war can readily be seen. The pubs are steamed up over this fact, and well they might be, for the sheet music sales have always had the short end of the music biz.

Even in its heyday, with songs like

Yes, We Have No Bananas and *My Blue Heaven*, sheet music sales were sensational when they reached 1,000,000 copies. In fact, that was the exception, and never the general figure. Records have always been the big thing, except for the slump felt when radio became powerful.

"Mairzy" No Criterion

Today, a song that is considered a hit may reach a total high sale of 750,000 or 1,000,000 records, whereas the sheet sale, if it hits 200,000 or 300,000, is considered terrific. The big song today is, of course, *Mairzy Doats*, which has already passed the half-million mark in sheet sales. But this is no criterion on the condition of the sheet selling of the music biz, and shouldn't be figured to mean that the public is reverting once again (See "HIT KIT" POST-WAR on page 17)

'HURRY-HURRY'

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Smash Blues
Success!

Heading For
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CAPITOL RECORD NO. 144

Largo Theaters Drops ASCAP Suit for 300Gs

LOS ANGELES, Feb. 14.—The Largo Theater chain's \$300,000 suit against ASCAP was dismissed in U. S. District Court here last week. The suit, which was brought to the courts by Largo, one of the larger movie theater chains on the West Coast, has been pending since 1941. In 1941, when ASCAP received its consent decree and revised prices for the Society's music charged to movie theaters in California, Washington and Oregon. Largo went to court saying that because of the decree ASCAP was violating the Sherman anti-trust laws. It said also that on the basis of the price revision Largo had been overcharged \$100,000 in the period dating to 1941. Therefore, under the terms of the law, said Largo, it was entitled to triple damages, or \$300,000.

At the beginning of the suit, ASCAP filed with the court a motion to have Largo's complaint amended and also asked that the plaintiff file a bill of particulars. This motion was granted. Last week, evidently because it did not want to file particulars after two years' consideration, or because it did not want to amend its original complaint, Largo asked that the suit be dismissed. The District Court allowed the request.

Paramount Stew Produces 2 4-Fs

NEW YORK, Feb. 12.—Paramount Music pubs' office was in a stew Thursday (10) when both Charley Ross, professional manager, and Sidney Kornheiser, general manager for all Paramount music interests, had to report at Grand Central Induction Center for pre-induction physicals. Everything's under control now, however. Both got 4-F ratings.

Musical Valentine

NEW YORK, Feb. 12.—Thanks to shortage of greeting cards this year, Leeds Music hit upon novel idea to sell sheet music. Pub's song, *My Heart Isn't In It*, has cover showing a big red heart, and sales are big, with buyers sending it to loved ones in lieu of valentines.

Barnet on One-Nighters

NEW YORK, Feb. 12.—Charlie Barnet, with his new all-white ork, closes at the Apollo Theater Thursday (17) and immediately sets off on a series of one-nighters that will take him thru the New England States.

NEW YORK, Feb. 12.—Manny Prager, after a year and a half at Childs Restaurant, has reorganized his band. On March 1 he begins a lengthy hotel tour of the Eastern States.

Musical Therapy

PHILADELPHIA, Feb. 12.—First use of radio to provide musical therapeutic treatments for hospitalized servicemen is being inaugurated here at KYW. A special Sunday morning show, featuring the organ music of staff peddler Mary Watson, is being designed primarily for soldiers and sailors in military hospitals in this area who are not well enough to listen to usual radio broadcasts. Arranged by the American Red Cross, special program series going out over the regular channels will be tagged *Hospital Music*.

Doctors and psychologists, it was explained, find that sudden change in tempo in music often has an upsetting effect upon the men, mentally and physically. *Hospital Music*, as a form of musical therapy, is chosen and played for the purpose of soothing the patient, giving him a sense of security and permitting greater relaxation.

A Critic's Questionnaire

NEW YORK, Feb. 12.—The tables were turned last week on one Harry Lim, described by his draft board in Chicago as a "leading jazz critic." The board was hep to the jive and criticized his handling of his draft questionnaire. It seems that Harry, altho a writer, in this case didn't write enough. In other words, he didn't complete his questionnaire to suit the board and they turned him over to "Mr. Whiskers." So, Lim is out on the limb and held in \$1,000 bail for federal grand jury action by U. S. Commissioner Garrett W. Cooper.

AAC Sued by 10 Music Pubs on 11 Copyrights

MINNEAPOLIS, Feb. 12.—Associated Amusement Company and its three owners, Val E. Nearpass, Oscar C. Woempner and Wilfred R. Frank, operators of five theaters in Minneapolis, were named defendants in a Federal Court suit instituted by 10 music publishers alleging violation of copyrights.

Suit, all complaints brought together into one action, charge firm, operators of Chateau, Avalon, LaSalle, Park and Franklin theaters, with playing without permission songs belonging to the music publishers and asks damages of "not less than \$250" for each complainant.

Plaintiffs are Harms, Chappell, Jewel Music, Leo Feist, Edward A. Morris, Crawford Music, M. Witmark, Mills Music, Irving Berlin and Remick Music.

Songs are *This Is Worth Fighting For*, *The Yanks Are Coming*, *Moonlight Cocktail*, *Wonderful One*, *Strip Polka*, *Wonder When My Baby's Coming Home*, *We Did It Before and We Can Do It Again*, *Sweet Lucy Brown*, *Wabash Moon* and *Avalon*.

GAC Sets Tour For Stan Kenton

HOLLYWOOD, Feb. 12.—Stan Kenton and orchestra are set to leave here (following the broadcast with Bob Hope for Pepsodent February 22) for the ork's first Southern tour, arranged by GAC and Carlos Gastel, Kenton's personal manager.

Kenton plays Tucson, February 23 with a Coca-Cola *Spotlight Band* shot from there. Other dates include Albuquerque, 24; Wichita, Kan., 25; Kansas City, Mo., 26; Joplin, 27; and Mobile, Ala., 29. Following Mobile, band one-nights thru the South, arriving in Miami for the Bob Hope show March 7. Other Hope show dates include Jacksonville, March 14, and Macon, Ga., March 21. Chances are the March 28 broadcast will be from Oklahoma City.

Band returns here about April 1.

Booji Spring Possibility

NEW YORK, Feb. 12.—Phil Moore, author of *Shoo-Shoo Baby*, is in from the Coast to set his new musical about an African rain god, called *Meet Mr. Booji*. Moore has penned the complete story. Barney Josephson is interested in putting up the dough. Possibilities for top spots are Hazel Scott, the Golden Gate Quartet and Pearl Primus. Moore hopes to have *Booji* in shape for a late spring preem.

Dean Hudson's Band Set

NEW YORK, Feb. 12.—Dan Hudson, recently discharged from the army, has organized his band again and is set for string of Eastern dates, and maybe into Park Central Hotel here. Ork plays Adams Theater, Newark, week of February 24.

NEW YORK, Feb. 12.—Dean Hudson, currently at Flagler Gardens, Miami, has been inked for another stint there, beginning April 5. Booking is unique in the spot's history; repeats being out, but definitely.



PART 1—The Billboard

SONGS WITH MOST RADIO PLUGS

The following are the leading songs on the basis of the largest number of network plugs (from New York outlets WJZ, WEAF, WABC and WOR) for the past week. Position in the list is no indication of a song's "most played" status, since all songs are listed alphabetically.

Compilation is based upon data supplied by Accurate Reporting Service, with plugs per tune omitted by The Billboard.

TITLE	PUBLISHER
A Lovely Way To Spend an Evening (F)	Crawford
Besame Mucho	Peer International
By the River of the Roses	Shapiro-Bernstein
For the First Time	Shapiro-Bernstein
Holiday for Strings	Bregman-Vocco-Conn
I Couldn't Sleep a Wink Last Night (F)	T. B. Harms
I Love You (M)	Chappell
I'll Be Around	Morris
Is My Baby Blue Tonight?	Broadway
I've Had This Feeling Before (F)	Santly-Joy
I Wish That I Could Hide Inside This Letter	Shapiro-Bernstein
Little Did I Know	Lincoln
Mairzy Doats and Dozy Doats	Miller
Music Stopped (F)	Robbins
My First Love	Dorsey
My Heart Tells Me (F)	Bregman-Vocco-Conn
My Ideal	Paramount
My Shining Hour (F)	Morris
No Love, No Nothin' (F)	Triangle
Oh, What a Beautiful Morning (M)	Crawford
Paper Doll	Marks
Poinciana	Marks
Shoo-Shoo Baby (F)	Leeds
Silhouettes	Marchant
Speak Low (M)	Chappell
Star Eyes (F)	Feist
Take It Easy (F)	Santly-Joy
When They Ask About You	Berlin

Lucky Strike HIT PARADE

CBS, Saturday, February 12, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Shoo-Shoo Baby	Leeds
2. My Heart Tells Me	Bregman-Vocco-Conn
3. Mairzy Doats	Miller
4. Besame Mucho	Peer International
5. No Love, No Nothin'	Triangle
6. My Ideal	Paramount
7. Star Eyes	Feist
8. Speak Low	Chappell
9. Paper Doll	Marks

And the Following Extras:
 With Plenty of Money and You
 Dinah
 Sometimes I'm Happy
 Give My Regards to Broadway

ALL-TIME HIT PARADE

NBC, Friday, February 11, 8:30-9 p.m.

TITLE	PUBLISHER
Alabamy Bound	Shapiro-Bernstein
Goody Goody	Crawford
Button Up Your Overcoat	Crawford
Melancholy Baby	Mills
Comin' In on a Wing and a Prayer	Robbins
Lady Be Good	Harms, Inc.
My Heart Tells Me	Bregman-Vocco-Conn
For Me and My Gal	Mills
Caissons Go Rolling Along	Shapiro-Bernstein
Put Your Arms Around Me, Honey	Broadway
Best Things in Life Are Free	Crawford
F. D. R. Jones	Chappell
Put On Your Old Grey Bonnet	Remick
Alexander's Ragtime Band	Berlin

Music Popularity Chart

Week Ending
Feb. 10, 1944

BEST SELLING SHEET MUSIC

This compilation is based upon weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See Part 3 for sources.)

NATIONAL

POSITION	Last Wk.	This Wk.	Title	Artist
2		1.	Mairzy Doats	Miller
3		2.	My Heart Tells Me	Bregman-Vocco-Conn
1		3.	Shoo-Shoo Baby	Leeds
7		4.	Besame Mucho	Southern
4		5.	No Love, No Nothin'	Triangle
5		6.	Oh, What a Beautiful Morning	Crawford
9		7.	I Couldn't Sleep a Wink Last Night	Harms
6		8.	My Ideal	Paramount
10		9.	Paper Doll	Marks
11		10.	For the First Time	Shapiro-Bernstein
12		11.	Star Eyes	Feist
8		12.	My Shining Hour	Morris
14		13.	A Lovely Way to Spend an Evening	Crawford
—		14.	Speak Low	Chappell
—		15.	When They Ask About You	Berlin

SECTIONAL

EAST COAST

POSITION	Last Wk.	This Wk.	Title
1		1.	Mairzy Doats
3		2.	Besame Mucho
7		3.	I Couldn't Sleep a Wink Last Night
2		4.	Shoo-Shoo Baby
4		5.	My Heart Tells Me
5		6.	No Love, No Nothin'
—		7.	A Lovely Way to Spend an Evening
8		8.	For the First Time
12		9.	When They Ask About You
—		10.	By the River of the Roses
6		11.	Oh, What a Beautiful Morning
—		12.	Speak Low
10		13.	My Ideal
11		14.	Have I Stayed Away Too Long?
—		15.	Poinciana.

MIDWEST

POSITION	Last Wk.	This Wk.	Title
2		1.	Mairzy Doats
2		2.	My Heart Tells Me
4		3.	No Love, No Nothin'
6		4.	Oh, What a Beautiful Morning
3		5.	Shoo-Shoo Baby
10		6.	Besame Mucho
7		7.	My Shining Hour
11		8.	Paper Doll
9		9.	I Couldn't Sleep a Wink Last Night
8		10.	Star Eyes
5		11.	My Ideal
—		12.	Holiday for Strings
13		13.	People Will Say We're in Love
15		14.	A Lovely Way to Spend an Evening
—		15.	Candlelight and Wine

SOUTH

POSITION	Last Wk.	This Wk.	Title
7		1.	Mairzy Doats
3		2.	My Heart Tells Me
5		3.	Oh, What a Beautiful Morning
3		4.	No Love, No Nothin'
4		5.	My Ideal
2		6.	Shoo-Shoo Baby
6		7.	Paper Doll
9		8.	People Will Say We're in Love
—		9.	Star Eyes
11		10.	Besame Mucho
8		11.	For the First Time
13		12.	Speak Low
—		13.	I Couldn't Sleep a Wink Last Night
15		14.	Victory Polka
10		15.	My Shining Hour

WEST COAST

POSITION	Last Wk.	This Wk.	Title
5		1.	Mairzy Doats
2		2.	My Heart Tells Me
3		3.	Shoo-Shoo Baby
1		4.	Oh, What a Beautiful Morning
14		5.	Besame Mucho
4		6.	No Love, No Nothin'
7		7.	I Couldn't Sleep a Wink Last Night
9		8.	Paper Doll
11		9.	My Ideal
12		10.	People Will Say We're in Love
10		11.	Star Eyes
13		12.	The Music Stopped
6		13.	My Shining Hour
8		14.	For the First Time
—		15.	Surrey With the Fringe on Top

"HARLEM" HIT PARADE

Following list of most popular records in Harlem is based on sales reports from the leading race music stores. (See Part 3 for sources.)

POSITION	Last Wk.	This Wk.	Title	Artist	Label
1		1.	Do Nothin' Till You Hear		
—			From Me	Duke Ellington	Victor 20-1547
9		2.	It Must Be Jelly	Glenn Miller	Victor 20-1546
—		3.	Shoo-Shoo Baby	Ella Mae Morse	Capitol 143
2		4.	Hurry, Hurry!	Benny Carter	Capitol 144
—		5.	I've Learned a Lesson I'll Never Forget	Five Red Caps	Beacon 7120
—		6.	Don't Cry, Baby	Erskine Hawkins	Bluebird 30-0813
4		7.	Ration Blues	Louis Jordan	Decca 8654
—		8.	Poinciana	Benny Carter	Capitol 144
3		9.	Sweet Slumber	Lucky Millinder	Decca 18569
—		10.	Do Nothin' Till You Hear		
—			From Me	Woody Herman	Decca 18578

Local 802 Settles "Winged Victory" Music Ache

AERF Gets \$280 Weekly

NEW YORK, Feb. 12.—Local 802, AFM, is contributing \$280 weekly to the Army Emergency Relief Fund and will continue the divvy for the run of *Winged Victory* at the 44th Street Theater.

Donation is the result of a deal worked out between the theater and the musicians' union whereby the theater maintains its "contracted" status, the permanent house men are free to seek other work tho still under contract to the theater, and the union doesn't relax in the enforcement of its rules and regulations.

The G I ork that plays the show is obviously out of the jurisdiction of Local 802 which insists that all New York theater pit musicians be members of the union. The unformed tootlers were replacing union men on a competitive engagement in the strict reading of the law. Before a decision was reached, however, consternation was rife and conferences long. As it turns out, nobody gets hurt and the AERF benefits nicely.

The union didn't want to relinquish its contract with the theater which specifies that four house men must be kept whether or not the house is dark. The theater was anxious to maintain the status quo and pay the musicians in order not to become a "non-contracted" house and thereby liable to the penalty price for musicians when it needed them.

It was decided that the four 802 musicians would be kept on the theater's pay roll, their salary being turned over to the union. The men were assured that they would keep their house men jobs tho not actually working at them and were advised to seek other employment. With the scarcity of musicians, the plan worked no hardship on the pit men, and the producer and theater operator are apparently happy about the arrangement.

ORCHESTRA NOTES

Of Maestri and Men

JIMMY DORSEY takes his ork to Shea's Theater, Buffalo, for week stand (18), then into Hotel Sherman's Panther Room, Chicago, for four-weeker starting February 25. . . . BOB CROSBY has asked for his release from contract with MGM. . . . BUDDY MORENO, vocalist with HARRY JAMES, reported for induction this week. . . . PERRY COMO gets male warbling lead in *Something For the Boys*. . . . ENRIC MADRIGUERA on concert tour to wind up at Carnegie Hall. . . . JACK TEAGARDEN angling for the Casa Manana, Hollywood, being vacated by ALVINO REY. . . . BENNY CARTER and ork due in Hollywood in March for Universal flicker stint. . . . FREDDY MARTIN being held over indefinitely at Coconut Grove, Los Angeles. . . . ANDY KIRK, LIONEL HAMPTON and JIMMIE LUNCFORD skedded for six weeks each at the Plantation Club, Hollywood, following TINY BRADSHAW'S current three-week run. . . . JIMMY PALMER has DICK STABLE'S old band and is dickering for New York location. . . . MITCH AYRES into Frolics, Miami, for four weeks beginning February 11. . . . EDDIE LE BARON in khaki at Fort MacArthur, Calif. . . . AL GIBSON and TYREL GLENN, trumpeters with CAB CALLOWAY, have reported for induction in New York. . . . INA RAY HUTTON due on Coast for theater dates and one-nighters following Strand, New York. . . . HAL DERWIN, former LES BROWN warbler, set for Universal short. . . . CARL DENGELER and his ork now in 11th month at Peacock Room, Hotel Hayward, Rochester, N. Y. . . . VINCENT LOPEZ, Taft Hotel maestro, set for additional commercials. . . . ROBIN MOOR and ork heading east for Chicago theater dates. Band slated for Eastern tour before returning to Coast. . . . AL DONAHUE and ork are scheduled to arrive in Hollywood some time next month, when they wind up their engagement at the Palace Hotel, San Francisco. . . . TRUMMY YOUNG combo at Yacht Club, New York. . . . SPIKE JONES and His City Slickers going to be used in Hollywood shorts for Ralph Staub. . . . EDDIE CONDON holding another jazz concert at Town Hall, New York, February 19.

Columbia Vitamins RCA-Victor Diskers

LOS ANGELES, Feb. 12.—Vitamins have been known to do wonderful things. They are now being used here to increase record sales. But there's a hitch to the promotional idea.

Leo J. Meyerberg Company, Southern California distributor for Victor and Bluebird records, makes it a point to issue vitamins to its entire staff daily. Also on hand and getting his vitamins to increase record sales, is Vic Ralston, West Coast representative of Standard Phono, of New York.

This is all fine, except . . . The vitamins dished out are Vims, sponsors of Frank Sinatra's radio show. He records for Columbia.

Sonora Now To Do Own Recording of Standard Stuff

NEW YORK, Feb. 12.—Sonora Radio & Television Corporation, Chicago, is expanding its recording set-up and its first step is the opening of a New York office.

Altho Sonora has been putting out records for about a year and a half, prior to November, 1943, it did no actual recording. Plan until that time was to buy masters and have them pressed.

In November, however, company decided that under its master buying set-up it was not able to get or give the public what it had in mind for its (Sonora's) specialized field. When the Petrillo AFM ban on recording was lifted (under certain conditions), Sonora signed a contract with AFM which enabled the company to do its own cutting.

At the first waxing session, done in the WOR studios, New York, under the direction of Paul Baldwin, former recording engineer for U. S. Records, five albums were made. These are to be released around March 1. Future sked calls for four to five albums monthly.

Sonora at the present time offers no competition to other recorders. Company intends doing no pop stuff. Field it's hoping to control is more or less on the semi-classical side. Or, as Sonora says, "melodies that will live forever."

Artists already waxing include Lani McIntire, Noy Gorodinsky and His Gypsy Ensemble, Pauline Alpert, and, for the kiddies, Uncle Don Carney. Others signed to follow are Enric Madriguera and ork, Red River Dave, cowboy specialist, and Frank Connors, Irish ballad singer.

Production is expected to reach full speed in 30 days.

Hannah Williams Fined \$533.34

By Local 802

NEW YORK, Feb. 12.—Hannah Williams will have to fork over \$533.34 to two members of the instrumental trio who played with her at the Riobamba nitery here. The executive board of Local 802, AFM here, found the singer guilty of refusing to pay two weeks' salary after the club engagement closed.

According to the two musicians' testimony, Miss Williams asked them to stand by and be prepared to go into her next engagement. They turned down other job offers, and the singer went to Washington without making arrangements to compensate them.

Brotherly Alibi

NEW YORK, Feb. 12.—In addition to his musical talents, Jimmy Dorsey is developing a sense of humor that will soon qualify him for an emcee job. In announcing *Holiday for Strings*, he calls attention to the fact that in his arrangement saxes would be substituted for strings, due to "my brother Tommy having hired all the fiddle players in the country."

From the Broadway musical hit, "VERY WARM FOR MAY" . . . soon to be featured in MGM's film, "BROADWAY RHYTHM"

ALL THE THINGS YOU ARE

—with the
TOMMY DORSEY
treatment

Vocal by Jack Leonard



ALL THE THINGS YOU ARE

—with the
ARTIE SHAW
treatment

Vocal by Helen Forrest



ALL THE THINGS YOU ARE, the "sweet" classic, is doubly distinctive with each great band giving its own special styling. Offer *both* at the same time. Because everybody who hears one band will want to hear the other to compare 'em! That means *double coin*. Order Victor 20-1561.

HOW NICKELS POUR FOR DINAH SHORE!



VICTOR 20-1562

**NOW I KNOW
I COULDN'T SLEEP A WINK
LAST NIGHT**

—Dinah Shore with Mixed Chorus

Soon your patrons will see and hear Dinah giving that blue-velvet treatment to NOW I KNOW in the RKO film, "Up in Arms." I COULDN'T SLEEP A WINK LAST NIGHT is from another movie hit, "Higher and Higher"—and it's made the Hit Parade. There's real gravy in this platter, gents!

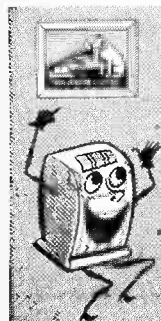
JAZZ GILLUM SINGS 'EM HOT AND BLUE TO BRING THE RACE TRADE STRAIGHT TO YOU!

DEEP WATER BLUES
I COULDN'T HELP IT—Blues
—Jazz Gillum, Blues Singer, with Instrumental Accompaniment

TUNE IN: RCA's great show, "What's New?" A sparkling hour of music, laughs, news, drama, science. Saturday nights, 7 to 8, EWT, Blue Network.

To help us make new Victor and Bluebird Records for you, sell your old ones to your distributor.

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



BUY WAR BONDS EVERY PAYDAY



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

This compilation is based on weekly reports received from leading retail record stores in key retail cities. (See sources in Part 3.)

NATIONAL

POSITION	Last Wk.	This Wk.	Record	Label
1		1	My Heart Tells Me	Glen Gray Decca 18567
3		2	Besame Mucho	Jimmy Dorsey Decca 18574
2		3	Shoo-Shoo Baby	Andrews Sisters Decca 18572
6		4	Shoo-Shoo Baby	Ella Mae Morse Capitol 143
4		5	Paper Doll	Mills Brothers Decca 18318
5		6	Star Eyes	Jimmy Dorsey Decca 18571
—		7	Holiday for Strings	David Rose Bluebird 27853
—		8	My Ideal	Jimmy Dorsey Decca 18574
—		9	Mairzy Doats	Al Trace Hit 8079
—		10	Speak Low	Guy Lombardo Decca 18573

SECTIONAL

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

MIDWEST

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

WEST COAST

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

MOST PLAYED JUKE BOX FOLK RECORDS

(Hillbilly, Race, Cowboy Songs, Spirituals)

Special reports received from The Billboard representatives last week show the Folk records listed below are currently the most popular Folk records on automatic phonographs thruout the nation. These reports stem from all the country's leading operating centers and are averaged together.

POSITION	Last Wk.	This Wk.	Record	Label
1		1	1. Pistol Packin' Mama	Al Dexter Okeh 6708
2		2	2. Ration Blues	Louis Jordan Decca 8654
5		3	3. Rosalita	Al Dexter Okeh 6708
7		4	4. Try Me One More Time	Ernest Tubb Decca 6093
—		5	5. No Letter Today	Ted Daffan Okeh 6706
9		6	6. They Took the Stars Out of Heaven	Floyd Tillman Decca 6090
3		7	7. Born to Lose	Ted Daffan Okeh 6706
—		8	8. Hurry, Hurry!	Benny Carter Capitol 144

Music Popularity Chart Week Ending Feb. 10, 1944

MOST PLAYED JUKE BOX RECORDS

Going Strong

Reports received from The Billboard representatives and based on information given by leading juke box operators last week show the records listed below are currently receiving the most play on automatic phonographs throuout the nation. These reports stem from the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide. Figures in parentheses indicate number of weeks song has been in Going Strong. Figures in last column indicate popularity of individual record.

(In Order of Song Popularity)

		Order of Disk Popularity
SHOO-SHOO BABY ... (7th week)	Andrews Sisters (Vic Schoen Ork) . . . Decca 18572 Ella Mae Morse (Dick Walters Ork) . . . Capitol 143 Jan Garber (Liz Tilton) Hit 7069	1 4 16
MY HEART TELLS ME . . . (9th week)	Glen Gray (Eugenie Baird) Decca 18567 Jan Garber (Bob Davis & Quintet) . . Hit 7070	2 14
BESAME MUCHO (4th week)	Jimmy Dorsey (Bob Eberly and Kitty Kallen) Decca 18574 Abe Lyman (Rose Blane) Hit 7072	3 20
NO LOVE, NO NOTHIN' . (2d week)	Ella Mae Morse (Dick Walters Ork) . . Capitol 143 Johnny Long (Patti Dugan) Decca 4427 Jan Garber (Liz Tilton) Hit 7070 Judy Garland (Georgie Stoll Ork) . . Decca 18584	9 12 17 23
CHERRY (3d week)	Harry James Columbia 36683 Erskine Hawkins Bluebird 30-0819	6 15
DO NOTHIN' TILL YOU HEAR FROM ME . . . (1st week)	Duke Ellington Victor 20-1547 Woody Herman Decca 18587	11 13
MY IDEAL (5th week)	Jimmy Dorsey (Bob Eberly) Decca 18574 Billy Butterfield (Margaret Whiting) . Capitol 134 Maxine Sullivan Decca 18555	7 18 19
THEY'RE EITHER TOO YOUNG OR TOO OLD . . (8th week)	Jimmy Dorsey (Kitty Kallen) Decca 18571 Jan Garber (Liz Tilton) Hit 7069 Hildegard (Harry Sosnik Ork) . . . Decca 23291	8 21 22
STAR EYES (3d week)	Jimmy Dorsey (Bob Eberly and Kitty Kallen) Decca 18571	5
PAPER DOLL (24th week)	Mills Bros. Decca 18318	10

Coming Up

Reports received from The Billboard representatives last week, and based on information given them by leading juke box operators, show the records listed below are gaining in popularity all over the nation. Figures in last column indicate popularity of individual record.

(In Order of Song Popularity)

		Order of Disk Popularity
MY SHINING HOUR . . .	Glen Gray (Eugenie Baird) Decca 18567	1
IT MUST BE JELLY . . .	Glenn Miller (Modernaires) Victor 20-1546	2
HOW SWEET YOU ARE .	Kay Armen (Balladiers) Decca 18566 Jo Stafford (Paul Weston Ork) Capitol 142 Peter Piper Hit 7061	3 5 6
SPEAK LOW	Guy Lombardo (Billy Leach) Decca 18573	4

Territorial Favorites

ABRAHAM (Spokane)	Freddie Martin Victor 27946	
I'LL BE AROUND . . . (Louisville)	Mills Bros. Decca 18318	
POINCIANA (Salt Lake City)	David Rose Victor 20-1544	
WHEN THEY ASK ABOUT YOU (Des Moines)	Jimmy Dorsey Decca 18582	

Ahlert Plan Reviewed At LA ASCAP Meet

HOLLYWOOD, Feb. 12.—Semi-annual business meeting for Coast members of the American Society of Composers, Authors and Publishers was held recently at the Beverly-Wilshire Hotel. The usual custom of a dinner-business meeting has been slashed, due to wartime conditions. Society now feeds only once a year.

As Deems Taylor, prexy of ASCAP, was forced to remain in New York, his post was handled by Fred Ahlert. He read the report to the members and covered in detail accomplishments of the Society during the preceding half-year. John Paine, general manager, took over his part of the meeting in discussing past, present and future business.

For more than a year now the big thing at ASCAP meetings has been the pro and con arguments about what the members have come to call "the Ahlert Plan."

Tough on Tyros

Ahlert's plan, which was originally presented to members at an Eastern meeting in New York, has to do with a new pay-off system for writer-members. In order for a writer to be raised into a higher class under the present system he has to depend on many things. Performances, activity, nature of works and when he had the last raise, all came into the picture. This makes it tough on some of the struggling beginners, whereas established writers in certain high brackets collect most of the profits without exerting too much energy on new songs.

Ahlert's system would pay off writer-members in somewhat the same manner as publisher-members are paid. In this way, only performances would count. Briefly, writers would be paid 75 per cent of their regular classification and the other 25 per cent goes into a fund, or pool, to be divided among the writers at the end of the year, according to their performances or points. In this system, if a writer in a lower class has enough performances to give him as much royalty as a writer two classes above him, lower-class writer is automatically advanced the two classes.

Demotion, Too

By the same token, a member can also be demoted two classes if his performances drop low. In other words, Ahlert's plan would do away with members having to appear before classification boards when they feel they deserve a raise. If you earn it, you get it. If you don't, there's no argument.

Bloc of members not in favor of the Ahlert plan was headed by Robert MacGimsey, who gave his views on the new idea. There was little headway made by either side, things standing just about as they did at the last meeting.

Faine is now in New Orleans for meeting of supervisors, accompanied by Richard J. Powers, Coast ASCAP head.

"HIT KIT" POST-WAR

(Continued from page 13)

to piano, uke and barbershop quartet sessions. Pubs looks on *Mairzy* as a freak and can give no possible reason for the tremendous sales attributed to the song. It isn't by any means considered as indication of future sales for other songs. But, putting eight or 10 songs into the hands of 10,000,000 men every 30 days is definitely being eyed by music men as a means of making this generation "sheet" conscious.

In the armed forces, glee clubs are popping up all over. Trios, quartets and other groups are getting together in companies that are made up of men from certain sections of the country. Pubs feel there is reason to believe that the same men, coming back home, will be instrumental in forming singing groups in civilian life.

Hit Kit, which celebrates its first birthday with the March, 1944, issue, now has a very prominent place in the U. S. Army library, and the early distribution troubles have been overcome. Work of the library is considered an important morale builder, and anything distributed by them gets its space on ships along with the fighting implements of war.

Running Smoothly

So one of the biggest enterprises ever

ON THE STAND

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

Ted Fio Rito

(Reviewed at Roseland Ballroom, New York)

BILLED as a "triumphant return," Ted Fio Rito and his crew again occupy the Roseland stand. Taking the dancing crowd and the ensuing applause as a criterion, everybody was glad to see Fio Rito. He has one of his best bands. Whereas in the past his outfits have been tagged for their sweetness, he now fronts a bunch that is definitely on the groove side. In fact, the only thing suggestive of former days is the not-too-frequent use of trombones to start offsets with the roar of motors.

New band is considerably larger, using seven brass, five sax and three rhythm. Last named section is augmented by a piano when the maestro sits in. His playing of *Tea for Two* and other numbers draw attention for their polished smoothness.

At first glance Fio Rito seems to use as many vocalists as musicians, but male warblers double from instruments. On the distaff side there is Patti Palmer, a pert little brunette who handles the ballad chores okay. Kay Swingle, cute blonde, joins Patti and her brothers, Ossie and Eb Swingle, who double from bary sax and trumpet respectively to form a quartet called the Solidaires, which gives out with nice harmony. Quigg Quigley, trumpet, handles jive vocals, and Candy Candido, bass man, scores heavily with his triple-voice comedy routines. *Hughie Prince*.

Ex-Sergeant Meany's 2 Folios Released By Southern

NEW YORK, Feb. 12.—Composer Ray Meany, recently a sergeant in the army, has been released from service and is back in biz.

Peer International, subsid of Southern Music, has already released two of Meany's folios.

to hit the armed forces or the music pubs is running smoothly, with the exception of minor groans among some of the smaller pubs. Beef, if true, is that their songs don't hit the kit anywhere near as often as tunes published by bigger firms. Grippers claim there must be an angle which the biggies have that they aren't hep to.

To keep the records straight, here's how tunes get in the *Hit Kit*. Each month, men assigned to the music section make up a list of 20 or 30 songs. List is always diversified and is culled from catalogs of well-known standards, pop songs of the day, good marching songs, comedy ditties and occasionally something with a religious lyric. If smaller pubs think they are slighted in this list, it is only because they are too new in the biz to have standards, and all too seldom have hits big enough for the men who get the kit.

This list of tunes is then sent to a committee composed of outstanding artists in the amusement biz. Bing Crosby, Kate Smith, Morton Downey and Bob Hope are only a few who make up the committee. Fred Waring is chairman.

Notes From Requests

Crosby, Smith, Downey and many others in this country base their selections, or votes, on requests received from servicemen all over. Personal tastes are never considered, as they feel that what the boys request they should get. Hope and others use as their criterion requests heard from all over the world when they've entertained

So this, then, is how the *Hit Kit* selections are picked. The boys get what they ask for. After all, idea behind *Hit Kit* is not to teach boys new songs, but to give them something they want to sing . . . and that should mean plenty of moolah for the music pubs when the boys come home again—to sing.

Top Tunes Now Available on Outstanding E. T.'s and Leading Record Labels

BESAME MUCHO

PUBLISHER: Peer
RECORDS: Decca No. 18574; Hit No. 7072
E. T.'s: World; Standard, Associated

DON'T WORRY, MOM

PUBLISHER: Ford
RECORDS: Hit No. 7074
E. T.'s: Thesaurus

I'LL BE AROUND

PUBLISHER: Morris
RECORDS: Decca No. 10005; Hit No. 7073; Okeh No. 6717
E. T.'s: Thesaurus

SO GOOD NIGHT

PUBLISHER: B. M. I.
RECORDS: Hit No. 7072
E. T.'s: Standard

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Per. Mgt. Dick Stevens, MCA

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PLAINS
HOTEL
Cheyenne, Wyo.

Scrap Records Pulled in By Mdse. Appeal

ERIE, Pa., Feb. 12.—While several merchants made their pitch for the broken record business at varying cash rates, the best turnover in the salvage business came to Warren Radio Company, which used a merchandise-award scheme.

The small-time record buyer found it easy to secure a Victor silt inverted-v-style file for only five broken records. The more rabid fan could secure a high-grade needle for 25 wrecks, and the big-time consumer garnered a beautiful record box for 100 of the two-piece "dis-assembles."

Business was brisk, but no cases of deliberate breakages were reported.

Saunders With Spivak

PHILADELPHIA, Feb. 12.—Sonny Saunders, recently medically discharged from the army, junked a swoon career to take up band vocal chores again. Had been holding forth at Frank Palumbo's cafe since the first of the year and enjoying a Sinatra builder-upper locally. However, gives up the nitery spotlight in favor of taking over the vocal assignment for Charlie Spivak. Before entering the army Saunders warbled the wordage for Harry James, using a Jimmy Saunders moniker.

Thanks for the INITIAL Build-Up

- Tony P astor
- Duke E llington
- The Th R ee Sisters
- Jimmy D orsey
- Tommy
- Hal Mc I ntyre
- Sonny D unham
- Will O sborne

AND LES BROWN, LIONEL HAMPTON, STAN KENTON, THE IRRESISTIBLES, COOTIE WILLIAMS, JOHN KIRBY, OF

PERDIDO
(Lost)

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PART 3—The Billboard

RECORD POSSIBILITIES

These records and songs show indications of becoming future nationwide hits in juke boxes and over record retail counters. Selections are based upon radio performances, sheet music sales, information from music publishers on the relative importance of songs in their catalogs and upon the judgment of The Billboard's Music Department.

MAIRZY DOATSThe Merry Macs.....Decca 18588

Here is the second waxing to be released on this song that's sweeping the nation. Done in regular Merry Macs groove, with some good lyric swapping thrown in, should pay off nicely.

STROLLIN'Charlie Barnet.....Decca 18585

Something for the hep-cats, cut in that fine Barnet style. Commercial enough, however, to please those not too hep. Will pay its way.

MAIN STEMDuke Ellington.....Victor 20-1566

A frantic Ellington original, mad in spots, but held down by the maestro's good taste in arrangements. For the fans, a good buy.

POPULAR RECORD RELEASES

(February 10 thru February 17)

NO ATTEMPT HAS BEEN MADE TO COMPARE THESE DISKS WITH RECORDS OF PROVEN POPULARITY. THEY ARE COMPARED ONLY TO OTHER RECORDS RELEASED LAST WEEK.

A Good Man Is Hard to Find.....Les Brown (Butch Stone)
.....Columbia 36688

Bizet Has His Day.....Les Brown.....Columbia 36688
Cow-Cow Boogie.....Ink Spots and Ella Fitzgerald.....Decca 18587

I Got Ten Bucks and Twenty-Four
Hours' Leave.....The Merry Macs.....Decca 18588

Mairzy Doats.....The Merry Macs.....Decca 18588

Mississippi Dream Boat.....Jerry Wald (Dick Merrick).....Decca 4433

Poinciana.....Jerry Wald.....Decca 4433

So Long, Pal.....Al Dexter.....Okeh 6718

Too Late to Worry.....Al Dexter and His Troupers (Al Dexter).....Okeh 6718

When My Sugar Walks Down the Street.....Ella Fitzgerald (Ella Fitzgerald Ork).....Decca 18587

(RELEASED LAST WEEK BUT NOT LISTED)

By the River of the Roses.....Phil Brito (Paul Lavallo Ork).....Musicraft 15016

Little Did I Know.....Phil Brito (Paul Lavallo Ork).....Musicraft 15015

My Heart Tells Me.....Phil Brito (Paul Lavallo Ork).....Musicraft 15015

Surrey With the Fringe on Top....Phil Brito (Paul Lavallo Ork).....Musicraft 15016

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORD SOURCES:
Atlanta: Cox Prescription Shop. Beverly Hills, Calif.: Martindales'. Birmingham: Norlen's Radio Shop. Boston: The Melody Shop. Bridgeport, Conn.: Gilman Music Store; Howland Dry Goods Co.; Whiting Radio Service. Chicago: Goldbatt Brothers; Hudson-Ross; Lyon & Healy; Marshall Field; Sears-Roebuck & Co.; Wurlitzer's. Cincinnati: Song Shop; Steinberg's, Inc.; Willis Music Co.; Wurlitzer's. Denver: Century Music Shop; The May Company; Record Shop; Charles E. Wells Music Co. Des Moines: Des Moines Music House. Fort Worth, Tex.: Kemble Bros.' Furniture Co. Hollywood: Music Shop; Music City; Hollywood House of Music. Jacksonville, Fla.: Butler's Record Shop. Los Angeles: The May Company. Louisville: Stewart Dry Goods Co. New York City: Center Music Store; Liberty Music Shop; Galety Music Shop; Rabson's Music Shop; R. H. Macy & Co.; Abraham & Straus, Inc.; Broadway Music; Melody Shop. Philadelphia: Downtown Record Shop; Alex A. Gettlin; Highpoint Record Shop. Pittsburgh: Volkwein Bros., Inc. Raleigh, N. C.: C. H. Stephenson Music Co.; Joseph E. Thiem Co. Richmond, Va.: Gary's Record Shop; Walter D. Moses & Co.; Corley Record Co. Westwood, Calif.: Music Shop.

Music Popularity Chart Week Ending Feb. 10, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

JUDY GARLAND (Decca)

"No Love, No Nothin,"—FT; V. "A Journey to a Star"—FT; V.

Miss Judy singles out two of the better screen ballads of the moment, and with Georgie Stoll's instrumentalists weaving a melodic background, gives soothing and sympathetic voice to both of the sides. Songs are the Harry Warren-Leo Robin pretties for the "The Gang's All Here." And her chanting is all there. For the "No Love" torcher, taking at a moderately slow tempo, Miss Judy imparts an infectious lilt to the lyrics. Takes her "Journey to a Star" in more soulful fashion, carrying the listener away with her, and making it a lyrical and melodic delight all the way. Spans the "No Love" chant in two choruses and in strict tempo. Also takes two choruses in the same tempo for "Journey" bridging the stanzas with verse out of rhythm.

The combination of Judy Garland, with two excellent screen songs and both of particular import in song popularity circles, make both sides count for much in the music boxes.

VAUGHN MONROE-FREDDIE MARTIN (Victor)

"All for Love"—FT; VC. "Easy To Love"—FT; VC.

In keeping with the leap year spirit accented by Valentine Day, Victor has whipped together a romantic twosome for such timely merchandising. Of prime interest is Freddie Martin's contribution to the cupid set, with Cole Porter's "Easy To Love." Fashioning the familiar tune in bright dress with distinctive tonal harmonies highlighted by the full tones of his own tenor saxing against the effective string band, side also sports the pleasing and potent chanting of Clyde Rogers. Tempo is slowed up as Vaughn Monroe helps cupid draw his bow with "All for Love." The unfamiliar words and music fall easy on the ears, particularly as the maestro cuts thru with the pot-valiant confessions in song. Side is a re-issue once mated with "Don't Tell a Lie About Me, Dear," and the first time out for Martin's entry to this cupid couplet.

As both bands were once standards in the music box sets, it is expected that the names will attract coinage on the strength of their own popularity rather than the songs themselves. And while Freddie Martin enjoys the advantage of a familiar chant in "Easy to Love," Vaughn Monroe doesn't let his loyal host of followers down with his forthright romanticism for "All for Love."

COOTIE WILLIAMS (Hit)

"Tess's Torch Song"—FT; VC. "Now I Know"—FT; VC.

At the helm of his own band, Cootie Williams tops in the growl trumpeting, bows on the Hit label with these two Koehler-Arlen torch tunes from "Up in Arms," the Danny Kaye-Dinah Shore screen show. For the disk debut, Cootie and his clan play second base to the husky vocalizing of Pearl Bailey, whose pipes range almost in the male baritone register. As such, accomplishments of the band are not set forth to particular advantage nor does Miss Bailey's chanting create any cause for any undue excitement. Her unusual range lends itself somewhat to "Tess's Torch Song," the lament of a lady whose best girl friend ran off with her beau. It's a tasty lyrical switch and the tune itself lends to contagion in the groovy fashion, all add up to strong hit potentialities. "Now I Know," a lush ballad stretching for 64 bars and rooted in the "Old Black Magic" school of song torches, also stacks up on the strong side, but Miss Bailey's voice and style are hardly on par for such ballad fashioning and leave much to be desired. Both sides are taken at a bright and rhythmic tempo, with the maestro's horn pacing the band for the starting half of the out-chorus on "Tess's" lament. Similarly for "Now I Know," but this gorgeous song was never meant for a growling horn.

Both songs, both on their own merits and the added strength in an important picture tie, loom as likely candidates for the selector stickers. Depending on the disk competition of other issues sure to follow for both of the tunes, Cootie Williams's first entry is bound to attract some measure of phono attention, particularly for "Tess's Torch Song" and expressly at the race locations.

DUKE ELLINGTON (Victor)

"Main Stem"—FT. "Johnny Come Lately"—FT.

Ellington music under any other song titles still remains the most distinctive and highly individualized form of American jazz. The time element in these issues, as in all others, never matters, because the Duke has always been so far ahead of his time. Both "Main Stem," by Ellington, and "Johnny Come Lately," by Bill Strayhorn, are Ellingtonia in the strictest sense in musical proposition, orchestration and interpretation. The elaborations of the simple riff strain with solo and ensemble embellishments both lend admirably to the tempo de jump treatment. Particularly, the 16-bar "Main Stem," allowing reflection in the usual frenzied fashion for

(See Popular Record Review on page 59)

HARLEM HIT PARADE SOURCES: Rainbow Music Shop, Harvard Radio Shop, Lehman Music Company, Harlem De Luxe Music Store, Ray's Music Shop, Frank's Melody Music Shop, New York; Richards Music Shop, Brooklyn; Groove Record Shop, Melody Lane Music Company, Metropolitan Music Shop, Wright Music Company, Chicago.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLER SOURCES: Atlanta: Cable Piano Co. Boston: H. N. Homeyer & Co. Chicago: Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg. Cincinnati: Song Shop; Wur-litzer's. Idaho Falls, Ida.: Chesbro Music Co. Los Angeles: Morse M. Freeman, Inc. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.; Myrex Music Corp.; Carl Fischer, Inc.; Music Sales Corp. Phoenix, Ariz.: J. J. Newberry Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers. Seattle: Capitol Music Co. St. Louis: St. Louis Music Supply Co.

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10 COMMANDMENTS FOR AGENTS

Bookers Are Not Included; Double Commissions Nixed; Artist's "No" Hexes Fees

On Stone Tablets Top Tap Is Fixed at 10 Per Cent

NEW YORK, Feb. 12.—The American Guild of Variety Artists has "Ten Commandments for Agents" which it will not compromise, alter, eliminate nor trade away, no matter what the inducement.

Whatever else agents and agent-organizations may be able to wheedle out of the performers' union, those "Ten Commandments" stand, regardless. To AGVA the "Ten Commandments" are the heart, blood and guts of the contract signed last month with the Artists Representatives' Association.

Any future pact with an agent-org will be modeled on the ARA deal and therefore will have to contain the "Ten Commandments" if AGVA is to set its John Hancock to the treaty.

Matt Shelvey, national administrator of AGVA, and Mortimer S. Rosenthal, associate counsel, will start Monday (14) on a nine-city tour to sell agents the idea of signing up. It is generally believed that the Shelvey-Rosenthal jaunt will result in the formation of numerous agent-orgs—which will not displease AGVA.

The pair are scheduled to hit the following cities on the following dates: Buffalo, February 14-15; Cleveland, 16-17; Detroit, 18-19; Chicago, 20-21; Cincinnati, 22-23; Pittsburgh, 24-25; Philadelphia, March 2-3; Baltimore, 4; Boston, 8-9.

Confab To Coax

The AGVA junketeers will meet with agents during those days and will try to convince the percenters of the mutual benefits to be derived from signing up with the union, preferably thru a responsible agent-org of their own making.

In palavering with the agents, Shelvey and Rosenthal will probably engage in horse trading since the particular conditions prevailing in different cities need consideration. But at the same time the AGVA men will present their "Ten Commandments" on a take it or leave it basis. And here is what the agents will have to agree to if they want to play on AGVA's team:

"Commandment" No. 1:

(a) Bookers are not included, and no agent may act as a booker without a specific waiver from AGVA;

(b) No agent may pay any part of his fee to a booker;

(c) If an agent uses a corresponding agent (who must be AGVA-franchised if a franchising system is in force in his

territory), the second agent cannot exact an additional commission from the artist;

(d) An agent has no right to a commission for offering a job which the artist refuses;

(e) Commissions are collectable only out of money actually paid on behalf of the performer;

(f) No member of AGVA may ever pay double commissions, or more than 10 per cent for agency services in the variety field;

(g) When the artist is not under an exclusive contract no agent may obtain employment for him unless he is a member of AGVA in good standing; where an exclusive contract is in effect, the artist must be a member of AGVA or must become one within 15 days of beginning his first employment under the contract;

(h) Where an agent acts as booker and agent for a specific spot he may collect no more than 10 per cent in all;

(i) An agent is limited to a top commission of 10 per cent, but may accept less;

(j) Where an agent has an exclusive contract with a location in which he finds employment for his own acts with whom he has exclusive contracts he must waive the extra 5 per cent booking commission;

(k) A booker must be authorized in writing to do exclusive booking for a given spot in order to be paid 5 per cent by the act, and the spot must be "Class A"; however, he may collect in a "Class B" spot provided the act concerned is receiving a "Class A" minimum net (after deductions are made).

"Commandment" No. 2: (a) Agents applying for an AGVA franchise are deemed to subscribe to all of Rule "B" (the full (See Agent Commandments on page 24)

Band Washes Gold Out Of Ex-Laundry Nitery

ST. JOHN, N. B., Feb. 12.—The Ambassadors of Swing, a local dance band, are cleaning up after converting a Calais laundry plant into a night spot. They are cashing in on out-of-town patronage drawn chiefly from the new Seabee training base at Eastport, Me., about 30 miles south, and the Royal Air Force and Canadian army about 40 miles east.

Calais is located exactly on the Canadian border. The recent easing of the drastic border-crossing regulations has improved conditions, altho there still remains the \$5 limit on spending on the U. S. side of the line by Canadians. The Seabees, the Royal Air Force and Canadian soldiers in training hereabouts are ready any time to travel 30 to 40 miles and back for some night life.

CSI To Pitch for Names; Upping Dough

NEW YORK, Feb. 12.—A concerted drive will soon be made by Camp Shows, Inc., to induce standard and name acts to join the Victory Shows touring domestic camps. They will be offered more money and short-term contracts as inducements, it was learned here today.

Plans for the drive grew out of a meeting held Tuesday (8) by CSI's Entertainment Advisory Committee, made up of agents. Among the subjects discussed was the need to bolster the Victory Shows with bigger names and bigger bills.

According to Dave Schooler, of CSI, the regular contract calls for a minimum of six months but in "unusual cases" the organization will ink a standard or top name for 6 to 12 weeks. He refused to discuss salaries.

However, Abe Lastfogel, CSI headman, admitted that arrangements have been made to give good acts more dough than was available in the past.

Other sources explained the money situation by pointing out that standard acts which could get \$750 to \$1,000 on the Stem will now be offered about \$250 or \$300 by CSI. Previously \$200 was tops. It was also said that no act could be expected to tie itself up for a long-term paper, so that even a couple of weeks will be acceptable if that was all the act could give.

A new and third division of Camp shows is being mulled. This new set-up will play hospitals only. With so many wounded men coming back to the States it is felt that a unit working just the hospitals will become necessary.

Act Material Protected by Chicago AGVA

CHICAGO, Feb. 12.—Performers working this area will henceforth be able to protect their material thru the local AGVA office, on the basis of a ruling issued yesterday (11).

The ruling, by Jack Irving, head of AGVA here, permit actors to file their material with a protection bureau to be established in the AGVA office.

The material will be examined for verification, and if okay will be registered for the act, thus setting priority.

The union's legal department will investigate complaints, and if there is justification, will issue warnings to poachers. Should they fail to heed the warnings, the operators of the spots where they are working will be informed.

Treasury Defines "Cabaret"; Juke Spots Escape; Acts Hit

WASHINGTON, Feb. 12.—Uncle Sam has come up with his definition of what constitutes a cabaret or roof garden, and the result of the old gentleman's research isn't going to bring any great joy to the hearts of nitery operators.

For purposes of the new 30 per cent tax on night club checks (adopted by Congress on Monday, February 7), this is what a night club is:

"A roof garden or cabaret shall include any room in any hotel, restaurant, hall or other public place where music or dancing privileges or any other entertainment, except instrumental or mechanical music alone, is afforded the patrons in connection with the serving or selling of food, refreshments or merchandise."

Most tax experts and others who know their way around the Bureau of Internal Revenue feel that the definition, while simple and concise, leaves little room for evasion by those whom the tax law was intended to hit. It embraces what is commonly felt to be a "luxury" class, while straight restaurants and similar spots are excluded.

Singers May Suffer

In brief, the definition governing application of the new taxes does these things:

1. Excludes beer parlors and taverns or other spots using juke box entertainment exclusively.

2. Excludes restaurants with piped music or juke boxes.

3. Excludes spots of all types having only instrumental live music.

4. Includes all spots with singing, live acts of any kind and any type of general entertainment.

5. Includes specialty events, such as fashion shows, where entertainment is offered.

However, the definition still leaves unsettled such marginal spots as a bar to which is piped music and entertainment from an adjoining night club. Patrons in these spots will holler if their tabs are given a 30 per cent bite by the tax man.

"Performance" Defined

Moving one jump ahead of what was sure to be an argument from operators, the tax regulation also states:

"A performance shall be regarded as being furnished for profit for the purposes of this section even tho the charge of admission, refreshments or merchandise is not increased by reason of furnishing of such performance."

This points out clearly that operators cannot disqualify themselves from the tax bite by claiming they are throwing in the show for free, and that the patron doesn't have to be taxed for it.

No additional definitions are expected for excise taxes in this category, according to Internal Revenue officials, who feel that the present regulation gives sufficient protection to them in levying the tax fairly.

The new revenue act increases from 5 per cent to 30 per cent the tax on cabaret checks.



Dime a Dance Switcheroo

ST. JOHN, N. B., Feb. 12.—Women are so scarce in the public dance halls in many centers in the Eastern Provinces that operators are forced to offer pay to girls and women to attend and dance with the men and youths who do the paying in.

This situation is particularly evident in Halifax, St. John, Yarmouth, Sydney, Moncton, Amherst, Truro, Kentville, Fredericton, Edmundston, Shediac, New Glasgow, Digby, Annapolis Royal and St. George.

United Nations servicemen, merchant marines and airmen stationed in those places are so eager to dance that local gals can earn from \$2 to \$6 per night. There are usually three or four males to every female. Wallflowerers are unknown.

Blackhawk, Chicago

Talent policy: Dance band and floorshows. Management: Otto Roth, manager; Lou Cowan, publicity. Prices: Weekdays, minimum \$1; Saturdays, Sundays and holidays, \$2.50. Shows at 8:30 and 11:30 weekdays; 8:30, 10:30, 12:30 Saturdays.

Every once in a while a new entertainment idea is introduced and that idea makes its debut here with the appearance of Herman Leopoldi, Viennese songwriter-pianist, and his partner, Helen Moeslein.

This highly entertaining duo, making their first cafe appearance in America, offers a repertoire of smart comedy, melodies and pianology that is strictly Continental. Different than the average piano-singing duos, they strike a refreshing note of sophistication in modern tempo. Leopoldi's novelty arrangements and piano melodies of Viennese melodies are exceedingly good, especially his own creations of *Music Can Be Magic*, *The Interview* and *Music of Today*, a travesty on Tchaikowsky and Gershwin. Miss Moeslein has a pleasing, cultured voice and magnetic personality, but needs some coaching on make-up and attire to fit in with night club atmosphere. Duo is distinctive, with an abundance of enthusiasm and class, and should go over big in any first-class room.

Jack Shea, "the Mad Auctioneer," offers a lighter vein of comedy and clicks well with his surprising novelties. Audience participation is highly amusing and goes over big with the table sitters. Handles his gags in a diplomatic style, has plenty of material and can offer a score of routines.

Del Courtney and ork furnish the music, with Mary Ann Todd and Earl Randall doing the vocals. Both singers go over big with their special arrangements of *Take It Easy*, *My Heart Tells Me*, *Night and Day* and *I Cry for You*.

Mr. Roth can be complimented on this new show, especially in introducing Leopoldi and Moeslein to night club patrons. *Jack Baker.*

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Currently: Palomar Theatre, Seattle, Wash.

NIGHT CLUB REVIEWS

Latin Quarter, Chicago

Talent policy: Dance bands and floorshow. Management: Ralph Berger, manager; publicity, Art Golde. Productions by Dorothy Hild. Prices: No minimum during supper show; weekdays \$2.50; Saturdays, Sundays and holidays, \$3.50; Saturday matinee, \$1.50. Shows at 9, 12, 12:30.

Ralph Berger did a smart thing in headlining Buddy Lester, who is a hold-over from the last show. As the only star attraction of this new opera, Lester, who is a one-man show himself, packs a terrific wallop and gets plenty of laughs and applause. Jokes, altho a bit off-color, are handled in a subtle manner and meet with the approval of the patrons. His repeat performance of *Africa*, and imitation of Harry Richman, plus his clever heckling, calls for more encores. Plenty of new material has been added and his ad-libbing continued in a rapid pace for over 45 minutes when show was caught.

Surprise of the show is the first appearance of Dawn, Dusk and Day, septa trio, who do remarkably well. Boys have a unique bit of harmony, and deliver in a style all their own. Voices blend well, and comedy renditions of *Rigoletto* and *Beltz, Mein Stetele Beltz*, sung in Jewish, are the hits of the show. Negro spirituals are interspersed with their fast-moving comedy and novelties. A clever act, different than the style of the Ink Spots and Four Mills Brothers, boys would probably be a bigger hit in a smart, intimate room. The trio received four encores when reviewed.

Jimmie Rae, dancer, did a neat bit of acro dancing. He worked hard and fast and delivered some clever tumbling, back somersaults and handsprings. Carol Gould, who temporarily replaces Juanita Rios, seemed to be nervous, probably because she was a last-minute replacement. She has a pleasing voice, with plenty of charm and personality. Audience appreciated gal's arrangements of *Lullaby of Broadway*, *No Love, No Nothing* and *When Johnny Comes Marching Home*.

Dorothy Hild's production numbers add color to the show. The Latin-American number is gayly costumed, but the *Chinese Fantasy*, a brilliant phosphorescent routine gets the applause. Irving Kostel and his ork do the show, with the leader acting as a stooge for Lester. Show has plenty of comedy and music, and moves with a fast tempo. *J. B.*

Golden Room, Copacabana, Rio de Janeiro

Talent policy: Dance bands and floorshow at 12. Management: Duarte Atalaya, managing director; Gilberto Pereira da Silva, publicity; M. E. Stuckart, artistic director; Ferry, headwaiter. Prices: 30-50 cruzeiros minimum (a cruzeiros is approximately five cents).

At this time of the year, with the carnival season just around the corner, floorshows use Carnival music, dances and atmosphere.

Producer Stuckart has put together a 35-minute floorshow, utilizing the spot's singers and musical groups and tagged the revue *Carnival of 1944*. As a pre-carnival floorshow, this year's effort is far short of its predecessors.

There is one outside act, Jean Sablon, in on a repeat date. Sablon, spotted at the midway mark and following the intro production number, sang five songs and gave the show the one lift of the evening. Crowd received him warmly.

Leda Yuqui, ballerina, does nicely with her two ballet routines. Clarise Stuckart, thrush and a newcomer to this place, heads two production numbers and proves to have a fair voice. The line is used principally for atmosphere, parading and serpentine tossing in the grande finale.

The Simon Bountman crew cut the show music nicely and for dancing give the patrons a mixture of U. S. and Brazilian tunes. Fon-Fon band is the alternating outfit. *James C. MacLean.*

Cafe Society, New York

Talent policy: Dance bands and floorshows at 8:30, 12 and 2:30. Owner-operator-manager, Barney Josephson; publicity, Ivan Black. Prices: \$2.50-\$3.50 minimums.

Patsy Garrett, ex-Chesterfield Girl with Fred Waring, stepped into this spot Monday night (7) and proved to be a likable contender in the night club world.

Gal has good pipes and an easy-does-it delivery, and her material is well-styled. Her *Jeremiah, Happiness Is Thing Called Joe* and *I Cried for You* set the table-squatters applauding for an encore, and warbler whisked off to a satisfactory impression.

Jimmy Savo follows with his enchanting mimicry, singing, rope-tricks, jokes and goofery. With the customers calling out for various items, the comedian demonstrates he is still great.

Hazel Scott, doubling from the Paramount, closes the bill with her typical above-the-keyboard mugging and care-less pianology. Not-so-nimble key-pounding doesn't faze the space-holders, however, and they accord her the usual strong hand.

Teddy Wilson ork (6) is groovy, indeed, with spirited swing during the show, danceable stuff for patron-hoofing, and accompaniment for the performers. Sidney Catlett, assisting Miss Scott, has his superb drummery accented by her brush-off piano-work. Gene Fields' trio relieves with nice dance-stuff. *Paul Ross.*

Trade Winds, Washington

Talent policy: Dance and floorshows at 9:30 and 12. Manager, Jack Jurmain. Headwaiter, Billie. Publicity, Kenneth Burgher. Prices: \$2-\$3 minimums.

This spot, which opened up several weeks ago in the loft over Ruby Foo's, has made more headway in winning friends and influencing people than most late competitors.

Chief drawing card has been a relatively unknown crooner named Sonny King, who has kept the seats filled and has gotten his name and phiz in the local dailies as regular as the weather report. King is not only a well-flacked attraction but he is good. Nice looking, plenty masculine, he puts his vocals over with an aggressive, rugged style that implies any swooning done is entirely at the guest's risk. Peddles the usual numbers, but he definitely isn't grinding them out so that he can get back to his steak. He works hard.

Supporting are Grisha and Brona, a brace of Russian dancers who give the capital its first glimpse of something on the erotic side. Coming on for the 9:30, they wore fish net costumes, but the midnighters brought them on in gold paint for an East Indian number. Customers thought they were hot stuff, and gave them a nice hand.

Otis Manning, a magician, amused with a series of deft tricks, nothing too

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"... Florence Hin Lowe is the most agile bender ever seen on F Street, with some of her feats truly astounding" THE EVENING STAR, Washington, D. C.

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"... Florence Hin Lowe, pretty Chinese girl, in a breathtaking brocaded Oriental coat, who does terrific (and we mean just that) acro control; seemingly she's without a spine. Once she does a complete body twist, and again, resting her chin on the floor, without moving around head, she runs several times around it . . ." THE DETROIT NEWS.



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involved, but he scored with a solid line of chatter. Monty Wolf, one-time husband of Gertrude Lawrence, emceed the business, adding *Muirzy Doots* to his act. He got a nice mitt. Jerry Rodis and ork accompany the show.

Caskie Stinnett.

Casablanca, New York

Talent policy: Dance bands and floor-shows at 9:30, 12:30 and 2:30. Operator-manager-host, Arthur Brown; publicity, Al Mernit. Prices: \$2.50-\$3.50 minimums.

New management bowed in here Wednesday (9) with new show headed by Dale Belmont.

First night lighting trouble caused poor spotting of star, who had to work to a series of up and down lights, none good. Miss Belmont opened with *Out of the Blue*, and followed with *More Than You Know*. Has a fair set of pipes but seemed to strain in first two numbers. Her *I've Had This Feeling Before* was a sock, however, selling to a big mitt. Encored with *No Man of My Own* and *My Heart Tells Me*, both getting a good hand.

Opener was Jean Leslie who introed with an apology that she wasn't as good as Joan Roberts and went into an *Oklahoma* medley with special arrangements. She was right. She's no competitor and her arrangement left much to be desired, altho song got fair applause. Next number was *Is There a Latin in the House?*, corn in sophisticated vein. To hypo this one Miss Leslie used *Mirror* columnist's name who was in the house, and hep audience roared. Good reaction on bow out.

Costain and Barry, holdovers, did their usual smooth ballroom routine of spins and whirls to a bag-off.

Ralph Font's rumba band (5) plays for the show in okay style. Felicia, who fronts on the maracas and Latin vocals, deserves better lighting. *Bill Smith.*

Village Vanguard, New York

Talent policy: Dance band and floor-shows at 10:30, 12 and 2:15. Owner-operator, Max Gordon; manager, Jerome Milich; publicity, Ted Zittel. Prices: \$1.50-\$2 minimums.

This "show-case of new talent" is currently show-casing two young performers, Ginger Dulo and Gwen Tynes.

Miss Dulo is a peppy comedienne reminiscent of Martha Raye and Beatrice Kay. Delivery is good enough, but would

FOLLOW-UP NIGHT CLUB REVIEW

LA MARTINIQUE, NEW YORK—Full house present when Vera Barton, who replaced the Murtah Sisters, opened Wednesday. Gal has good pipes and delivery but is too much on the schmaltzy side. Opening nervousness made her try to sell too hard. Result was that the latter part of her program was better than first. Delivered *Zing Went the Strings of My Heart* in okay style. Next, *Besame Mucho* drew fair hand, but her *Where or When* earned big mitt. Encored with *More Than You Know* and *Brazil* to good applause.

Norman Lawrence, also new, displaying good baritone, crooned *Dancing in the Dark* and *I Love Louisa* as part of production number in which the Martiniqueans (6) were an excellent backdrop. Line, in eye-filling costumes, are all lookers and do nice routines to appreciable responses. Barbara Blaine, dancer replacement, does neat time steps mixed with ballet twirls and fast spins and is well received.

Zero Mostel was reviewed in January 15 issue. *B. S.*

be stronger with better timing. Special material could stand bolstering. Gal should develop into an attraction with more experience. Booking here is said to be her initial New York night club plunge. Customers asked for an encore.

Miss Tynes is a handsome sepien with a small voice which she uses carefully and well. Sang three pop tunes when caught, of which her *Shoo-Shoo, Baby* was a little nifty, and bowed off to a good hand. Warbler doubling into the Apollo this week.

Clincher in the Vanguard is Richard Dyer-Bennet with his swell balladeering. No need to describe the work of this well-known performer. He's always good and always rates a strong mitt.

Clarence Profit Trio does handsomely in accompanying the players, and socks over a hot hunk of swing stuff at the start of the show. Don Frye, pianist, relieves, takes the emcee chore, and plays for Miss Dulo. Leadbelly subbing for Dyer-Bennet this week, who goes off on a short concert tour. *P. R.*

LUCILLE AND JIMMY MALONEY for an indefinite run at Annapolis Hotel, Washington.

Checker-Board Shows Click at P-R Houses, LA

LOS ANGELES, Feb. 12.—Action of Popkin & Ringer theaters in booking white acts into the Lincoln, sepien spot, and Negro acts into the Burbank, grind burly, as a regular policy opens an additional spot in the vaude parched city.

Employment of vaudeville acts may even be extended further by this chain, for all-night movies with vaudeville shows are being mulled for the Million Dollar.

According to Suey Welch, P. & R. booker, skedding white acts on the bill at the Lincoln has served to bolster the program. While the talent is predominantly colored, the white novelty acts have strengthened the show, he said.

At the Burbank fast colored novelty acts have speeded the tempo of the show. Not only is this spot fighting competition with colored acts but it is using names in its burly line, featuring two strippers, Lana Bari and Rose La-Rose, along with Dottie Darling, Gloria Gayle and Marjorie Roi.

White acts which have played the Lincoln include Johnson and Diehl, jugglers; Costello's dog act; Cliff Arwin, puppets; Paul Gordon, cyclist; Capt. Jones, magic; the Mottor Brothers, balancing. While some of these may sound tame for a spot that likes its boogie-woogie with cayenne, acts as a whole have clicked well here.

Welch explained that the all-night theater policy originated on Main Street and that the switching of other theaters in the downtown section to these hours was merely following suit. Million Dollar's late crowds have been good and it is possible that this theater will go to an all-night policy.

Should the changeover become effective, it will mean that all-night stage-shows will intersperse the movies. So far there hasn't been a theater offering all-night stagershows. In fact, with the exception of the P. & R. houses, vaude is out in this city until the Orpheum resumes on February 16.

United Front For Philly's Nitory Workers

PHILADELPHIA, Feb. 12.—Local AGVA chapter, which already holds a mutual-assistance pact with the local musicians' union, is extending its union ties to other labor unions associated with phases of the amusement industry. An understanding has been worked out by Dick Mayo, AGVA executive secretary here, with the Hotel and Restaurant Workers' Alliance and the Bartenders' International Union.

Thus, actors get all-round support, making it a cinch to discourage spots from using non-union talent. By same token, acts are ready to walk out for the union waiters and bartenders.

Latin Quarter, Philly, Becomes Latin Casino

PHILADELPHIA, Feb. 12.—Threat of lawsuit resulted in a quick name-change for the proposed Philadelphia Latin Quarter.

Arthur Friedman and Jack Price, having taken over Carroll's Cafe for such operation, named their place Latin Casino after Lou Walters, of New York's Latin Quarter, claiming priority to use of name, sought to purchase advertisements in local newspapers to warn against use of that name. Newspapers, desiring to protect the local advertisers, turned down Walters' ads, claiming lack of available space. The spot is skedded for early opening this month. Sister Tharpe is one of the first acts set for the room.

"Cabaret" in NYC To Remain as Is

NEW YORK, Feb. 12.—The Treasury Department's definition of a "cabaret," evolved for the purposes of the new 30 per cent amusement tax, will not affect New York City's definition of a "cabaret," used for license purposes.

According to officials of the local police department, which has jurisdiction, any place with live or canned music which permits dancing will continue to be classed as a "cabaret," and will have to fork out the usual \$150 license bite.

Rio Spot, Four Years Building, Partly Opened

RIO DE JANIERO, Feb. 12.—The Quintandinha Hotel and Casino, the costly project now in its fourth year of construction situated in the mountains about one hour's drive from Rio, partially opened at the end of January.

The casino and gambling rooms, grill-room of 1,000 capacity and a smaller boite were readied for the preem. Grillroom features Ray Ventura's Parisian band, which has been on this continent the past two years, and a floorshow booked thru the local Casino Urca offices. The smaller boite will use dance bands and cocktail units.

AGVA Turns Detroit Emsees Into OCD Tocsin-Ringers

DETROIT, Feb. 12.—Emsees here have been enlisted in a virtual corps of "minutemen" thru the joint activity of the local AGVA office and the Office of Civilian Defense. Objective is to have them appeal to all patrons of night clubs, carrying the current message that the OCD is bringing to every citizen.

Information on the current program, such as recruiting appeals for the WAC or the WAVES, or the infantile paralysis drive, is written by the AGVA office into a skeleton talk, which is mimeographed and distributed to local emsees. They work from this, ad libbing in their own style, but putting the message over.

About 100 emsees in as many local night spots are now using these talks, according to Carl Dennis, local AGVA president, and are reaching an estimated 250,000 patrons weekly in this manner. It is believed that this direct appeal contacts a class of the public less likely to respond to the more familiar appeals of radio, press and theater.

Revenuers Ask 24G, Sue Two Hub Clubs

BOSTON, Feb. 12.—Tax liens have been filed by the Internal Revenue office in Suffolk Registry of Deeds against the Hub's two best known niteries—the Mayfair and the Latin Quarter. Amounting to \$23,718, the liens are to secure taxes and interest against the Mayfair for \$10,278 from 1939 to 1942.

Lien against the Latin Quarter from 1939 to 1941 amounts to \$10,947, and a claim against the L. Q. Corporation, which has the same address as the Latin Quarter, demands \$2,493.

Both clubs are now operated by Michael Redstone, altho the Latin Quarter was formerly run by Lou Walters and is now leased to Redstone.



Maxine Lewis says—"The best novelty acts I have ever played at the Last Frontier Hotel, Las Vegas, Nev." Thanks to Maxine

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Capitol, New York

(Reviewed Thursday Afternoon, Feb. 10)

New stagershow here is filled with names well known to theater and pic fans alike. Topping the bill and handling the musical chores is Lionel Hampton and ork (17).

Band session was kicked off by Hampton in *Lady Be Good*, sizzling opener. Number hyped by two saxmen who step down and top each other on solos till the house comes down.

A boogie-woogie number, in which Lionel does his first job of playing piano, was a show-stopper and had to be repeated in its entirety before the customers would let the show continue.

Maestro also does a session at the drums, and his vibie playing is a high spot when he first goes mellow with *Body and Soul*, then doubles tempo to please the hep-cats. Ork's 10-minute arrangement of *Flyin' Home* in the finale slot had Hampton begging off.

Vocals are handled by Rubel Blakely, tall, nice-looking lad, and Dinah Washington, who score heavily.

On early, Pops and Louie keep the joint jumpin' with their flashy hoofing and rendition of *Harlem Sandman*, which they announce as from their latest pic.

Mills Brothers did all right before they were thru, especially with *Paper Doll*, but with only guitar accompaniment they seemed quiet after that frantic Hampton music.

Next-to-closing spot has Buck and Bubbles with practically the same routine they used to show the old Palace customers. The new generation went for them, tho, strong enough to stop the show.

Pic is *Song of Russia*. Standees at show caught. *Hughie Prince*.

Olympia, Miami

(Reviewed Wednesday Afternoon, Feb. 9)

This week's bill again finds the headliner taking a back seat, while another act steals the show.

Jack Lane and his trick birds did nicely. Lane deserving much praise for the extreme patience required.

Ross and Bennett, a male hooper and a whacky fem, get some laughs with her antics. They close with a dance bit and should stick to hoofing.

Mary Healey, a cute fem billed as "singing star of stage, screen and radio," offers a novelty number in which she talks to Bing Crosby, singing on a record. Used *How Sweet You Are* with a stooge off stage, and closed with a military number. Did just fair.

Charlie Eay, emsee, came on here with his partner, Joe Young. Kay does the straight and Young is supposed to be the comedian. The act just did not click.

Hickory Nuts closed and made up for any deficiency in the show by wowing the customers. Act consists of three males and a fem in hillbilly attire, all playing musical instruments. They gag, sing and play their way into one of the best acts seen here in a long time.

Film, *Henry Aldrich, Boy Scout*. Biz good. *L. T. Berliner*.

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VAUDEVILLE REVIEWS

State, New York

(Reviewed Thursday Afternoon, Feb. 10)

New show here fast and zips along at an even tempo. Every act on bill encored without milking and could have done more.

Eki Sullivan, columnist, is fair at em-seeing but seems patronizing. Corday and Triano, fast dancing team, are first on and do smart series of spins and lifts. Their Spanish routine in which cape was used as prop, puts the audience in laughing temper, and pair exit to good hand.

Wally Rand, following, held the crowd in his palm with his balloon twists, sleight-of-hand and fast chatter. Some of his gags were parched but the mitt he walked off to wasn't.

Mark Plant, a big hunk of a man with a robust baritone and just discharged from the navy, sang *There's Gonna Be a Great Day* and *Besame Mucho* to fine reception. Encored with *The Lord's Prayer*, which audience ate up, and *Old Man River*.

Betty Kean, out of Hollywood, exchanged gags with Sullivan, and the stuff fell flat. But act hypos when she sings *Girl Without a Girdle*, going into a comedy tap, and gal finishes big. For encore, she asked servicemen to come up and jitterbug. No takers, so she asked for civilian, and plant came up to do fast skitter with Miss Kean, routine going over strong.

Ed Sullivan went into his number describing how his column is written. Using screen montage of Patterson-McCormick press he made like commentator on old flickers. Ancient footage showing pic heroes then and now was interesting but added little to show.

Ames and Arno, knockabout comics, put bill back on top with their antics. Their gag material, however, can stand renovation. Pair waltzed off to a fine return.

House three-quarters full when caught. Pic is *Madame Curie*. *Bill Smith*.

Strand, New York

(Reviewed Friday Morning, Feb. 11)

This spot continues its band policy with Ina Ray Hutton ork taking over for the new show. Also on hand for the music and jive customers, there is Georgia Gibbs, indentified by her *Shoo-Shoo Baby*.

Miss Hutton seems at last to have gotten herself surrounded by 15 guys she's happy to front. Band really kicks and gives the lovely Hutton a reason to jive around the stage. Solid opener offers tenor man Johnny Megro chance to do his stuff, and another boy, Jack Purcell, guitarist, lays some fine stuff on the cats when he plays *Rosita*.

Vocals, besides jump version of *Mairzy Doats* done by Miss Hutton, are handled by Stuart Foster, male warbler. Foster scored solidly on a couple of tunes, best of which was *I Couldn't Sleep a Wink Last Night*.

Condos Brothers are on for five or six minutes of their sensational hoofing. Boys have discarded most of their former ankle-busting routines and now work with lots of ease and class while knocking some very solid iron. Crowd yelled for more.

Miss Georgia Gibbs, making her initial stage appearance in New York, was right at home, tho, and had the customers eating out of her hand before she begged off.

Holding down the closing slot, and garnering plenty of belly-laugh, were the Three Stooges. Act hasn't changed much since last seen, but the boys had to make a "thank-you" speech to get away.

In *Our Time* on screen. Packed house at show caught. *H. P.*

Roxy, New York

(Reviewed Wednesday Evening, Feb. 9)

Swell is the word for the new Roxy bill.

It has been tastefully, even artistically, mounted and produced. It is intelligently programed. It carries a pack of strong entertainment values.

Opener has the Four Lyttle Sisters—a neat set of close-hamrmony warblers—plus the Ben Yost Singers and the handsome Gae Foster line in a *Roxy Theater of the Air* number which gives room for imitations of Roosevelt pitching for War Bonds, the Andrews Sisters, Carmen Lombardo, La Guardia, the Ink Spots, Sina- (See *Roxy, New York* on page 24)

Chicago, Chicago

(Reviewed Friday Afternoon, February 4)

The Chicago, reverting from its usual band policy to a smartly-produced presentation which sparkles with plenty of color and star performers, offers a good show. Billed are Dean Murphy, Harry

(See *Chicago, Chicago*, on page 24)

Million Dollar, Los Angeles

(Reviewed Friday Afternoon, February 4)

Opening day here found a half house on hand for the variety bill, in for a week, as against the former split-week policy. There isn't any featured name, but the entire show balances up neatly. Pic fare is *Sahara*.

Charlie Crafts, ork leader and emsee, serves ably in both capacities, his band (See *Vaudeville Review* on page 25)

SAUL GRAUMAN'S Musical Stairatone Revue

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The Only Act of Its Kind. Showdom's Greatest Novelty. Just Concluded

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Thank You

Harry Mayer, Zeb Epstein, Leo Morgan, Charlie Barnet, Charles Yates and Frederick Brothers . . . for a most pleasant six weeks' engagement at the Strand Theatre, New York. You have all contributed so generously toward making that engagement a most happy occasion, and I am deeply grateful.

Ella Mae Morse

First Broadway Appearance

WALLY RAND

1944 VARIETIES

Currently Loew's State, New York

Personal Management ANTHONY PHILLIPS—WILL WEBER

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Fields-Forrest Pace Hub Takes

BOSTON.—In line with the sharp upswing in showbiz here in the past two weeks, the take at the RKO-Boston has held up as tho it had pins under it. Shep Fields, aided by some special promotion, and Helen Forrest played to the fast tune of 33G for week ended February 9.

Besides band specialists Meredith Baker and Paul Baker, the show unit included dancing Dixie Dunbar and the Borrah Minevitch Harmonica Rascals, who always draw heavy here. The flicker was *The Heat's On*.

Louis Prima and Bonnie Baker opened to fair business February 19, with *Government Girl* on screen to help. *Hollywood Pin-Up Girls Revue* opens February 17.

BURLESQUE NOTES

NEW YORK:

JANICE WALKER, who recently headed her own all-girl ork, now working as singer, dancer and comedienne at Tony Pastor's Downtown. . . . SID WALKER recuperating in a local hospital. . . .

BILLY FIELDS, comic, back to a hospital, this time the Strong Memorial, Rochester, N. Y., following a relapse. . . . GINGER WAYNE shifted from the Riptide nitery to Charlie's Inn, Miami. . . . PAL BRANDEAUX just finished producing two shows, one for the Beachcomber, Miami Beach, Fla., and the other for the Latin Quarter (formerly Carroll's), Philadelphia; latter's chorus comprises Virginia Curtis and the Five DePaul Sisters, late of the Hudson, Union City, N. J.

LOIS DeFEE, following two personal appearances in behalf of War Bond drives, has left for a vacation in Miami Beach, Fla. . . . BOB COLLINS, new show producer and comic at the Moulin Rouge, Oakland, Calif.; others in the burly stock are Loretta West, Leri Vale, Peggy Walline, Mona Vaughn, Irving Goldberg, Dick Brown and Harry Cornell with Judy King, number producer. . . . MARTY WHITE and his White Way ork, together with Harold Edwards, baritone, and Fred Sanders, emcee, all from the Diplomat Hotel, aided in a War Bond drive at the Wintergarden, the Bronx.

INA LORRAINE moved from the Cat and Fiddle Club, Cincinnati, to Mickey's Show Bar, Detroit. . . . JESS MACK doubling between emcee at Slapsie Maxie's, Hollywood, and writing for the Abbott and Costello radio show. . . . AL RIO discards his crutches, used after a fall from the stage to the ork pit at the Hudson, Union City, a fortnight ago, and reopened with a Hirst unit in Toronto

T. Dorsey Tops Philly Earle Mark

PHILADELPHIA—While short of the house record, Earle Theater (seating capacity, 3,000; house average, \$20,000) for week ended Thursday (10) went over the 40-grand mark for the first time and topped the season's high of \$39,000 set two months ago by Frank Sinatra.

Credit goes to Tommy Dorsey, who already holds the house record of \$46,700 made in July, 1942. This time Dorsey piled up a top-heavy \$41,800, with the help this time of Gene Krupa at the drums, band billing also going to Betty Brewer and the Sentimentalists.

Added acts in Jenny Cook, Edward Sisters and Paul Regan, with screen filler in *Doughboys in Ireland*.

February 11. . . . LEON VAN GELDER, Hudson ork leader, out \$75, the cost of repairs to his violin, broken thru Rio's fall. . . . LESTER ALLEN, ex-burly comic, signed for a lead in the *Pin-Ups of 1944* revue. . . . HARRY MOSCO and his 15-string electric guitar, debuting in burly in a Hirst unit. . . . UNO.

VAUDEVILLE REVIEW

(Continued from page 23)

augmented to 10 with two pianos on the feature side. However, Crafts lets this fact go unnoticed and there is no highlighting of the two ivories.

Opening the show is Josephine Lee, blond dancer, who neatly cleats, at the same time displaying a curvaceous figure. Gal sells well and her dancing served to put the show into a fast tempo.

Followed by Helen Hope, distastefully garbed in an orchid strapless gown with a headgear remindful of Mardi Gras. Vocalizes a blues number and follows with a rondo treatment of *Am I Blue?* Voice is weak with Miss Hope hoping to make the high notes.

The Milo Twins, two boys from Tennessee with guitars and voices, sing out the doleful music of the Smoky Mountains. After a bit of friends-and-neighbors stuff, the boys take over *False Hearted Girl*, then go into *I'm Goin' Back Where I Came From* and a satisfactory treatment of *Pistol Packin' Mama*. Pleased the patrons with vocal variations, but should stay clear of their corny dialog, which should be revamped or eliminated.

Ray Wilbert in the next to closing went big with his hoop juggling. His banter isn't too hot, but satisfactory. Drew good applause to wind up his act with a hoop throw to walk up four strings and down, across his shoulder. Juggling is smooth and his three-to-five hoop manipulations well done. Sam Abbott.

Only MH at \$101,141 Holds Up; Cap's 47Gs, Roxy's 70, Par's 62 and State's 44 Not So Hot

NEW YORK—Clear weather wasn't enough to hypo stem grosses last week, with holdovers and lack of holidays taking a sock at the box office. Music Hall was the only vaudeville house to show improvement.

Capitol (4,627 seats; \$59,010 house average) bowed out with Katherine Grayson, Richard Himber, "Rags" Ragland, Lou Holtz and *Guy Named Joe* for \$47,000, as against \$68,000 for previous week. Bill had been in for seven weeks starting off with juicy \$81,000, going to \$90,000, then receding to \$75,000, \$74,000, \$70,000 and \$68,000. For the seven-week run, bill brought in \$505,000 to keep the boys happy. New bill, started Thursday (10) has Lionel Hampton ork, Mills Brothers, Pops and Louie, Buck and Bubbles and *Song of Russia*.

Radio City Music Hall (6,200 seats; \$101,141 house average) with Sharkey the Seal, Paul Winchell, and Jane Eyre, pulled the surprise of the week, when it came up with a rousing \$106,000 as against \$90,000.

Roxy (5,835 seats; \$79,612 house average), opening with Martha Raye, Rosario and Antonio, Ben Yost and the Sullivans, fell off to \$70,000 during last week of Maurice Rocco, Helen Forrest, Basin Street ork and *The Lodger*. Earlier weeks saw \$92,000 and \$100,000.

Paramount (3,684 seats; \$62,575 house

average), holding over with Johnny Long ork, Hazel Scott and *Miracle of Morgan's Creek*, wobbled to \$84,000, after last week's fancy \$100,000. Previous take showed \$96,000 and \$92,000.

Loew's State (3,327 seats; house average \$28,036) has Ed Sullivan, Corday and Trianc, Wally Rand, Betty Kean, Mark Plant, Ames and Arno, and *Madame Curie*, registered \$28,000 for the week. Last week's house take \$31,000 as against \$34,000 for the two before.

Strand (2,758 seats, \$42,092 house average) fell off to \$44,000 from \$50,000, \$51,000 and \$37,000 rung up in previous weeks. New bill preemed Friday (11) consisting of Ina Ray Hutton ork, Georgia Gibbs, Condos Brothers, Three Stooges and *In Our Time*. Retiring program had Charlie Barnet ork, Ella Mae Morse, and *Destination Tokio*.

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Balto Hipp Dandy With 14G and 20G

BALTIMORE.—Hippodrome Theater grossed a hefty \$14,100 week ended February 9, with bill including Ray English, the Crosby Sisters, the Orantos, and Pansy the Horse. Pic, *The North Star*, a holdover.

Week ended February 2, Hippodrome grossed an exceptional \$20,300, with Jack Marshall, the Three Wells, the Four Franks, and Bob Fuller's Singing Stylists. Pic, *The North Star*.

"Gay '90s" 35G in SF

SAN FRANCISCO.—Golden Gate (2,850 seats) grossed an excellent \$35,000 week ended February 9 with Harry Howard's *Gay '90s* unit, with Gautier's Bricklayers, Chaz Chase, Dave Barry, Vic Hyde and Charles Craft. Pic, *Tender Comrade*.

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Philly Biz Must Be Good-- New Lounges Coming Up

PHILADELPHIA, Feb. 12.—Operators of music bars, figuring on an even greater boom in the field as the year progresses, are making major expansion plans.

Frank Palumbo management, operating the New 20th Century and the Cove here, and Chateau Renault in Atlantic City, will add a fourth music bar to its circuit in taking over Herb Spatola's

Flanders Grille, center-city cocktail lounge, on April 1. Spatola purchased the property directly across the street from his present spot. New lounge to be opened in April will be tagged the Casablanca.

Harry Linn, who recently opened the Copacabana, class lounge holding only about 100, is already working on a 1,000-seat spot just around the corner, figuring on a summer opening. Mort Casway also eyeing the summer biz and has purchased the vacant lot next door to his Music Village with a possible eye to an outdoor musical garden.

In addition, a number of regular niteries are enlarging house-bars to carry musical units. Ways Theater Cafe opens a new cocktail bar this week, with musical bar adjuncts also planned by new managements for the new Latin Casino and the 69th St. Rathskeller.



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Keeping Teen-ers Out a Solid Ache

MINNEAPOLIS, Feb. 12.—Minneapolis Service Bureau, registry set up by taverns and night clubs to keep minors out, got under way this week under direction of Lewis (Scoop) Lohmann, and right off the bat came to grip with a minor who claimed he was over 21 years of age.

Minor in question filled out registration card which was checked by bureau. Found to be incorrect, card was turned over to police and county attorney who called offender in and gave him a lecture.

Meanwhile, State legislators think enough of the idea to want to introduce the measure as law for the entire State in effort to keep kids out.

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(Music in Many Moods)
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ROOSEVELT HOTEL (Victory Room), Washington, D. C.

Army Outflanks Oregon Owners

PORTLAND, Ore., Feb. 12.—Night spot operators who hoped for improved business thru proposed lengthening of State liquor store hours have had their aspirations dashed by army regulations.

City Commissioner Fred L. Peterson had proposed that some of the stores operated by the State be kept open until midnight as a means of coping with the bootleg problem. The State Liquor Control Commission was amenable.

However, Ninth Service Command regulations prohibit liquor stores from being open after 8 p.m. or before 10 a.m. So the closing hours remained as they were, 8 p.m.

Other hopes of the night club operators likewise were squelched by the army. The city was willing to allow bring-your-own-bottle patrons to keep up the merriment into the wee hours of the morning. But the army pointed to its rules prohibiting bottles of liquor on tables after midnight.

Billy Blair His Own Boss

CHICAGO, Feb. 12.—Billy Blair, Griff Williams's funny man and bass player, has left that organization to front his own group of four pieces. Unit, which is strictly a cocktail combo, has been booked in for an indefinite run at Helsing's Downtown Cocktail Lounge here, with Peggy Lester doing the vocals.

Ditto for Nappy LaMare

HOLLYWOOD, Feb. 12.—Hilton (Nappy) LaMare, ex-Bob Crosby guitarist and vocalist, is breaking in a new four-piece unit on club dates in this vicinity. Line-up includes Joe Sullivan, piano; Zutty Singleton, drums; Doc Rando, clarinet, and LaMare. Femme vocalist is Mickie Roy, ex-Sonny Dunham thrush. Unit booked by MCA.

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EAST:

THE LE DONNE trio travel 60 miles every day from their defense job in Bridgeport to get to Sandy's Hollywood Grill, Paterson, where they're booked. . . . DOT AND DASH held over at Columbia Hotel, Portland, Me. . . . VINCE MUNDY current at Melrose, Newark. . . . DALE SISTERS held over at Walt and Lil's, Hollywood, Fla. . . . CHARLIE POTTER set for Marine Room, Utica. . . . SUE ROGERS goes into the Ovanon Room, Wilkes-Barre. . . . TOMMY PURCELL current at Carleton Terrace, Corona. . . . AIR LANE trio held over at Park Terrace, Brooklyn. . . . HAL WASSON slated for Pat and Don's, Newark. . . . GEORGE MENEN and the Electrons at Martin's, 57th St., New York. . . . FLORENCE HIN LOWE held over at McVans, Buffalo. . . . PEGGY O'NEIL and Burns and Bedini current at Greenwich Village Cocktail Room, Syracuse.

MIDWEST:

FIVE BARS OF MUSIC go into the Garrick, Chicago, starting February 24. . . . WALLY SHERMAN has joined Phil Shelley, Chicago booker. . . . THE CABIN BOYS (3) are at the Club Cardinal, West Allis, Wis. . . . PRENTICE BUTLER has just received a medical discharge from the army and is back leading the Four Blazes unit at the 1111 Club, Chicago. . . . MINTON-MARVIN unit, after closing at the Schroeder Hotel, Milwaukee, are back at the Palladium, Green Bay, Wis. . . . SINCLAIR LEWIS, pianist, is at the Beritz, Chicago. . . . ADRIENNE HOLLAND, song stylist, now at Helsing's Downtown Lounge, Chicago. . . . Frank (Tweet) Hogan, Chicago booker, moved his offices to 203 N. Wabash Avenue, Chicago. . . . LES LA MARR AND POPPY have been appearing with a USO-Camp Show for the past 12 weeks.

WEST COAST:

NINA, MATA AND GINGER, sepien trio, have received a new contract calling for 24 weeks at Curtis Mosby's Last Word, Los Angeles.

Miami Ops Win Court Okay

MIAMI, Feb. 12.—Thomas L. Ashley and George Brown, operators of Mayfair club, last week won their fight to compel the city to issue them license for operation of their spot.

Judge Ross Williams, in Circuit Court, granted a writ of mandamus after a report of an investigator proved favorable. Trouble was caused by sale of liquor after hours by former management.

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Sweet or Hot Via Switch

PHILADELPHIA, Feb. 12.—Roy Nuss, sound engineer with Westinghouse, has developed a new speaker device for the electric organ which may have widespread use in the cocktail field after the war. He has installed a double speaker switch on the organ to enable the player to give out with either sweet and hot music by a simple turn of the switch. Engineer devised the double switch specifically for Art Hinett, staff organist at KYW here, who made his bow with a trio at the Swan Club here this week.

Review

Freddie Reed

(Reviewed at Lawrence Bowl, Chicago)

Freddie Reed is a 200-pound, 6-foot singer, with a big smile and a winning personality. Sepien performer sings and plays piano, and his repertoire of tunes consists of hundreds of melodies.

As a pianist behind a bar, he is superb. He can go from boogie-woogie and rhythm to opera and semi-classics.

In the vocal department, Reed's specialty is sophisticated off-color songs and swing tunes. *Carl Cons.*

FRANCIS RENAULT slated to open February 22 at the Last Frontier, Las Vegas, Neb., set by Mike Special office, New York. . . . JACK AND JANE WEST opened at the Henry Grady Hotel, Atlanta, February 9 for two weeks. . . . NICK LUCAS holds over at Kentucky Club, Toledo, until Al Dexter and his troupers move in week of February 21.

IN SHORT

New York:

THE APPLETONS open at Iceland Restaurant February 24. . . . DIAMOND BROTHERS exiting from same spot after 14 weeks. . . . KIRBY WALKER set for Beacon records by MCA. . . . JACK DURANT split week (21) at Academy of Music. . . . HARRY LEVINE in Chi arranging bookings. . . . KING SISTERS set for the next Capitol show. . . . PAUL REMOS closing at Versailles. . . . LARRY ADLER scheduled for Capitol some time in March. . . . DE MARCOS into Roxly latter part of March. . . . BENNY CARTER opens at State February 25. . . . MARION DAY held over at the Village Barn. . . . LEONARD ELLIOT set for Kollmas musical *Dream With Music*. . . . MARSHA HUNT married to Lieut. Edward Guest.

Chicago:

WILFRED DU BOIS, juggler, now appearing at the Lake Club, Springfield, Ill. . . . CHESTER FREDERICKS AND KAYE WILSON, comedy act, currently at the St. Charles, New Orleans. . . . PAT AND SYLVIA BURKE have been inked in at the Lake Club, Springfield, Ill., starting February 12. . . . BEA MAZUR (6) now at the 885 Club, Chicago. . . . SOPHIA PARKER, singer, left the Funsafire unit to go into the Club Penguin, Chicago. . . . MONTANA KID, animal act, just completed a holdover engagement at Andy's, Minneapolis. . . . BELVA WHITE, singer, now at the Silver Frolics, Chicago. . . . HARRIET NORRIS at the Club Alabam, Chicago. . . . DANIELS AND DANISE, dancers, appearing at the Vine Gardens, Chicago. . . . TONY ZIRO, comic, is at the Silver Cloud, Chicago. . . . FLORENCE WHITE, singer, at the Brown Derby, Chicago. . . . AL VINN, trio, opened at the Hoffman Hotel, South Bend, Ind. . . . CLEO BROWN, pianist, recently signed by MCA, is alternating with Fredy Reed at the Forest Park Hotel, St. Louis. . . . Gertrude Bond, singer, recently opened at Colosimo's, Chicago, with ANDY RICE JR. . . . LENNY GALE, just concluded a successful run at the Tic Toc Club, Montreal, is the first act ever to stay six weeks. . . . "HOT LIPS" PAGE and his six-piece unit set for the Panther Room, Hotel Sherman, for an eight-week engagement, starting February 25. Page will share the bandstand with Jimmy Dorsey, who goes into the room on the same date.

Here and There:

MARIANNE AND MAYO playing at the Tavern, Steubenville, O. . . . LULU BATES set for the Lucky Strike program. . . . SGT. HAL FISHER still emceeing but in uniform, at the Air Force station in Miami, and so far has done over 400

MAGIC

By BILL SACHS

GALI GALI is current at Hotel Statler, Detroit. . . . ANDY FURLONG amazes the ringsiders at Carroll's, Philadelphia nitery. . . . "POUR-A-DRINK" DORNFIELD, who has been around Detroit for some time, is presently showing his wares at Gelsz Inn there. . . . CHARLES J. LARSON has sold his Museum of Magic, said to be one of the largest collections of magical effects ever assembled, to Louis Tannen, well-known New York magic dealer and publisher of the popular *Tarbell Course in Magic*. Larson's decision to sell came after he had sold the building which had housed his vast collection and found himself unable to secure other storage quarters near his new office on Broadway. The Larson collection will be offered for sale, piecemeal, by Tannen. . . . MEMBERS OF the Houdini Club of Central Michigan and the Magicians' Guild of Lansing, Mich., after attending the Blackstone show in a body there recently, tendered the Old Master and members of his company an after-theater dinner party at the Foo Ying Cafe, that city. . . . HOUDINI CLUB of Central Michigan, with headquarters in Lansing, recently elected Carl LaBorn, president, and Harry Carmer (Mystic Ivan), secretary-treasurer. . . . TOMMY HANLON JR., after nine months with the Orson Welles show for servicemen, is now on tour with the Camel Caravan, set by the William Morris Office. Scribbling under recent date, Tommy says: "Orson Welles's show had Rita Hayworth,

Joseph Cotton and Marlene Dietrich, and was a magic *Hellzapoppin*, with Orson and Cotton doing comedy and magic. We had a big circus tent pitched right in the center of Hollywood. Since I last wrote you, I've been featured with Welles in over 12 national mags, including *Look*, *Pic*, *Screenland* and others, as well as four pictures in *Collier's*. My Camel tour is good for 43 weeks. While in Hollywood I made a picture with Welles called *Three Cheers for the Boys*. We did six minutes of magic in it, so be sure and look for it. Just closed as technical adviser on a picture called *Since You Went Away*, in which I taught Joe Cotton magic tricks. . . . THE GREAT JARVIS, after a recent three-day stand in Washington, hopped back into West Virginia, where he plans to remain for the duration. He will rebuild his show while trekking that State.

JACK AND ANN GWYNNE, still a feature with Benny Meroff's unit, move into Glenn Rendezvous, Newport, Ky., Friday (18) for a three weeker—a return engagement. Their son Bud, formerly in the act, is now flight officer with the army air corps in Sicily, where he recently was made operational officer of his squadron. He has been right in the thick of the Italian fighting. Bud keeps his hand in by doing an occasional show for the orphans and refugees over there. . . . JACK HERBERT closed at the Kentucky Hotel, Louisville, Thursday (10) and opened at the Cotton Club, Houston, Monday (14). . . . 2-10 Daniels, former school show magician but now a nitery necromancer, was a visitor at the magic desk last Saturday (12), having hopped in from the St. Louis area, where he has been kept busy the last seven months, including a seven-week stretch at a Mound City department store. Purpose of his visit to Cincy was twofold—to take in the gathering of the IBM nabobs Saturday and Sunday (12-13) and to scout the territory for new fields to conquer. . . . MARQUIS THE MAGICIAN and his manager-agent, Jack Rothschild, were also recent visitors to *The Billboard's* magic sanctum while playing a few dates in the Cincy sector. Hazel Gallagher left the Marquis combo recently to join her husband, Sgt. Frank M. Rumble now stationed at Sheppard Field, Wichita Falls, Tex., taking his cadet exams for the army air corps. The Demarise Sisters have rejoined the Marquis show as assistants and specialty performers. . . . ARNOLD FURST has just arrived safely in India to begin another tour of soldier entertainment in India and Africa, and thence to England. On his first overseas tour, Furst traveled 25,000 miles with "Lieutenant Oscar," his working rabbit. His address is USO-Camp Shows, APO 9479, care Postmaster, New York City. . . . PAUL HUBBARD, now winding up his season's second stint in Cincinnati schools, will join the Al G. Kelly-Miller Bros.' Circus late in April as manager of the side show. . . . COLUMBUS (O.) MAGIC CLUB'S 13th Annual Magi-Fest February 4-5, attracted more than 200 rabbit jokers. The Saturday night show for the public at Masonic Temple saw the following featured: Guy L. Gerber, Elmer Leffel, Dave and Pauline Coleman, Paul Fenton, A. John Marton, Scott O'Neal, and Jack Courtney, emcee.

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FLACKS WORK NEW OUTLETS

War Bans Spelling Finis To Lush Era of Show Plugging; 1-Column Cuts Big Stuff Now

Slick Mag and Sunday Layouts Are Only Boons Left

NEW YORK, Feb. 12.—Broadway's legit flack corps is undergoing new and severe basic training in its craft these war days, leaping over restriction hurdles and skirting shortage obstacles as they round the course of each week's show peddling. Gone, until peace, is the lush era of full-page pic layouts in the daily press, two-column stories and weekly breaks with top heads, which were the regular returns to the press books from yesteryear's show plugging. As one top p.a. remarked: "Press agency is in a parlous state. If you get a one-column cut, you go around boasting about it for weeks. Newsprint and zinc shortages have the boys unhorsed! There was nothing like this, say old-timers, in the 1917-'19 era. World

War I was too short to get around to cutting space, so the publicity went on then as in peacetime.

Today "the boys" are making the grade, managing to keep producers and players happy, even if the splash has been taken out of their

printed efforts thru Mr. Whiskers's ukase. It means harder work per man and less spectacular results per week. Today as much work goes into squeezing one free blurb line in the dailies as was expended to get two-column stories before the war. In fact, an item to merit a stick of type in 1944 must be worth two-column treatment (pre-war style).

News Breaks Are Musters

This situation is as true in the hinterlands as on the Main Stem. On the road today, flacks carry meager bundles of art and copy compared with pre-war times, and depend a great deal more upon news-page breaks rather than drama-page splashes. The appearance of show stars at War Bond rallies, Red Cross blood-bank drives and other such causes, are sure-fire flack breaks now. Such appearances often result in a Page 1 news story. The drama pages, outside of Sunday layouts, which themselves are cut to the bone, have little room to harbor p. a. releases and dreamed-up stories. In short, in 1944 news, not bright ideas enlarged in print or zinc, sell shows.

Faced with such a situation, legit peddlers on Broadway and elsewhere have turned their eyes to other media of promotion, notably radio, which is proving more and more to be a slick showcase for legit wares. Air guesting of show names and etherizing of plays and musicals (The Billboard, February 12) are aiding considerably to lighten the blow caused by newsprint paring.

Language Press Little Help

Then there's the foreign-language press which has a large circulation. Altho some p. a.'s find such an outlet profitable, most publicists use the medium only sporadically, as they claim there's no profit in plugging in a variety of tongues unless their shows have a definite appeal to foreign-speaking readers. A typical such show is *Decision*. They add that subscribers to the foreign-language press also read American dailies. If they don't read the dailies, then odds are that they're not prospective legit audience. However, some of the newcomers to the foreign press field, such as *Aufbau* (The German refugee paper which has a big pull on expensive summer resort ads and flack), have been found to be a good medium for selling legit, as their readers are mostly monied folk who like the theater.

Direct Mail a Flack Aid

Direct mail to women's clubs and other groups is proving useful in circumventing the space obstacle. Such mail is definitely helping fill these houses and, according to some p. a.'s, is proving more (See NEW FLACK OUTLET on page 30)

"Ladies," "Sons" Quitting Chicago

CHICAGO, Feb. 12.—*Good Night, Ladies* and Olsen and Johnson's *Sons o' Fun*, current here, are due for departure on long tours shortly, with the O. and J. opus closing at the Civic Opera House February 26 and heading westward. Chick Johnson left the show two weeks ago for the West Coast to arrange for a forthcoming picture. Olsen left February 5 and was replaced by Marty May. Johnson was replaced by Steve Olsen, Ole's brother.

Good Night, Ladies is set to move March 11 after record 100 weeks at the Blackstone. First road stop will be Milwaukee, then St. Louis, Cincinnati, Pittsburgh, Indianapolis, Columbus, O., Cleveland, and then into Detroit for an indefinite stay. *Three Is a Family* has extended its stay at the Civic Theater to February 26. *The Patriots* comes into the Studebaker February 21.

Philly "Boys" Five Weeks Sets Road Run

PHILADELPHIA, Feb. 12.—The rousing five weeks' welcome Mike Todd's *Something for the Boys* has enjoyed at the Forrest Theater here, ending tonight, resulted in a decision to keep the show alive. Local stand is the first following its year-and-a-day run in New York and playing at a \$4.56 high, original three-week engagement was extended to five weeks. And when the show leaves town tonight it will have approximately \$159,000 under its belt for its first road stand.

Original intentions were to follow with Baltimore, Washington and perhaps one other city, after which it would disband. Now all this has been changed, and Todd aims to keep the cast intact for the rest of the year. As on the original schedule, it will follow a week at Ford's Theater, Baltimore. Next will come six days in Pittsburgh, following which the massive Chicago Civic Opera will open its doors to receive *Something* for an extended run.

BROADWAY OPENINGS

"PEEPSHOW"

(Opened Thursday, February 3, 1944)

FULTON THEATER

A comedy by Ernest Pascal. Directed by David Burton. Settings by Lemuel Ayres. Lighted by Carl Kent. General manager, Harry Fleischman. Stage manager, Richard Bender. Press representative, Fred Spooner. Presented by Ernest Pascal in association with Samuel Bronston.

Julius	Lionel Monagas
Jonathan Mallet	John Emery
His Conscience	David Wayne
Tommy Cobbe	Dwight Weist
Leonie Cobbe	Tamara Geva
Jessica Broome	Joan Tetzl
Waiter	Dayton Lummis
Porter	Edward Broadley
Nurse	Elizabeth Dewing

It's quite possible that a Noel Coward could rig up something like *Peepshow* and manage it provocatively. Evidently Ernest Pascal can't, or if he can, he hasn't. As it is, *Peepshow* makes a bow with a bid for brittle ultra-sophistication and falls flat on its face in the familiar parlour-sex pattern. Pascal has his characters in one scene describe the atmosphere of a country inn as odorous of disinfectant and casual amours. The whole play has the same smell.

For the current triangle, Pascal has selected a wolfish bridge expert, his fiancee and his best friend's wife. There is naturally, also, his best friend. But the friend is a boob and doesn't count. As a new device, Pascal has included a character representing his caddish hero's conscience, who is made up to look like him and duplicates his costumes and gestures. Similar devices have been used before—and better. The situations and dialog mainly concern getting into or out of bed or talk leading up to either, with conscience alternately heckling his alter ego or lounging about sneering smugly. There is a great deal of sitting and a great deal of talk, when the principals are not exiting to the sheets, and most of it tries desperately to be gay and witty. Unfortunately, the wit has a low Hooper and the result is sexy dirt done up in a dinner-coat.

Several competent and engaging players appear somewhat baffled by all this. John Emery, as the card-sharp two-timer, seems unsure as to how to take the character and so plays his predatory pal with a fine restraint and understatement. This is all to the good as it makes the lad seem more of a heel than ever. Tamara Geva is the sexy gal friend in the best throaty Russian tradition. Joan Tetzl, back from a bout with the flickers, puts plenty of charm into the part of the nice girl who gives the clown back his ring. David Wayne is the conscience who tries to look as suave as Emery in dinner-coats and silk dressing gowns. Dwight Weist plays the dopey husband.

The one person connected with *Peepshow* who completely comes out on top is Lemuel Ayres. The action calls for the characters to be whisked about from a Cafe Society bachelor's apartment to cor-

ner in a fancy French nitery. Later there is an interlude in a country inn devoted to assignments and a return to the original starting point with a stop-off in a hospital room. Ayres has been allowed to shoot the works and has turned out four top-bracket sets. It is too bad that the script of *Peepshow* doesn't justify either his imagination or energy.

However, *Peepshow* doesn't justify much of anything—certainly not the expert staging by David Burton, which often makes it look better than it is, or the time and effort wasted on it by a troupe of good players. Neither screen nor radio are likely to bid to use it. It's dull enough on the stage without looking for further mediums. *Bob Francis.*

"PORGY AND BESS"

(Opened Monday, February 7, 1944)

CITY CENTER

An operetta based on the play "Porgy" by Du Bose and Dorothy Heyward. Music by George Gershwin. Book by Du Bose Heyward. Lyrics by Du Bose Heyward and Ira Gershwin. Directed by Robert Ross. Conductor, Alexander Smallens. Chorus director, Eva Jessye. Settings by Herbert Andrews. Costumes supervised by Paul du Pont. General manager, Charles Stewart. Stage manager, Don Darcy. Press representatives, Jean Dalrymple and Al Dalzell. Presented by Cheryl Crawford in association with John J. Wildberg.

Maria	Georgette Harvey
Lily	Catherine Ayres
Annie	Musa Williams
Clara	Harriet Jackson
Jake	Edward Matthews
Sportin' Life	Avon Long
Mingo	Jerry Laws
Robbins	Henry Davis
Serena	Alma Hubbard
Jim	William C. Smith
Peter	George Randol
Porgy	William Franklin
Crown	Warren Coleman
Bess	Etta Moten
Policeman	Kenneth Konopka
Detective	Richard Bowler
Undertaker	Coyal McMahon
Lawyer Frazier	Charles Welch
Nelson	Charles Colman
Strawberry Woman	Catherine Ayres

His Honor and his committee have made a brilliant choice in bringing *Porgy and Bess* to the town's popular temple of the arts for a skedded two weeks' stay. At a guess, it is likely to stay much longer, for the Cheryl Crawford version of *Porgy* fits into the City Center like the stuffing in an olive. Its drama has lost no tang, its tricky, haunting Gershwin melodies from *Summertime* to *I Got Plenty o' Nuttin'* still bid for immortality under the expert batoning of Alexander Smallens.

With the exception of one of the title roles, the cast is substantially the same as at the pre-road stand of the current revival at the 44th Street Theater last September. Etta Moten once more sings Bess, and while the familiar program note still reveals that Gershwin had her in mind for the part when he wrote the score, it is still evident that her voice is not up to its range requirements. She

has good stage presence and is fully alive to the dramatic demands of the role, but her vocalizing wears thin and gives frequent evidence of strain in reaching notes in the high register.

William Franklin, however, who lands in Porgy's goat-cart via Chicago radio and opera, gives a performance that is something to make his predecessor, Tod Duncan, sit up and take notice. Franklin plays the cripple with warm sympathy and in addition has a splendid set of pipes attuned to the Gershwin melodies. Avon Long steadily improves his conception of Sportin' Life. Long is one of our best young Negro stage craftsmen. It will be fine one of these days to see what he can do with another role beside that of the posturing little dope peddler with which he has become identified.

Cheryl Crawford has spared no pains to bring the revival to the Center in top form. Her company are such seasoned *Porgy* troupers by this time that their performances are practically automatic. However, there must be a constant brush-up of direction by Robert Ross, for they are all on their toes and the show plays with all its former zip.

Porgy and its music is always a favorite. At popular prices at the Center it should get a tremendous play. *B. F.*

DRAMATIC AND MUSICAL

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

Abie's Irish Rose (Locust St.) Phila.
 Abie's Irish Rose (Belasco) Los Angeles.
 Arsenic and Old Lace (Auditorium) Augusta, Ga., 16; (Aud.) Columbia, S. C., 17; (Carolina) Charlotte, N. C., 18; (Aud.) Asheville 19.
 Barrymore, Ethel, in Corn Is Green (Biltmore) Los Angeles.
 Blithe Spirit (Curran) San Francisco.
 Blossom Time (Auditorium) Denver, Colo., 16; (Aud.) Pueblo 17.
 Blossom Time (Municipal Aud.) New Orleans, La., 16; (Municipal Aud.) Shreveport 17; (City Aud.) Jackson, Miss., 18; (Aud.) Memphis, Tenn., 19.
 Doughgirls (Cass) Detroit.
 Doughgirls (Court Sq.) Springfield, Mass., 16; (Lyric) Bridgeport, Conn., 17; (Playhouse) Wilmington, Del., 18-19.
 Dunham, Katherine (Nixon) Pittsburgh.
 Fiesta (Boston O. H.) Boston.
 Good Night Ladies (Blackstone) Chi.
 Jacobowski & the Colonel (Walnut) Phila.
 Janie (Shubert-Lafayette) Detroit.
 Junior Miss (Paramount) Austin, Tex., 16; (Texas) San Antonio 17; (Music Hall) Houston 18; (City Aud.) Beaumont 19.
 Kiss and Tell (Royal Victoria) Victoria, B. C., Can., 18-19.
 Kiss and Tell (Cox) Cincinnati.
 Kiss and Tell (Harris) Chi.
 Life With Father (National) Washington.
 Oklahoma (Erlanger) Chi.
 Patriots. The (Davidson) Milwaukee 16-19.
 Rosalinda (Shubert) Boston.
 Something for the Boys (Ford) Baltimore.
 Sons o' Fun (Civic O. H.) Chi.
 Student Prince (Forrest) Phila.
 Thank You Svoboda (Plymouth) Boston 17-19.
 Tobacco Road (Hanna) Cleveland.
 Tomorrow the World (Selwyn) Chi.

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

A

Aarons & Broderick (State) NYC, t; (RKO-Boston) Boston 17-23, t.

B

Baker, Bonnie (RKO-Boston) Boston, t.

THE ANGIE BOND TRIO
AMERICA'S FINEST Girl Instrumental-Vocal Act.

C

Cabin Boys (Cardinal) West Allis, Wis., nc.

D

D'Artega (Albee) Cincinnati, t.

E

Edmonds, Freddy, Trio (Brass Ball) Savannah Beach, Ga., cl.

F

Falt, Virginia (Jimmy Kelly's) NYC, c.



ACTS-UNITS-ATTRACTIONS ROUTES

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

G

Gabrielle (La Vie Parisienne) NYC, nc.

H

Hamlin, Jackie (Brown Derby) Chi, nc.

I

Ink Spots (Orpheum) Omaha, t.

J

Jacqueline (Manhattan Room) NYC, h.

K

Kalamas, The (Greywolve Tavern) Sharon, Pa., 14-27.

L

Laird, Horace (Shrine Circus) Cincinnati 17-26.

M

Mann, Frances (Show Boat) NYC, nc.

N

Modernaires, Glenn Miller (Commodore) NYC, h.

Mars, Trio (The Spot) NYC, nc.

O. D. MACK THEATRICAL ENTERPRISES
609 Shubert Bldg. PHILADELPHIA, PA.

Nichols, Les (Gayety) Cincinnati, t; (Mayfair) Dayton 18-24, t.

Nov-Elites, The (Happy Hour) Minneapolis, nc.

O. Orantos, The (Carman) Phila, t.

Page, Diane (Jimmie's on the Trail) Miami, nc.

Rae, Jerry (Latin Quarter) Chi, cl.

Rand, Wally (State) NYC, t.

Rosita & Deno (Glass Hat) NYC, h.

Sands, Billy (Aloha) NYC, nc.

Scott, Hazel (Paramount) NYC, t.

Talia (Bismarck) Chi, h.

Henri THERRIEN
Currently LATIN QUARTER, New York

Terrell, G. Ray (Capitol) Washington 17-23, t.

Tieman, Eleanor (Palace) Cleveland, t.

Van, Gus (Lookout House) Covington, Ky., nc.

Walker, Ray (Mayfair) Miami, nc.

Warren, Annette (Carter) Cleveland, nc.

Youngman, Henny (Capitol) Washington, t.

Zorita (606 Club) NYC, nc.

NEW FLACK OUTLET

(Continued from page 28)
and more important as a publicity outlet which pays dividends.

Broadway Columns Need War Slant

Broadway columns, old flack standbys, are becoming more and more war-slanted, with an estimated 60-70 per cent of the contents being written by Main Stem gossipers revolving around the war.

Not All Black Pic

Of course, the flack picture is not completely black. There are still a few outlets left wherein publicists' efforts look like something when they're printed.

So, in short, the existence of a flack expert in the legit field today is no cinch.

In fact, it's more a case of sweat and chance than in normal times. It calls for all the ingenuity members of the fraternity possess, and as they wouldn't be in that group it they weren't ingenious (sometimes ingenious, too), it simply means that the boys are really working hard for a living today.

ODT OKAY HOLDS IN 1944

Shows To Roll By Same Rules As Last Season No Revisions Seen

WASHINGTON, Feb. 12.—The Office of Defense Transportation said here yesterday that there had been no revision of its policy as announced last year for operation of circus trains and carnivals and other outdoor shows. Regulations and policy of 1943 were made for an indefinite period and have remained unchanged to date.

No changes are anticipated for 1944, it was said, and this was taken to mean that outdoor showbiz will have no new transport problems to face this season unless emergency arises to cause sudden revision of policy.

"No Public Announcement"

ROCHESTER, N. Y., Feb. 12.—The American Carnivals Association, said Secretary-General Counsel Max Cohen at ACA offices here, has obtained from the Office of Defense Transportation in Washington an official commitment as to policy concerning carnival operations during 1944.

"The essence of this policy is contained in a sentence of a letter which states, 'The policy this year will not be changed from that of 1943,' he said. 'ODT has also indicated that 'It has been decided that a public announcement is not necessary,' and consequently that is the only information on the subject now available.

"ODT has pointed out that the operating conditions this year will be precisely the same as those set forth in release No. 76309, issued February 7, 1943. With reference to railway movements, the ODT has indicated that general permit, ODT, 24-6, issued March 26, 1943, will be continued in effect for this year. This general permit sets forth the requirements for carnival movements by rail and provides receipt of a letter by ODT, together with an itinerary showing cities, dates and railroads over which moves are to be made, and after approval by ODT the itinerary will be returned with a letter to the owner or operator, authorizing him to contract with the railroads for such movements as are contemplated."

California Perks Up

SAN FRANCISCO, Feb. 12.—The outdoor show season bids fair to get an early start in California. With Southern California units already in operation and others readying, organizations that winter in the San Francisco Bay area plan for early March openings. More circuses and carnivals will troupe this year and, notwithstanding all the wartime handicaps that may or may not be prevalent, showmen are optimistic and look forward to as good or a better season than that of 1943.

In addition to traveling shows, several (See ODT Rules Hold in '44 on page 56)

Allen's Anniversary Dinner

SYRACUSE, Feb. 12.—Mr. and Mrs. Fred Allen, owners and operators of the Fred Allen Shows, celebrated their 25th wedding anniversary February 3 with an informal dinner to friends. Due to shortage of material and labor their new home at Alynacres was not completed for the occasion as planned. Work is progressing in winter quarters. Walter McCracken is training dogs and monkeys for a show to feature a one-ring circus. Hobson boxing midgets; Flamo, human torch; sawing a woman in half; Ed Holderman, magician, are inked. McCracken is also breaking five colliers to a "wheel of death." Management purchased a new 80-foot side show top and 100-foot banner line. Show will open early in May to play Central and Western New York. Miles Finch is quarters superintendent.

Conklin Finds Time For Heavy War Work

BRANTFORD, Ont., Feb. 12.—J. W. (Patty) Conklin, president of the Conklin Shows, never known as a drone in the show field or in civic life, has taken on more work for himself. He was elected president of the newly formed Brantford Branch, Navy League of Canada, at an enthusiastic meeting of leading citizens in the city hall council chambers here February 1.

In a rousing talk, he expressed confidence that the goal of the group to raise \$5,000 in a campaign to be launched March 10-13, would be successful. President Conklin is also in charge of publicity for the local Red Cross drive, beginning February 28, to raise the Brantford quota of \$85,000, allotted to this city of 30,000 population.

Between times he is busy supervising work in quarters of the Conklin Shows here.

All-American Adds Cars From Ringlings

JACKSONVILLE, Fla., Feb. 12.—Wagons of All-American Exposition Shows are being rebuilt in quarters here, where there are 15 workmen, with more to be added as ride foremen and mechanical and show crews assemble. Whitey King is painting the sleepers and will start on the flatcars as soon as the train has been moved nearer to town where it will be accessible by motor. Color scheme is "Big Four" orange, trimmed in green, for sleepers and stock (See All American Rebuilds on page 36)

Kortes Initial Los Days Pull Big Biz

LOS ANGELES, Feb. 12.—The Kortes World's Fair Museum opened here February 4 at 725 South Hill Street in a building with over 7,000 feet of floor space and a large modern theatrical front was built for the engagement, said Roy B. Jones. Several hundred yards of decorative fireproofed silks and velvets cover walls and ceilings, enhancing the interior. About 22 attractions are being presented and it is planned to add new acts from time to time. Business on the first three days was reported big.

Norman Carroll, announcer Russell Bros.-Clyde Beatty Circus, has been (See Kortes Los Opening on page 36)

Ballyhoo Bros.' Circulating Expo

A Century of Profit Show

By STARR DE BELLE

En route.
February 12, 1944.

Dear Editor:

Last Monday night Ballyhoo Bros.' Exposition pulled out of its winter quarters town at Garbage Valley, S. C., heading for its first winter fair at Bloomer-by-the-Sea, Fla. The train has been en route during the entire week and is rattling along as this is being written. We will call this item "The first run," which is typical of all first runs.

At 10 a.m. last Monday the coaches, loaded with 200 people, were switched onto a siding five miles out, leaving the people stranded away from the last dinner which was served in the cookhouse at noon. This held up the first meal in the privilege car because it wasn't until 7 p.m. that the remaining cookhouse food was brought to the car. The coaches were moved and watered at 6:30 p.m., which ended an eight-hour drought. The people then drank deeply, which somewhat overcame their hunger pangs.

The train was then made up and by midnight we cleared the yards and were racing for a siding at Red Light, S. C., to get there in time to clear the tracks

New Joyland Org, Out of Lexington, Formed by Tipton

LEXINGTON, Ky., Feb. 12.—Organization of a new show, Joyland Amusements, has been announced by R. P. Tipton, of this city. He said equipment would include 12 modern riding devices and concessions and shows and an electrical power unit. In winter quarters here a crew is reconditioning and repairing the entire unit.

E. W. Weaver, Columbus (O.) veteran showman, who is general agent, has completed bookings thru Pennsylvania, Ohio and Indiana. Tipton, who has been engaged in operation of riding devices for several years, said a Sky Dive, Tilt-a-Whirl, Roll-o-Plane, Octopus, Whip, Ferris Wheel, Merry-Go-Round, Scooter and Kiddie Rides would be in the line-up.

Denver Showfolk Organize RM Club

DENVER, Feb. 12.—In a private dining room of the union station a group of 45 Western showfolks got together, dined and talked January 7. Results: The Rocky Mountain Showmen's Club, and a committee was appointed to secure a clubroom, reported Larry Nolan. The club held its first meeting in its home in the Fraternal Building, 14th and Glenarm, in downtown Denver, January 28. The entire fifth floor has been painted and redecorated.

These officers were elected to serve until January 1, 1945: Larry Nolan, president; A. A. McVitte, honorary president; Rex Elliott, first vice-president; (See New Club in Denver on page 36)

Tivoli Quarters Are Active

ST. LOUIS, Feb. 12.—J. O. Green, manager of the Tivoli Exposition Shows, returned to the quarters last week after an extended booking tour. Frank Delmaine, secretary, arrived to take over office work. Harold Eutah leased a building in Webb City near headquarters, where he is building new concessions. George and Skeet McCallan are expected to arrive next week. Show has rented a large building in which to repaint trucks and overhaul motors. Mac Finlay arrived to take over superintending of the mechanical work. A new set of platforms for the Tilt-a-Whirl arrived from Faribault, Minn. H. V. (Pete) Peterson, former general manager, is stationed in England with the U. S. armed forces.

JJJ Preps To Spring April 1

AUGUSTA, Ga., Feb. 12.—Co-Owners E. Lawrence Phillips and Morris Lipsky, Johnny J. Jones Exposition, said in winter quarters here that the season would be opened here about April 1 with a week's engagement, the tour to continue until the middle of November. General Manager Phillips returned from a vacation spent in Orlando and other Florida cities. Morris Lipsky and Secretary Ralph G. Lockett, who attended fair meetings in Atlanta; Columbia, S. C.; Indianapolis, and Richmond, Va., said they were satisfied with results.

In quarters 22 men are now at work. H. Bert Miner, general superintendent, is directing quarters and rehabilitation of equipment. The show train is being redecorated. Danny Boyd, steward, is in charge of the commissary. George Brown is in charge of blacksmithing, Jack Hooper, artist, has three assistants and show fronts will be newly decorated. Mrs. Hody Jones is designing new costumes for her *Follies* revue, which will have a new program and augmented cast. Word is that Lieut. Johnny J. Jones, U. S. Air Corps, is now stationed at Palm Springs, Calif.

Carl J. and Frances Lauther visited en route from Florida to their winter residence near Richmond, Va. Mr. and Mrs. Miner spent the holidays in Orlando. Recent visitors included Carl Parsons, Mr. and Mrs. Charles Miller, Frank and Louise Hooper, Harry Dennis, Tom Cooper and Joe Johnson. Howard Loughner, transportation manager, is in quarters. (See Jones Expo Prepping on page 56)

Lawrence Makes Up Staff for '44 Trek

SANFORD, N. C., Feb. 12.—General Manager Sam Lawrence, Lawrence Greater Shows, announced that he had engaged Abe Rubin, for the past two years with the Strates Shows, as secretary for the coming season. Rubin will place two concessions with the shows. Others engaged are Tommy Carson, for the third season as business manager; Cy Perkins, billposter; Colonel Sykes, lot superintendent and builder; Louis Gueth, electrician, who has been with the show since it organized, this to be his ninth year, and Bob Young, mechanic, for his seventh year.

While attending fair meetings, Manager Lawrence visited winter quarters here and expressed satisfaction with progress made by the crew of 10. Most of the rides have been repainted and repaired. Some new fronts were started when Colonel Sykes reported February 10. Sol Nugar, recently honorably discharged from the army, has placed his bingo with the show, arrangements being made during the Virginia Fair meeting. Manager Lawrence also closed with E. J. Casey for his cookhouse. After attending the New York fair meeting in Albany, Manager Lawrence went to New York before leaving for Sanford, where he will remain until the opening April 3 in Rockingham, N. C.

Quinn Early Units Set on Detroit Lots

DETROIT, Feb. 12.—World of Pleasure Shows will open at River Rouge, Mich., April 28, according to word from Owner-Manager John Quinn. Some rides will open in March on local lots. General Superintendent Bill Postelwaite will leave for winter quarters next week with a crew.

Charles H. Hodges, already in quarters, is rebuilding the front of his circus side show. Bert Geyer, scenic artist, is to start on a new color scheme for the fleet of trucks. C. H. Droega, billposter, has a new line of paper ordered. General Representative Vic Canares has been attending fair meetings. Lee Elliott, chief electrician, will arrive early to go over (See Quinn's Early Units on page 56)

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 Size 46x48", Price \$25.00,
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 With 1 Jack Pot, \$35.00,
 Pots, \$45.00.
Size 48x48", with 5 Jack Pots, \$45.00.

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 120 Pages, 2 Sets Numbers, Clearing and Policy.
 1200 Dreams. Bound in Heavy Gold Paper
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MENTAL TELEPATHY. Booklet, 22 P. 25¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100; Sample 10¢.
 Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P. P. Extra.

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CALL—CALL
 Show opens March 2nd, Savannah, Ga.—Ten Days. All those contracted, contact at once. Show People interested in our long fair and celebration route refer to Feb. 12 issue of The Billboard. Will place Motor Drome, Monkey, Wild Life, Girl Shows or any other Show not conflicting with or without equipment for transportation. Concessions—Any ten-cent legitimate Store. Working Men, Semi drivers, Ride Help wanted at all times; top salaries, long season. Call, write or wire
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 Hotel De Soto Savannah, Georgia

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Milo Anthony Deluxe Side Show of America
 Opening date April 15th. Freaks, Novelty and Working Acts of all kinds, Girls for Illusions, Ticket Sellers & Lecturers, Working People. Address all mail to **MILO ANTHONY, P. O. Box 426, Willoughby, O.**

30th annual tour . . . offering 32 weeks of Fairs, Celebrations, also proven spring money spots. Opening early in April.
BARLOW'S BIG CITY R. R. SHOWS
 Outfits open for showmen. . . all Concessions open. Can place Ride Foremen on percentage. Useful carnival people, write. Johnnie Johnson, write. Address: **HAROLD BARLOW, Mgr.**
 529 North 52 Street East St. Louis, Ill.

BYERS BROS.' COMBINED SHOWS
 Now Contracting for Season 1944
 Address: 1210 West 8th St., Texarkana, Texas

WANTED
 Will pay cash for No. 5 Eli Wheel and Octopus. Will book Chairplane. Opening last of April in Maryland. Ride Help wanted, also Agents for Stock Stands.
JOHN KEELER
 115 N. E. 71st MIAMI, FLA.

DYER'S GREATER SHOWS
 Want Ride Foremen, Second Men, Helpers, Percentage or salary. Shows—Will furnish semi trailer for showman who will frame or has two or three good shows. See **MR. DYER, Hotel Schroeder, Milwaukee, Wis.**, during Fair Secretaries Meeting, or write **BOX 197, Greenwood, Miss.**

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

STICKING in quarters?
FITZIE BROWN was in Chicago last week buying stock for the coming season.

BLACKIE BLANKENSHIP will have his Crime Show and Girl Show with Scott Exposition Shows again this season.

B. S. GERETY will take most of his rides to Wichita early in the spring for a stay of about six weeks.

MR. AND MRS. CHARLEY ROOS plan to add five apartments to their Hildave Apartments in Philadelphia.

FRANK E. RYAN, Philly concessionaire, is readying his grab stand for an early opening with one of the Southern shows.

REMEMBER the manager who announced that he wouldn't build any new fronts until the old ones were paid for?

GEORGE M. DONAHUE, foreman on Mike Zeigler's Ferris Wheel, is working in Camden, N. J.

LOUIS J. BERGER, general agent of Hennies Bros.' Shows, spent several days in Chicago last week on business.

OLIVE SPENCE, known in show business as Olive Tull, has been a welder at the New York Ship Building Corporation, Camden, N. J., since November 1.

SAMMY TAYLOR and Harry Newfield left the Hotel Senator, Philadelphia, for Savannah, Ga., where they spent a week before going to Miami.

WHAT has happened to the press agents' favorite line: "Work in quarters is now being carried on at a fever heat?"

MR. AND MRS. JIMMIE WOODWARD, en route from Florida, stopped in Brunswick, Ga., to visit Mr. and Mrs. Gay Williams.

RAY MARSH BRYDON, side-show operator, was in Chicago last week conferring with officials of Riverview Park, where he again will operate a show during the coming season.

MR. AND MRS. HERBERT MORROW, Alabama Amusement Company, are wintering in Manchester, Tenn., he working for Tennessee Power Company and she for the Star Union Company.

LOUIS (TINY) JARLIN, formerly with the Royal American Shows and also with Bill Jones's bingo on the Strates Shows, is now in boot training at Great Lakes, Ill. (Company 134).

STEPHEN KUZMICZ, wintering in Shamokin, Pa., and who was billposter for John H. Marks Shows and Great Lakes Exposition Shows last season, reports he will be brigade manager on the Bud E. Anderson Circus this season.

"WHEN I asked the boss for a raise," said a ride boy, "the man was very nice about it—but very firm."

CO-OWNERS of the Rogers & Powell Shows, J. R. Rogers and N. V. Powell, and Powell's sister are spending the winter in Hot Springs and keeping in touch with the show's winter quarters in Yazoo City, Miss.

MR. AND MRS. JOHN K. COTHREN, formerly with Byers Bros.' Amusement Company, have booked with the Crescent Amusement Company, Cothren to be the foreman of the twin Ferris Wheels and his wife to operate her ball game.

WILLIAM COWAN, business manager of the Cetlin & Wilson Shows, was in Philadelphia arranging to place his daughter, Francine, at the University of Pennsylvania when she finishes her senior year in high school in Miami in May.

MOTHER MOORE, aged 78, is reported doing a great job in Philadelphia selling Fourth War Loan Bonds over Station WCAU. Edward K. Johnson reported she was his sole auspices in 1925-28 when he was putting on Philly block parties.

GEORGE W. PETERSON pens that he will again have his photo gallery with

the Gold Medal Shows, making it his third season there. He purchased a farm, including a 15-acre pecan grove, 18 miles west of Mobile on Highway 90 at Irvington, Ala., he reports.

THERE are two kinds of food—that served in some cookhouses and that which some cookhouse operators eat.

BEAUMONT newspapers gave a spread to M. G. Dodson, head of Dodson's World's Fair Shows, when he purchased War Bonds in the sum of \$13,300 January 24 during the participation of the Texas city, where he has winter quarters, in the Fourth War Loan drive.

LOUIS KANE, well-known fairgrounds restaurateur, who has a crew building a streamlined cookhouse, has been back and forth between Philly and Atlantic City, where his brother, Sam, was ill. Mr. and Mrs. (Ray) Kane attended the Pennsylvania fair meeting in Reading.

E. LAWRENCE PHILLIPS, general manager of the Johnny J. Jones Exposition, said in Augusta (Ga.) winter quarters that the organization had been given repeat contracts for midway attractions at the 1944 La Porte (Ind.) County Fair and Muncie (Ind.) Fair.

CLYDE GOODING and **C. E. (Candy) Moore** have opened a concession in San



PFC. ARNOLD VOMBERG, former ride owner on Badger State Shows, owned and operated by his parents, who has been with the United States Air Corps for one and a half years, is now stationed at the Army Air Base, Dodge City, Kan.

Bernardino, Calif. Mr. and Mrs. Robert Work, who operate an amusement park in North Carolina, are visiting Edith and Charlie Walpert and Lucille and Sam Dolman here.

MRS. IRENE SECHREST, wife of Claude Sechrest, and daughter of Mrs. Lucyle McIntyre, entered Mount Sinai Hospital, Philadelphia, February 2. The Sechrests have been concessionaires with the Cetlin & Wilson Shows 12 years. She is expected to remain in the hospital about three weeks.

DOT RICHARDS, of Dick and Dot novelty jewelry, who underwent an abdominal operation February 4 in Deaconess Hospital, Cincinnati, is reported recovering. The Richards, who have played Ohio fairs for 10 years and also were with F. E. Gooding Unit No. 1 in West Virginia.

OFTEN midwayites dislike a show which they have never seen because they dislike the State or a part of the country the show was named after.

MR. AND MRS. J. C. WEER entertained at a steak winner February 4 in honor of Raymond Waite, brother of Mrs. Weer, who is in the navy and at present stationed in Norfolk, Va., where the show is wintering. In the party were Mr. and Mrs. Cash Wiltsee, Mr. and Mrs. Waite (Mrs. Waite arrived in Norfolk from Davenport, Ia., last week) and Mrs. Pearl Van Wert. Mrs. Weer left Norfolk Feb-

Crossfire
 "WHAT became of those managers who gave their agents bonuses for getting plum dates?" asked an agent. "What became of those agents who made it possible for managers to give bonuses for getting plum dates?" asked the manager.

ruary 6 for Miami, where she will remain for a few weeks.

ORA A. (POP) BAKER, Detroit game manufacturer, pulled a surprise on friends February 5, when he was married in Martha Holmes Methodist Church, Detroit, to Laura Hamby. Wedding party included Mr. and Mrs. John Quinn, World of Pleasure Shows; Mrs. Beulah Miller, ride operator; Bob Thompson, brother-in-law of Miss Hamby, and Mrs. Thompson, cookhouse operators, and Harry Stahl, president of Michigan Showmen's Association.

CORP. JACK A. BARNES, Signal Construction Company, who returned to the States December 5, after 11 months in the South Pacific, is on a 30-day furlough visiting his wife, who has operated a photo shop in Joplin, Mo., for the past two years. Following the furlough he will return to Brooks General Hospital, Fort Sam Houston, San Antonio, Tex., where he will be a patient, having been wounded. He was formerly with Snapp Greater Shows and other carnivals.

WALTER LANKFORD, manager of the Lankford's Overland Shows, types from winter quarters, where rehabilitation is under way, that he has contracted his wild animal show and 10-piece band with Shan Wilcox, owner-manager of Playland Amusements, Inc., for the season, to open in Valdosta, Ga., about March 18. T. J. Brown, Witt, Ill., will be with Lankford. Last season the show did not go out, as Mr. and Mrs. Lankford worked in a shipyard.

NOTES from Don Foltz at Elite Exposition Shows' winter quarters, Arma, Kan.; Nellie Harlan and Bee Young wrote from Kansas City, Mo., that they had purchased new canvas for their concessions. Jim Horton is repairing his knife rack, and Durbin will have new concessions. Otis Boady is busy with his cedar stand. Visitors were Mac and Nellie Finley, Mr. and Mrs. Ivy and June Harlan en route on a business trip to Kansas City, Mo. F. C. Bogel, former general agent of the shows, booked his arcade for the season.

ABOUT this time last year the chances of moving show trains put some trouper's morale so low that they started to look for something to lean against.

JACK PRICE, publicity director of Turner Bros. Shows, who was appointed to the Petersburg (Ill.) War Bond Committee, has the Turner red, white and blue office wagon as headquarters for sale of bonds, and appearance of the big wagon on streets have been a sales stimulation. In winter quarters a crew is painting and building. Ray and Cecil Turner purchased a Chair-o-Plane and a Kiddie Swing, to bring the total of rides in quarters to seven. Robert Kobacker, general agent, reported some good spots lined up. Rajah Korie, who will be one of the feature attractions, will soon start

\$21,000 in 16 weeks

This is the record of one BIG ELI WHEEL for the 1943 season. The owner explained to us that most of these weeks were Celebrations and Fairs. Many of the Fairs were of 3-day length (two fairs each week). In these busy times it pays to keep your BIG ELI WHEEL in good operating condition. REMEMBER: After Victory—more new BIG ELI WHEELS will be built.

ELI BRIDGE COMPANY
 800-820 Case Ave. Jacksonville, Illinois

World of Pleasure Shows
 Now booking for 1944 SHOWS — CONCESSIONS
 Ride Help, write us now.
JOHN QUINN, Mgr.
 100 Davenport Detroit 1, Mich.

WB PREEM FOR SARASOTA

Full Showings Under Big Top Precede Garden

NY Run To Open April 5

SARASOTA, Fla., Feb. 12.—For the first time in history, the Ringling show will give a complete world premiere performance under canvas in Sarasota before the New York Garden engagement which is slated for April 5, Roland Butler announced today. Closing date will be May 21.

Two full performances will be given March 26, the mat at 3 and the evening show at 8:30. Altho circus officials emphasized the fact that the two performances to be given will not constitute an official opening of the show, and that the premiere is to be as customary in the Garden, for the first time the home port and Central Florida will get a full mid-season performance complete and under canvas.

Designed primarily to insure a smooth-running show for the New York opening, the proceeds will be turned over to local charity. Altho several acts have been presented for benefit purposes prior to the shows' opening, never before has a complete opening been presented anywhere but New York, until this coming season, Butler said.

As has been the practice thruout the history of the Big One, the official opening being in New York, the call was issued thru *The Billboard* for the Garden and about 90 per cent of the costumes and props were either shipped to New York or were made and delivered to the Garden prior to the opening. This year the entire show, personnel, costumes and props will be called to Florida and when the show leaves quarters it will be complete in every detail. The rehearsal period of a week or 10 days in the Garden is to be cut to about 2½ days.

No Shrine Show In Detroit This Year

DETROIT, Feb. 12.—Tentative plans for revival of the indoor circus sponsored annually by Moslem Temple of the Shrine until last year have been dropped, Tunis (Eddie) Stinson, manager, told *The Billboard* this week. Dates were kept available for moving the show currently at Cleveland into Detroit if a building became available.

Projected use of Olympia, currently housing the *Skating Vanities*, roller show, was snagged on the hockey schedule there, when Stinson calculated that the Shrine show would lose a gross of around \$80,000 by missing eight Saturday and Sunday shows during a two-week stand, as Olympia management had to reserve these dates for hockey.

New Canvas for KM; Quarters Improvements

HUGO, Okla., Feb. 12.—The Kelly-Miller quarters here have been improved by new workshop, ring barn and large building for the hay-eating animals. Cats and monkeys are in a heated building. Show will have all new canvas. New color scheme on trucks is white, with blue and red lettering, trimmed in gold, with animal pictorials done by John Grady. Kelly Miller, who has been ill of the flu, is up and about.

Late arrivals at quarters are Milt Herriott and family and Shorty Gilson. Whitey and Mary Thorn have gone to the West Coast with the Anderson elephants. Ben Davenport and Butch Cohen, of Dailey Bros., were visitors en route to Arkansas on business. Homer B. Phillips, who closed as agent for Donovan Bros.' Indoor Circus in Texas, has returned to Hugo.

No ODT Change

WORD from Washington is that the Office of Defense Transportation deems no public announcement necessary as to movements of outdoor shows this season, as there has been no revision of its policy, as announced last year for circus trains and other transportation. It is known that a number of managements of outdoor shows have been given green-light assurances in the past few weeks. Regulations and policy of 1943 were made for an indefinite period. Story on first page of *Carnival Department* in this issue.

Larry Sunbrock Did Gross Of \$76,661 in Cleveland

CLEVELAND, Feb. 12.—Larry Sunbrock's Wild West Rodeo and Hollywood Thrill Circus played nine days and nights in the Public Auditorium here, January 29 thru February 6, to a gross of \$76,661 as announced by Sunbrock. The show has been booked in November, from the 10th thru the 25th.

Among acts were the Zavatta Troupe, in three numbers; Selden, "The Stratosphere Man"; Cyse O'Dell, aerialist; Jack Mills, elephants, together with rodeo contests of bronk riding, bulldogging, calf roping and wild cow milking events. Superman Bud Decker performed the Thrill Show, leaping cars over others, etc. Ray Dean, John Daros and Forest Freeland did publicity under Sunbrock.

James Dewey on Trip

CINCINNATI, Feb. 12.—James Dewey, general agent of Mills Bros.' Circus, here on business this week, left for Ashland (O.) quarters and then will go to Chicago and Cleveland, following which he will start booking the show.

Graham With Dailey Bros.

LOS ANGELES, Feb. 12.—J. B. Graham, who had the side show with Arthur Bros.' Circus last season, left here today for Gonzales, Tex., where he will have the side show on Dailey Bros.' Circus.

Los Angeles

LOS ANGELES, Feb. 12.—Sgt. Phil Escalante visited here on his last furlough before leaving for overseas duties. He visited his wife, Betty.

Mrs. Joe Metcalf is in town with her son, Teddy, who is soon to be inducted into the army. Joe Metcalf remained on a farm in Oregon, where he has charge of elephants.

Art LaRue, clown cop, is working at the major picture studios in Hollywood with his dog, Butch.

Cheerful Gardner has left his quarters in Venice, Calif., where he has been training bulls for Arthur Bros.' Circus. He is now breaking three at Goebel's Farm, Thousand Oaks, Calif.

Cronin To Open Late in March

LOS ANGELES, Feb. 12.—Cronin's Circus will be the official title of the American-European styled show being readied here by S. L. Cronin, and will open in this vicinity the latter part of March.

From information available, the show will be something new in the circus field. Blocks for the paper, which, too, is to be of special design, are now being made and will soon be put on the presses. To keep in touch with the artists at work on the project, the management has taken offices in downtown Los Angeles in order to supervise the work.

In Baldwin Park, Red Forbes has a crew of 15 building trucks and trailers. Cronin said that the wagons will be made the same size to facilitate railroad loading, giving an inkling that the show may exceed proportions rumored in show circles.

Baldwin Park, which had been the quarters of the Al G. Barnes Circus, will be used for the Cronin show. Plans for the erection of suitable buildings are being made, calling for as much work as possible to be done within the limitations of priority building. Not only are plans being made for the opening of the show, but for post-war activities.

More Seating Capacity for Cole

LOUISVILLE, Feb. 12.—Work in Cole Bros.' winter quarters is progressing fast under supervision of Jack Biggar. Two-thirds of the cages and baggage wagons have gone thru the repair shops and are now in the paint shop. A crew is now working on seat stringers and jacks, as seats will be all new this year, three rows higher than ever before. Several new stock cars are under construction for the train.

Visitors at quarters were Mr. and Mrs. Carlos Carreon, Horace Laird and Albert White.

Collectors' Corner

By FRED P. PITZER

292 Madison Avenue, New York City

John M. Brown describes the following old-timer. It is the description of a Pullman & Hamilton Circus herald of September 6, 1880, when show exhibited in Richmond, Me.:

The herald is 10½ x 28 inches, printed on pink stock and covered with old woodcuts. Titular heading—PULLMAN AND HAMILTON'S GREAT LONDON EQUINE, PANTOMIMIC, EDUCATED ANIMAL AND OLYMPIAN SEVEN-FOLD CONFEDERATION. Directly underneath

this top-heavy billing is a large cut showing an awe-stricken crowd gathered around an elaborately carved wagon upon which reposes a huge steam boiler which obviously is generating the power for a cluster of lights overhead. This is—THE GREAT \$30,000 ELECTRIC LIGHT—THE GREATEST DISCOVERY OF ANY AGE—IF YOU FAIL TO SEE IT NOW—YOU MAY NEVER LOOK UPON ITS LIKE AGAIN!

Another interesting cut is that of a woman in tights, supporting a cannon on her shoulders which is being fired into the ranks of an advancing company of soldiers. THE GREAT AND ONLY "REALTA"—THE JUNO GIANTRESS IN STRENGTH!—Who appears at each exhibition in her incredible \$10,000 challenge achievement of SUSTAINING ON HER UNPROTECTED SHOULDERS A HUGE 500-POUND CANNON WHILE IT IS DISCHARGED, and gives other prodigious illustrations of tremendous strength.

A squadron of GIGANTIC PYRO-TECHNIC BALLOONS, MONSTER SILVER CORNET BAND, ROYAL COLOSSAL ENGLISH GYMNASIUM, JOLLY JOHNNY PRINDLE—THE WORLD'S FAVORITE FUN MAKER, SIR JOHN SOOT'S EQUINE HEROES, THE BIG QUADRUPEDAL 7—THE WONDER DOGS OF THE UNIVERSE, MISS LIZZIE WENTWORTH—THE ONLY FEMALE HORIZONTAL SOMERSAULT BAR PERFORMER IN THE WORLD, and a host of other stupendous features made up the roster of this colorful old wagon-show which toured the land proudly and fearlessly, for at the bottom of the herald, the management admonishes us—WE OFFER NO PLAYED-OUT, SWINDLING, MOUNTBANK MARCH OF CHEAPLY DAUBED WAGONS, TINSSEL AND TRASH, TO GULL THE PUBLIC, AND ENTICE THEM INTO EMPTY CANVASES. BUT WE DO GIVE ALL WE ADVERTISE, AND MORE TOO, AND MORE FOR THE MONEY THAN ANY OTHER SHOW ON EARTH.

We have received a beautiful 13½ x 13½ picture in lurid colors, fine for framing, titled "The Beauty and the Buffoon" issued by the Home Insurance Company. We understand this is free for the asking. It looks from make-up that the clown posing before the equestrienne who is seated on a snowwhite resinback is Lou Jacobs.

Recently George L. Chindahl, of Florida, took a trip to the Ringling quarters at Sarasota and noticed the wagons of the old Sparks railroad circus standing among the weeds. They had evidently been there many years and were much the worse for weather. It occurs to (See *Collectors' Corner* on page 40)

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati 1, O.)

WINTER tension.

REJECTED from the army at Camp Croft, S. C., was Charlie Campbell, CFA.

PLAYING night clubs in the South this winter are Charles and Peggy Kline with their comedy act.

PLAYING his 10th engagement at the Shrine Circus, Grand Rapids, Mich., was Zeek LaMont.

BY-GONE days: "Talker wanted. Must have dignity and aplomb."

ELEPHANT trainer Henry Clay, for years with circuses, is doing war work for the duration in Shelby, N. C.

JIMMY RISON, handling promotion of Polack Bros.' Circus in Cincinnati, reports big advance sale.

JIMMY FOSTER, who visited quarters of Wallace Bros.' Circus, York, S. C., reports much activity.

"WE always trust a young show owner if we think he isn't smart enough to make his show grow."

BILL WOODCOCK, trainer of Dolly Jacobs' elephants and chief assistant to Terrell Jacobs, is at their quarters in Peru, Ind.

CLOWN Arthur Borella, in New Orleans last week, talked and entertained at service clubs, high schools and did radio publicity.

J. D. NEWMAN, Cole Bros.' general agent, left Chicago for the opening of Orrin Davenport's Shrine Circus in Cleveland.

REMEMBER when an old-timer was considered a philosopher and no one dared to contradict him?

MILO HARTMAN has contracted for concession privileges on Monroe Bros.' Circus. Phyllis Zenobia will be featured in Side Show annex.

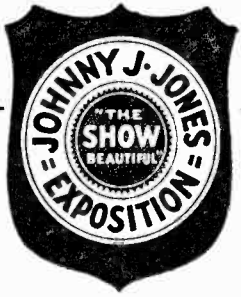
AGENT Al Butler, of *Blossom Time*, visited Elmer A. Kemp when he was in Trenton, N. J. Kemp recently visited at the home of the Bert Coles in Tottenville, S. I., N. Y.

AGENT Robert M. Burns, now with the Ballet Russe company, met Jack Mills, his former boss, in the nation's capital, Mills being there on business and the show playing Constitution Hall.

THERE are two kinds of ex-troupers. Those who forget about it and those who live in the glory of it.

CIRCUS lover Paul F. Van Pool, Joplin, Mo., has built a miniature circus; has thousands of feet of film, taken on big and little shows, and has built a little theater in which he shows the pictures.

JACK TAVLIN, who has been on the West Coast for a couple of weeks, is in Chicago working on the program of the (See *Under the Marquee* on page 40)



CAN PLACE

RIDE FOREMEN, Second Men and General Ride Help for office owned rides. TRAIN HELP, Porters (must be neat and sober). PAINTERS and Sign Writers. Useful people in all departments. Good salaries and accommodations. No semis to drive. Want to hear from Lee Arch, Roy Chilson, Joe Johnson, F. R. Bailey, "Blondell," Pop-Eye, J. W. Jakes and others who worked with us last year. Address H. B. "Bert" Miner, Gen'l. Supt.

Winter Quarters Now Open! Comfortable living quarters and modern, clean Cookhouse. Don't write—COME IN!

JOHNNY J. JONES EXPOSITION

P. O. BOX 878 AUGUSTA, GA.

UNITED LIBERTY SHOWS WANT

Concessions: Cork Gallery, Bingo, Cookhouse, Ball Games, Duck Pond, String Joint; others, write. Shows: Girl, Minstrel, Wild Life or any show of merit. Ride Help on all Rides. Write

KEN MURRAY, Box 264, Bloomington, Ill.

WANT

Octopus Foremen. Must drive semi-trailer. Salary \$50.00. Also Help for Merry-Go-Round and Twin Ferris Wheels. Winter quarters now open. Concessions—Photos, Fish Pond, Duck Pond, Cigarette Gallery, Lead Gallery. Mr. Decker, Mrs. Sam Swain, write.

CRESCENT AMUSEMENT CO.

Box 373, Gastonia, N. C.

NEW ENGLAND AMUSEMENT CO.

Wants the following: Man for Popcorn and Candy Apples, man to take charge of Bingo, Agents for Grind Stores. Men to put up office owned Concessions. Ride Help, write. Top wages. Can place a few legitimate Grind Stores for season. All replies to

HARRY KAHN

60 Parkside St., Springfield, Mass.

BAKER'S GAME SHOP

CARNIVAL AND PARK GAMES
2907 W. Warren Ave. Detroit 2, Mich.

I. K. WALLACE ATTRACTIONS

Opening in Philadelphia, Pa., in April
WANT Wheel Foreman and Second Man, also Man for Kiddie Auto Ride. Top wages for reliable Men. Can place Pop Corn, Candy Apples, Ball Games, Hoop-La, Pitch-Till-You-Win, Duck Pond, Fish Pond. No Wheels. WANT to buy Tires for Allan Herschell Auto Ride, size 2/50x12/75. Will lease, rent or buy 25 K.W. Light Plant. Write I. K. WALLACE, Gen. Del., Millbridge, Maine.

J. F. SPARKS SHOWS

Now Booking Season 1944

Shows and Concessions. Exclusive Cookhouse. Ride Foreman and Help wanted.
311 Westover Drive, Birmingham, Ala.

GOLD MEDAL SHOWS

NOW BOOKING FOR 1944 SEASON

Address: OSCAR BLOOM, Mgr.
P. O. Box 32 Columbus, Miss.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 12.—There will be no present change in regulations for outdoor shows, an ACA representative in Washington having advised that the Office of Defense Transportation had said its policy this year would not be changed from that of 1943 and that it had been decided that no public announcement on the subject was necessary.

Because no word had come from Washington at that time, during the New York fair meeting in Albany, February 8, there was no formal meeting of ACA members on public relations matters.

A contribution of \$25 was received for the public relations fund from Dick's Paramount Shows thru Richard Gilsdorf, owner-manager. A communication from J. W. (Patty) Conklin, president of the Conklin Shows, expressed encouragement and approval of activities of the association in connection with public relations, and advised of the Canadian government's policy with reference to the coming season which is expected to be substantially the same as the policy of the United States government.

War Production Board having indicated that this year it will launch an industrial safety campaign to reduce the toll of industrial accidents, shows are requested to co-operate in this endeavor. The OPA having indicated that its policy with reference to eligibility for passenger car tires has been changed, henceforth the purpose for which a person drives an automobile, rather than the distance, will govern eligibility. Detailed regulations are on file in this office.

Members attending the meeting or represented in Albany included James E. (See *American Carnivals* on page 42) Strates Shows, Cetlin & Wilson Shows, O. C. Buck Shows, Endy Bros.' Shows, Clemens Schmitz, Coleman Bros.' Shows, Triangle Poster Print of Pittsburgh, Dick's Paramount Shows, Lawrence Greater Shows, Playtime Shows, King Reid Shows, J. C. Weer Shows and J. J.

St. Louis

ST. LOUIS, Feb. 12.—Work is progressing well in winter quarters in this vicinity. Cavalcade of Amusements is opening quarters in East St. Louis, Ill. Milton Morris, manager, is in charge, with Al Wagner, owner, expected to arrive tomorrow. For Mound City Shows Charles Oliver is overseeing work, with Charles Chaney superintending building of concessions.

Lake State Shows, under management of Joe O'Brien; Fidler United Shows, under Sam Fidler; John Francis Shows, John Francis, manager; Maher Mighty Midway, John H. Maher, manager, and Johnny Bale's Attractions, John Bale, manager, report men are working in quarters, as does Harold Barlow, manager of Barlow Big City Shows, in East (See *ST. LOUIS* on page 47)

Gentsch & Sparks Shows

Opening officially in Natchez, Mississippi, March 4th.

Followed by Mississippi State Live Stock Shows and good territory through the season. Want Ride Help, good salaries and working conditions; Concession Agents. Want to book Pop Corn, American Mitt Camp, Frozen Custard and Bingo. Will buy or book Octopus and Tilt-a-Whirl. Wire or write

GENTSCH & SPARKS SHOWS,
Biloxi, Miss.

BINGO HELP WANTED

Want capable Counter Help for Bingo, Pan Store Agent; also Hoop-La Agent and Truck Driver. Will consider sober, reliable Men. Good pay and commission. Playing Virginia, North and South Carolina. All uptown locations. Crescent Amusement Co.

Write or Wire

TOM HALE

P. O. Box 387 WAYCROSS, GA.

WORLD OF PLEASURE SHOWS

Will officially open the 1944 season at

RIVER ROUGE, MICH., APRIL 28-MAY 14

14 RIDES 10 SHOWS 40 CONCESSIONS

FEATURING:

THE TEETER SISTERS, "SENSATIONAL AERIALISTS," IN THEIR SLIDE FOR LIFE OVER TWIN FERRIS WHEELS

WANT—Midget Show, Glass House, Illusion, Motor Drome, Monkey Circus, Unborn, Animal, Wild West and other worthwhile Attractions. Can place Frozen Custard, Diggers, Lead Gallery, String Game, Bowling Alley, Fish Pond, Ball Games, etc. Want Ride Foremen and Helpers for Major Rides. Preference given to semi drivers. Top wages and bonuses to sober and reliable men. D. W. Leslie can place capable Agents for percentage and office grind stores. Also experienced Help for Bingo. This show will open in one of Detroit's busiest defense centers, and will play the industrial cities of Michigan, Ohio and Indiana. Our No. 1 Ride Unit will open March 3. Our No. 2 Ride Unit will open March 17. Both on Detroit lots. All Ride Help under contract report at this time.

JOHN QUINN
Manager

Telephone
TE 1-9280

100 Davenport St.
Detroit 1, Mich.

LAST CALL BUCKEYE STATE SHOWS LAST CALL

MARCH 3 — OPENING RIDE UNIT — MARCH 3

In the Heart of Downtown Little Rock

MARCH 23 — OPENING IN ITS ENTIRETY — MARCH 23

North Little Rock (First Show in Three Years)

RIDES—Capable Foreman for Ridee-O. Top salary. Sober, reliable Ride Men for all Rides, come on. Good wages and best of treatment.
SHOWS—George Harris wants Performers and Musicians for Colored Revue. Sailor Katzy wants a good Ticket Seller for "The Strangest Show on Earth." Mac McDonner, answer. Bob Perry, contact us.
CONCESSIONS—All Concession People engaged report not later than March 20. Can use Agents for Grind Stores. Want Corn Game Help. Will book Diggers, Photos, Frozen Custard and Arcade. Myrtle Hutt, answer.
This Show will positively play an outstanding route of Still Dates—bona fide Fairs and Celebrations. We will carry the world's outstanding free attraction.
NOTE: Southern Fairs—We have some open dates the latter part of September and October.
All Reply to **MICHAEL ROSEN, P. O. Box 310, North Little Rock, Ark.**

JOYLAND AMUSEMENTS

Playing the Best Route With the Most Modern Equipment in Pennsylvania and Ohio Still Spots and Ohio and Indiana Fairs.

Booking for 1944 season, legitimate Stock Concessions of all kinds, also Penny Arcade and Shows. Can place Side Shows or Shows of any description with their own transportation. No Girl Shows.

Can use good Ride Help on Merry-Go-Round, Wheel, Octopus, Tilt-a-Whirl, Sky Dive, Whip, Chair Plane, Roll-o-Plane and Scooter.

R. P. TIPTON, Owner

E. W. WEAVER, General Agent

511 Citizens Bank Building
Lexington, Kentucky

Park View Hotel
Columbus, Ohio

FRED ALLEN SHOWS

**COMPLETELY
MOTORIZED**

**OPENING 1944 SEASON IN THE
CITY OF SYRACUSE, N. Y.,
MAY 4 FOR 10 BIG DAYS**

**FEATURE
ATTRACTIONS**

SHOW will play industrial cities in Central and Western New York that are proven spots. Can place one Flat Ride, also Fun House, Motor Drome, Bingo and Photo Gallery. A few choice clean Grind Stores still open. No roll downs, coupons or gypsies tolerated. Walter McCracken wants Acts for 100-Ft. Side Show. John Hanna, write. Want Ride Help on all rides; no drunks. State what you can and will do. Best of treatment and salary in cash. Can place Lot Man, with or without Concessions. Winterquarters Now Open. All Replies to
FRED ALLEN, 107 Oberst St., Syracuse 8, N. Y.

**WANTED WANTED
J. R. EDWARDS SHOWS**

OPEN IN WOOSTER MAY 1ST

Up-Town Location
Cookhouse, Corn Game, Frozen Custard, Fish Pond, Lead Gallery. Legitimate Concessions of all kinds. Can place one or two good Shows. No Girl or Athletic.
Can place capable Ride Men. We have been awarded the contract for the Northwestern Firemen's Convention at Ashland, O., June 19th to 24th. Address all mail and wires to
J. R. EDWARDS
233 N. Buckeye St., Wooster, O.

GREAT SUTTON SHOWS

NOW BOOKING

SHOWS, RIDES AND CONCESSIONS.
WHAT HAVE YOU?

P. O. BOX 304 OSCEOLA, ARK.

ARCADE MECHANIC

And General Arcade Help wanted, also Carvamen and Help suitable for Rocky Road to Dublin.

MRS. BERTHA McDANIELS
Care Johnny J. Jones Expo, Augusta, Ga.

north to personally supervise building of his show.

ART CRANER, West Coast showman, reported from San Francisco that a recent upset in city hall circles there may work toward a better condition for outdoor amusements. At least three members of the new board of supervisors are

young men who look favorably upon increased activities that will focus attention on various districts of the city, he said. Craner predicted that after the war there would be a resumption of district festivals for which San Francisco was noted and advised that he had carried on some negotiations with city officials to secure an adequate and accessible circus lot that could become available and well known for outdoor events.

NOTES from F. A. Norton, Bright Lights Exposition Shows: Work is progressing rapidly in quarters, Buchanan, Va. Manager John Gecoma, who attended the Virginia and Pennsylvania fair meetings, will be in quarters until the show opens. Assistant Manager Heck, fishing at Punta Gorda, Fla., will report to quarters in about two weeks. Bill and Gladys Koford, after being off the road two seasons, will be back this year, he as billposter and she with a concession. In concession row will be C. R. Bringer, bingo and photo; H. L. Pope, darts and two ball games, and Theodore Tennis, one concession. Frank and Esther Marengo, now working in a grapefruit plant in Tampa, will be back with their sound car and cigarette pitch.

NOTES from Wolfe Amusement Company winter quarters, Royston, Ga.: Work is progressing satisfactorily, considering scarcity of materials and delays in delivery. Owner-Manager Ben Wolfe purchased two Kiddie Rides, seven ponies and considerable canvas. Motorized equipment is being overhauled and bodies being built. Jimmie Shipman, who has been with the show two seasons, will return with a new bingo and other concessions; James H. Drew Jr., with fish and duck pond, string game, bowling alley; C. O. Swanson, grab and novelty concessions; Mike Johnston, palmistry. Milton McNeese will again be advance agent. Rides are Merry-Go-Round, James Laboon, foreman; Ferris Wheel, James Malcolm, foreman; Herman Long, assistant; Chair-o-Plane, Oliver Powers, foreman; Perry Stout, second man; Kiddie Rides, Elmer Jewett; ponies, Robert Henthorne. Show will open early in March, to play in Georgia and North and South Carolina. Owner Wolfe plans a permanent location during summer.

WITH good weather prevailing in the Tidewater Fairgrounds sections of Suffolk, Va., which Manager Rocco Masucci, of the Virginia Greater Shows, leased and which comprises three large buildings and several smaller buildings for dining hall and crew's sleeping quarters, much progress is reported. Roster includes General Manager Masucci; William C. (Bill) Murray, business manager; Raleigh Gibson, superintendent of rides and work; Arthur Gibson, chief electrician and supervisor of motorized equipment; Dan Cotney; Bill Hall; Tom Aston Jr., dining hall chef; Mike and Leo Matina, Lloyd Phillips, Jimmy Munroe, Willie Singleton, James and George Edwards, Gene Thomson and Shorty Greshaw. Mr. and Mrs. Chet Klinetop arrived from their home in Freeport, O., and he will be Whip foreman. Mr. and Mrs. Homer Woods are working on their concessions. Their crew includes Joe Shean, Mike Joe Anderson and W. C. Thomson. At the close of the show last year, Woods purchased a semi-truck and trailer and is converting it to transport equipment. Al Brodsky has contracted for a cigarette pitch and Roy Lollar for rat game, pan game and pea pool. On a recent shopping tour in Norfolk, Va., were Mrs. Rocco Masucci, Mrs. Woods and Mrs. Wallace Goodrich. Sol Speight and His Cotton Club Revue spent a few days at quarters. Manager Masucci has placed orders for a front entrance marquee, cookhouse top and tops for three shows to be added. Arthur Gibson has been visiting at his home in Charlottesville, Va. Raleigh Gibson is rebuilding the Merry-Go-Round, designing scenery and building a funhouse. Mr. and Mrs. Rocco Masucci were hosts to the crew at a spaghetti supper and guests were Mrs. Wallace Goodrich, Mrs. George Laderback and Edna Askew. Lloyd Phillips, discharged from a hospital after being wounded in Alaska, joined the crew. Recent visitors included Albert Antoinetti, Willie Saunders, Wallace Goodrich, Clyde Smith and Harry Taylor.

IN THE ARMED FORCES

ANGUS NEWTOWN, formerly of the Bunts Shows and now with the marines, is the son of Mrs. Alma Bradley, of Rogers Show.

BEN MONROE, former concessionaire with Penn Premier Shows, Endy Bros.' Shows and Fred Allen Shows, was inducted into the army January 10.

FIRST SGT. JOSEPH (MILES) MILLA, formerly with Rubin & Cherry Exposition and Beckmann & Gerety Shows, is now with the 505 Fighter Bomber Squadron, Rice Army Air Field, Thermal, Calif.

PFC. C. W. WULP, marine corps, returned from Guadalcanal and is now in San Diego, Calif., reported his mother, Edna A. Wulp, for 20 years connected with such orgs as the M. & M. Shows and the New England State Shows.

SGT. LYMAN E. SCOTT, formerly with Endy Bros.' Shows and James E. Strates Shows, pens from Italy: "I have met quite a few ex-carnival boys overseas and all are looking forward to getting back and continuing where they left off." His address is APO 520, c/o Postmaster, New York.

SGT. CLAYTON BURCH, St. Louis, formerly with carnivals in the Midwest, writes from overseas "Just received a copy of *The Billboard* today, and it sure felt good to get it. Keep up the good work." His address is Co. E, 398th Engineers, A. P. O. No. 511, c/o Postmaster, New York, N. Y.

LLOYD D. SERFASS, manager of the Penn Premier Shows, who has been promoted to private first class is attending quartermaster school in New River, N. C. He reports that as he is not taking the show out this season, his partner will take out the rides with another unit. His address is Quartermaster Battalion, Company A, Barracks 407-B, Camp Lyenne, Marine Barracks, New River, N. C.

PFC. WALTER MORROW, 6291220, reports from Northern Ireland: "After spending two months in a hospital and undergoing an operation, I went back to duty with my outfit, only to be sent back to the hospital, possibly for another operation." On the All-American Exposition in 1942 he was with the Fearless Greggs, doing the human cannon ball act. His address is c/o Postmaster, APO 2, New York.

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 Want Shows with own outfits and transportation. Give me committee money 15 per cent. I will furnish lights and insurance free. You furnish your own tickets and pay your own tax. RIDES: Will book or lease 2-Abreast Merry-Go-Round. Will furnish transportation for same. Will book Tilt or Octopus with own transportation. Ride Men, top salaries and sure. Concessions—Bingo, Ball Games, Fish Pond, Bumper, Coca Cola Bottles, Scales, Age, Pitch Tilt Win, etc. Penny Pitches and P. C. booked. Al Hood, Shorty Watts, Scotty Kelly, Bill Knight, Harry Whiteside, Bruce McGlouthlin, contact. All replies:
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 For the following Rides: Foreman and Second Man for latest model 7-Car Tilt-a-Whirl, 2-Abreast Little Beauty Merry-Go-Round and #5 Eli Wheel. Married Men with Concessions preferred. Salary no object if you are capable and reliable. In addition to top wages we pay liberal mileage allowance and meals while in transit to those driving semis. This is a small show carrying 5 Rides and 15 Concessions, playing one and two-week stands in good California territory. Open April 1st near San Francisco, until December. The following Concessions are open: Photos, Pop Corn, Floss, Apples, Hoop-La, Watch-La, String Game, Fish Pond, Bowling Alley and others that work for stock. People who have been with us, write, wire, phone. Sam Books, come on.
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 For Information Write or Wire Owner,
J. W. EVANS
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WANTED TO BUY FOR CASH
 Small Merry-Go-Round, Mix-Up, Rollo-Plane, any cheap Rides; Candy Floss Machine, Root Beer Barrel complete, Frozen Custard Machine complete, Electric Pop Corn Machine, Pop Corn and Boxes, Loud Speakers without set, Big Tent, No Junk. Write
SHOWMAN, P. O. Box 1528, Alexandria, La.

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 For Roll the Girls Out of Bed Game
 Good Pay, Short Hours, All Winter's Work. Want .22 Shorts or Longs.
 Wire Prices.
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 Get in touch with me; will agree on your terms. Report to winterquarters.
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BARLOW'S BIG CITY R. R. SHOWS
 Want Ride Help, Concessions, Outfits open for shows. Would like to hear from Johnnie Johnson, Howard Goodlett, Bob McPherson, Frank (Sunny Boy) Allen, Frank Gregg, Fritz Bollis, Leo Miltoina, Frank Randall, Ed Elain, Fingers Scott, Jay Mangel, Don Sherwood, Curley L. Wade, J. C. Admire, Jack Oliver, Ray L. Kramer. Write **HAROLD BARLOW**, 529 N. 52 St., East St. Louis, Ill.

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 WANT DIGGERS AND MITT CAMP
 Any Show With Own Outfit Except Athletic Show.
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 Copper Wire Rubber Covered Stranded Single No. 4 to 4.0, 35¢ lb.; lengths 75 ft. and up; Switch Boxes, 60 amp. to 600, half price; Blowers for air conditioned Tents.
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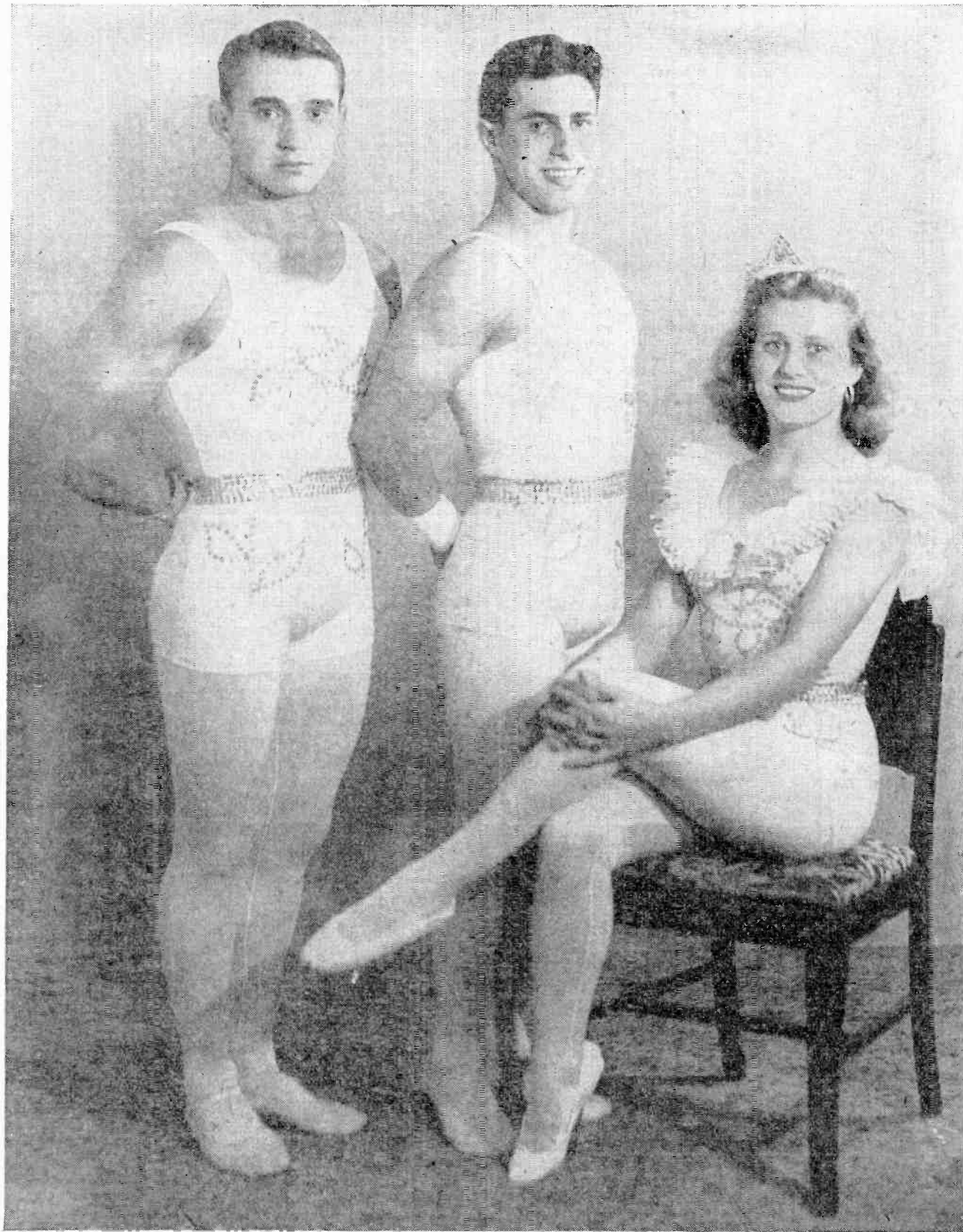
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Dominion in Tribute

TORONTO, Feb. 12.—Over 900 delegates attended the 44th annual convention of Ontario Association of Agricultural Societies and the annual meeting of Ontario Association of Class B Fairs and Exhibitions in the King Edward Hotel here February 9-11, and 70 per cent of the 300 fairs represented reported increases in attendance, gross receipts and prize money. Tribute to the wartime value of fairs in showing leadership to farmers in obtaining increased production and better stock and crops was paid by spokesmen for the provincial and federal governments.

Class B fairs gave serious consideration to the pass situation as outlined by B. L. McLean, Lindsay, and will endeavor to eliminate or drastically reduce passes. H. H. McElroy, Ottawa, president of the IAFE, gave an inspiring talk on his observations on the conduct of fairs. Resolutions were passed to compel all exhibitors of livestock to keep their displays on exhibition at fairs for the full duration instead of for one day only, as desired by some livestock organizations.

Class B fairs re-elected: President, Wilfred Walker, Fort William; first vice-president, M. A. Arbogast, Stratford; second vice-president, Lloyd Culver, Simcoe; secretary-treasurer, Cecil Stobbs, Leamington. The Association of Agricultural Societies elected: President, D. J. Hogan, Perth; secretary, J. A. Carroll, department of agriculture, Toronto; treasurer, M. B. Cochran, Almonte.

Carnivals represented included Wallace Bros.' Shows of Canada, Queen City Shows, Gray's All-Canadian Shows, Sims Greater Shows and Conklin Shows. Grandstand attractions: Garden Bros.; George A. Hamid, Inc.; Adams Rodeo; M. J. Ranch, W. Stewart.

ESE Board Ready To Go

SPRINGFIELD, Mass., Feb. 12.—George E. Williamson was re-elected first vice-president and chairman of the executive committee of Eastern States Exposition at the annual meeting of trustees in the Colony Club here February 7, and Joshua L. Brooks, who, for a quarter of a century headed the exposition until his retirement two years ago, was again named honorary president.

Other vice-presidents re-elected were Harry G. Fisk, Mrs. James J. Storrow, Wilson H. Lee and William I. Cummings. Others re-elected were Robert J. Clelland, treasurer; Albert C. White Jr., Ernest J. Wheeler, assistant treasurers; Charles A. Nash, general manager.

Optimism over possibility that ESE might be able to reopen in 1945, based on developments of the European phase of the war, prevailed as General Manager Nash gave his annual report. It was (See ESE Board Is Ready on page 43)



JAMES M. SAVERY, new president of Mississippi Association of Fairs, elected at the annual meeting in Jackson February 3, has been president-manager of Mississippi-Alabama Fair and Dairy Show, Tupelo, for the past six years. Under his administration the annual has progressed healthfully, and preparations are aimed at a record fair this year.

Pomona To Expand In Post-War Years

POMONA, Calif., Feb. 12. — Secretary C. B. (Jack) Afferbaugh and all officers and directors of Los Angeles County Fair Association were unanimously re-elected at the annual meeting here February 4. It was announced that the fair would continue after the war on a larger scale than before. It is under suspension but planning here has never ceased.

Because of a huge anticipated population increase and record tourist trade, the management believes its planning in line with other post-war projects. The last fair in 1941 had nearly 900,000 attendance. The grounds have been used by army units since outbreak of the war. After the war extensive alterations will be made, Afferbaugh said.

Officers include Clyde E. Houston, president; W. A. Kennedy, vice-president; E. C. Middleton, assistant manager; directors, Houston, Fred C. Froehde, C. B. Shepperd, Phil J. Curran, Kennedy, Merrill E. Fellows, Fred J. Smith, Afferbaugh, Arthur M. Dole. Joseph A. Allard Jr. was reappointed attorney. Roy Driscoll, fair press agent, is now devoting his time to orange growing, but expects to resume fair work after the war.

CHICAGO, Feb. 12.—Contracts were signed this week for presentation of an Ernie Young revue at the 1944 Allegan (Mich.) Fair, reported Ernie Young.

Bucking Sour Breaks, Pennsy Rings Up Six-Year Profit Top

READING, Pa., Feb. 12.—Fairs in the State which operated during the latter part of August, September and October, 1943, came thru with flying colors, altho all of them were handicapped by lack of local exhibits and concessions, said Secretary Charles W. Swoyer, Reading, in his annual report to the Pennsylvania State Association of County Fairs.

"But officials filled their buildings with army exhibits and war government agencies, such as War Stamps and War Bond booths, Russian Relief booths and Civilian Defense exhibits," he added. "These exhibits were all educational and helped the morale on the home front and the communities in which fairs were held. In addition to these exhibits the Food-for-Victory programs were a valuable asset to the fairs."

Railroad Tariffs And IAFE

By FRANK H. KINGMAN

Secretary, International Association of Fairs and Expositions, Brockton, Mass.

COMMENT following action of the Interstate Commerce Commission canceling schedule by which railroads (Official Lines) would have eliminated the half rate applying to shipments of agricultural and livestock exhibits for fairs.

EVER since June, 1942, we had the problem of railroad tariffs before us continuously. During that month your secretary and many others interested in these tariffs appeared before the Official Lines (lines east of the Mississippi and north of the Potomac) at a public hearing in Buffalo. The result of this hearing was that the Official Lines agreed to "do nothing for the present."

Later that year the Southern Lines (lines south of the Potomac and east of the Mississippi) requested the ICC for permission to cancel their exhibition tariffs. Soon after this request the Official Lines made the same request of the ICC. During May, 1943, the hearing was held before the ICC. The Southern Lines did not appear, so their request was automatically eliminated. The Official Lines stated openly that they wanted the exhibition tariff eliminated entirely and hoped that all other freight tariff associations would support them.

At this hearing we had the support of the USDA, breed associations, various State public utility commissions and others. At the close of the hearing the trial examiner told our attorneys that the burden was on us to prove why the ICC should not approve the railroads' request.

It is my opinion that everyone there interested in our side felt that we had little chance to win. After the examiner had filed his report, which was to the effect that he recommended that the tariffs be eliminated except to make some adjustment for tack carried by exhibitors, we asked for further oral arguments. After the arguments the testimony was considered by three members of the commission. Their ruling was made on December 28, 1943, and is in our favor. We quote the following from their eight-page decision:

"Proposed cancellation of tariff rules governing the transportation in official classification territory, at reduced rates, of articles for exhibition at expositions or fairs held under public auspices, not shown to be just and reasonable. Suspended schedules ordered canceled and proceeding discontinued."

We acknowledge the wonderful assistance given us by the United States Department of Agriculture and the secretaries of many beef and dairy livestock associations.

N. Y. Groups Merge To Cinch Full Operation

Banner Year Spied

ALBANY, N. Y., Feb. 12.—County and town agricultural societies, which conducted county and town fairs as separate entities for half a century in this State, were merged at annual meetings in the Ten Eyck Hotel here February 8 and hereafter will operate as the New York State Association of County and Town Agricultural Societies. Fifty-four fairs were represented at the meeting, largest ever conducted by the organizations, and enthusiasm ran high as every county fair in the State reported plans for 1944 operation except those whose grounds (See N. Y. Groups Merge on page 55)

Miss. Governor Backs Aid Aim

JACKSON, Miss., Feb. 12.—Advocates of increased premiums for crops and livestock exhibited at county, district and State fairs in Mississippi were encouraged by Gov. Thomas L. Bailey, who told members of Mississippi Association of Fairs in the Edwards Hotel here February 3 that "no reasonable appropriation bill to put on these shows will get a negative vote from me."

Carnival and other amusement representatives urged formation of circuits of smaller fairs so that larger shows would be justified in coming to the State. Referring to a bill now in the State Senate to allow the city of Jackson to purchase the State fairgrounds here, Rex B. Magee, fair manager, said the 90-day cancellation feature of the lease now effective (See Aid Backed in Miss. on page 55)

"Indiana Home" Barn Burns

MARION, O., Feb. 12.—Fire resulted in deaths of 13 harness horses in a large barn on Marion County Fairgrounds here February 5. One two-year-old horse which had never raced was saved. Destruction of the locale of a scene in the filming of *My Home in Indiana*, with equipment and horses, resulted in estimated loss of \$18,500.

FOR REAL THRILL-INDOORS OR OUTDOORS-BOOK MY ACT FEATURING THE ONLY 35 FT. SWAYING HANDSTAND ATOP A HIGH POLE. WRITE FOR DETAILS... ANOTHER CARTOON STRIP NEXT WEEK.

PERMANENT ADDRESS CARE OF THE BILLBOARD, CINCINNATI OHIO.

WANTED

A good Carnival to play Anthony, Kan., July 31 to Aug. 5; also Eureka, Kan., Aug. 7 to 12.

O. F. MORRISON, Sec.

ATTENTION, ALL ACTS

It's not too late to secure a long, profitable fair season. Can use Acts of all kinds suitable for Fairs. Give particulars.

J. C. MICHAELS ATTRACTIONS
5829 Virginia Ave. KANSAS CITY, MO.

CARNIVAL WANTED

Week of August 21st for **HENRY COUNTY FAIR** at Mt. Pleasant, Iowa. Free gate and near Ordnance Plant. **S. G. BAXTER, Sec., Mt. Pleasant, Iowa.**

Meetings of Assns. of Fairs

Wisconsin Association of Fairs, February 22-24, Hotel Schroeder, Milwaukee. James F. Malone, secretary, Beaver Dam.

Association of Utah Fairs, March, 1944 (tentative), Newhouse Hotel, Salt Lake City. Sheldon R. Brewster, secretary, Salt Lake City.

Gas, Tire Cuts Put Whammy on Cincy Zoo Biz

CINCINNATI, Feb. 12.—Gasoline and tire rationing dealt a serious blow to the Cincinnati Zoo the past season, the attendance for the 1943 season dropping to 376,188, a new low, from 656,467 in 1941. The 1942 season attracted 488,829 paid admissions. Officials of the local zoo, at their annual meeting at the Hotel Alms here Tuesday (8), pondered a gloomy future.

James A. Reilly, president of the Zoological Society, made a plea to Greater Cincinnati for increased patronage. He compared the zoo to a war orphan. He said restrictions on travel in 1943 had reduced attendance and that it would continue to be a hardship in 1944. Reilly estimated that 60 per cent of the zoo's attendance comes from outside Cincinnati. In 1943, the zoo entertained free of cost more than 25,000 service men and women.

Despite the attendance decrease, the zoo managed to show an operating profit of \$829,57 in 1943 from all income, L. P. Lewin, chairman of the finance committee, reported. The zoo's total income from all sources was \$135,643.40 during last year.

E. W. Townsley, treasurer, reported that the zoo received \$19,000 from the city in 1943. On January 1, he added, a sum of \$8,979.01 was on hand for operating expenses. He estimated that an additional \$19,000 would be required before the revenue-producing season should begin about May 1.

The animal committee report, read by Walter A. Draper, disclosed that 1,042 specimens are on exhibition at the zoo. The number includes 281 animals, 550 birds and 211 reptiles. Approximately \$400 was made from the sale of surplus animals last year.

All officers of the Zoological Society were re-elected at the Tuesday meeting. They are James A. Reilly, president; Irwin M. Krohn, first vice-president; L. P. Lewin, second vice-president; Gertritt Fredriks, secretary, and Everett W. Townsley, treasurer.

The following trustees also were re-elected for three-year terms: A. S. Bosson, Dr. G. A. Hinnen, W. O. Mashburn, A. C. Moorhaus, Judge A. K. Nippert, Eric L. Schulte and Bolton S. Armstrong.

LOCKMERE, N. H.—Miss M. C. Lambert, having recovered her health, will again operate her park here the coming season. The fun spot was dark last season. Miss Lambert has had many show-folk visitors at her winter home in Troy, N. Y.

War Ills Queer 2 Coast Projects

VALLEJO, Calif., Feb. 12.—Attempts to build amusement parks in Vallejo and Richmond, Calif., have been abandoned by the promoters, due to their inability to secure the necessary building permits and priorities.

Both towns have been virtual gold mines for traveling shows that have played them the past three seasons. The same organizations are slated to return to Vallejo and Richmond this year, altho there has been a tightening up of license regulations in the latter town.

Chambliss, Hamid Shoot Angles To Pull Civs and GIs

GREENSBORO, N. C., Feb. 12.—Announcement was made today by Norman Y. Chambliss that Greensboro Amusement Park, which fared so successfully in 1943, will again be operated the coming season. Chambliss stated that he and George A. Hamid, his associate, will specialize in promotions that will attract the civilian population as well as the men in armed service stationed here.

"We had some troubles last year, but that was my first venture in operating a park," Chambliss said. "This season we will deal directly with those who wish to be with us."

The park will open May 13 and continue thru Labor Day, with Mrs. Clyde Kendall, of Guilford, N. C., back as manager. She is also the assistant manager of the Greensboro Fair.

Illions Has Crew Revamping Celoron; Meyers on Beck Job

JAMESTOWN, N. J., Feb. 12.—Harry A. Illions has kept a crew of workmen busy at his Celoron Park here repairing and rebuilding riding devices and making general improvements in preparation for the opening Decoration Day.

Wilfred Meyers has replaced A. C. Beck on the Celoron administrative staff, the latter having left recently to become part owner of a circus. Henry Hoyer is Celoron superintendent; Charles Carson, chief mechanic; Sam Knickerbocker, riding devices operator, and Marlon Abbott, assistant superintendent.

Celoron Park ballroom and roller skating rink have been operating all winter, with business far ahead of expectations, according to Manager Illions.

Latses Passing May Shut Black Rock, Salt Lake

SALT LAKE CITY, Feb. 12.—Death this week of James Latses, owner-operator of Black Rock Beach near Salt Lake City, may force the closing of another of the State's summer amusement resorts. Black Rock is located on the south shores of Great Salt Lake, a competitor of Saltair and Sunset beaches, and has consistently led in the bathing and picnic trade.

Latses operated both the beach and concessions. His beach leases have but one year to run before renewal, and in view of the short lease and possible cut in gas rations, a sale for the property isn't likely before the summer season, according to Stephen J. Moloney, manager. It's one chance of opening for the summer is operation by the widow, Mrs. Virginia Latses.

In view of transportation conditions, Black Rock and Sunset beaches opened in 1943 only at the request of army and civic officials to provide recreation for the many thousands of soldiers and war industry workers in the territory. Both experienced the biggest year in a decade.

Saltair, an amusement resort, remained closed when the government took its railroad equipment and it was unable to make repairs on the rides. Lagoon, between Salt Lake and Ogden, with a fresh water pool instead of the lake, remained closed for the same reason.

Rouff Adds Rides At Louisville Spot

LOUISVILLE, Feb. 12.—Ted Rouff, owner of Community Park here, which he has operated successfully the last six years, is booking three large rides for the coming season. In addition, a new Kiddie Ride is now under construction on the park grounds.

Fred J. Bennett, of the Community Park staff, is basking in the sunshine of Miami, but is due back here around March 1 when he and Rouff will begin mapping plans for the Decoration Day opening.

Jake and Ruby Hall, concessionaires, are wintering here and will return to Community the coming season. Jake has put in a busy winter entertaining at local schools with his vent and magic act.

Ocean City Governs Attire

OCEAN CITY, N. J., Feb. 12.—Determined to keep Ocean City one of the few remaining beaches where shirtless bathers are frowned upon, city commissioners this week introduced an ordinance to govern wearing apparel, and particularly bathing attire, in public places. Ruling out makeshift affairs which young men draped across the upper part of their chests in lieu of a regular jersey, the ordinance provides penalties up to \$200 fine or 90 days in jail for violations.

AMERICAN CARNIVALS

(Continued from page 37)
Kirkwood Shows. New members acquired in Albany include Bay State Amusements, Continental Shows and Charles J. Casey Company, Inc.

Discussed in Albany, particularly by officials of fairs, was a pair of bills relative to bingo and pending before the Legislature. One bill aimed to amend the State constitution to legalize bingo; the other is a measure setting up a licensing system and restricting operation of the game to a relatively small group of qualified licensees. The majority of fair officials appeared to favor the first bill to amend the State constitution, but seemed opposed to the second bill, inasmuch as fairs were not included in the list of qualified licensees.

Receipt of an application for membership from Stanley Novelty Company, Richmond, Va., brings membership of the association to 97.

FOR SALE LARGE PARK MERRY-GO-ROUND

Four horses abreast, organ and motor. Located in a park in the State of Iowa. Or will trade for any Portable Ride located in the West. Write A. D. SHARPE Long Beach, Calif. 800 East Fourth St.

American Recreational Equipment Association

By R. S. UZZELL

We were about ready to express great gratification over mild weather for outdoor construction work when the thermometer changed its mind February 7. In Northern New York it plunged to 40 below, and at Owls Head, N. Y., it reached a low of 33 degrees. It is not spring yet.

There is great anxiety at Belmont Park, Montreal, over the life of the ground superintendent and head mechanic, Leo Tessier. He is in a hospital there and physicians hold out little hope for his recovery. He has been a valuable man to Belmont—thoro in his work and always reliable.

We have been asked if Chutes-at-the-Beach, San Francisco, maintains at its own expense Seal Rocks. Here is one place which enjoys a floorshow par excellence at no cost at all to the park. The show was there long before any amusement park was ever thought of on the Coast. What could one do with such a show at New York, Boston, Baltimore or New Orleans?

The war news is encouraging but the setback in Italy is wiping out overconfident enthusiasm and showing the need of an all-out effort yet before the end can be clearly seen.

C. C. McDonald, once a leading park man, now has a cattle ranch about 90 miles from San Antonio.

William E. Auer sold his kiddie park rides at Rockaway Beach, N. Y., about five years ago. Last fall he bought the same rides back and has returned them to the same location they formerly occupied. The blackout has no terrors for him this year.

With the Zoos

NEW ORLEANS.—Old Man River recently donated a white-tailed deer to Audubon Park Zoo. A longshoreman fished the animal out of the Mississippi.

PHILADELPHIA.—Latest addition to the Philadelphia Zoo is an Indian crow, brought back from the Orient by a Philadelphian.

MEMPHIS.—Enlargement of Overton Park Municipal Zoo and addition of new riding devices to Fairgrounds Amusement Park has been announced by the Memphis Park Commission. With \$177,000 requested of the city for enlargement of the zoo facilities, the gardens are to be extended eastward, with plans to make the zoo the largest free plant in America, some of the money asked for will be used for purchase of new animals.

WANTED for GREENSBORO AMUSEMENT PARK GREENSBORO, N. C.

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10G Gate Seen For NY Show

NEW YORK, Feb. 12.—Victor J. Brown, president of New Dreamland Arena, Newark, N. J., forecast a \$10,000 gate with all of it going to the National Foundation for Infantile Paralysis, when the show is presented in Madison Square Garden February 16 with a big cast of skaters from all parts of the country.

Program will include novelty, comedy, chorus, single, pair and dance numbers. Show is sponsored and produced by members of the RSROA.

Entries in for Coming Meet

PHILADELPHIA, Feb. 12.—Six roller skating rinks were entered in *The Philadelphia Daily News* championship contest, at the first meeting which was held at the offices of the sponsoring newspaper last week. They are Circus Gardens, Carman, Dance Box, Adelpia, Willow Grove and Crystal Palace. It was decided to have another meeting later in the month, at which time dates will be set for the different trials at the various rinks and for any other rinks who wish to enter the annual championship events. Each rink owner reported there was greater interest than ever in the sport and gave assurance that the individual entry list would be two or three times the size of previous years. Prizes will be decided upon at the next meeting and the final details planned for the contest, which will probably open early next month. Individual entry blanks, in box form, for skaters will be published daily in the newspaper.

Support of RSROA Good for Polio Fund

DETROIT, Feb. 12.—Excellent support for the infantile paralysis campaign activities is reported by Fred A. Martin, secretary-treasurer of the RSROA, from rinks in all parts of the country.

Rinks which have so far turned in sizable contributions from Infantile Paralysis Benefit Nights to the national office, where contributions are being centralized, are: Phil Hays and Lois Reynolds, Arcadia, Chicago; G. R. Woolley, Woolley's Rink, Salt Lake City; William T. Brown Figure Skating Club, Seattle; Jack B. Dalton, Rollerblade Skating Club, Cleveland; Al Larsen, South East Roller Rink, Salt Lake City; Ruth Stevens, Lorain Coliseum, Lorain, O.; Joseph L. Bell, Bell's Rink, Fort Wayne, Ind.; Fred A. Martin, Arena Gardens, Detroit; Harry L. Denis, Coliseum Rink, Mansfield, O.; Fred Charles, Reynolds Park Rink, Winston-Salem, N. C.; E. R. Eyer, Anderson Roller Rink, Anderson, Ind.; E. H. and Robert Bollinger, Oaks Amusement Park Rink, Portland, Ore.; Hazel Kearney, Rollerland, Columbus, O.; E. V. Jones, Arena, St. Louis, Mo., and Walter E. and Lillian Sutphen, Varsity Gardens Rink, Detroit.

Jersey Group Asks ARSA Membership

NEW YORK, Feb. 12.—Membership in the Amateur Roller Skating Association has been applied for by the newly organized New Jersey Skating Association, Inc., composed of 17 roller skating clubs in that State. The new group was formed to help create good will and to advance amateur skating to a higher standard.

ARSA has granted sanctions for the following State meets: Massachusetts, Co-Ed Roller-drome, Boston, February 23 and 24; New York, Mineola Skating Rink, Mineola, April 2 and 3; New Jersey, Twin City Arena, Elizabeth, April 5 and 6, and Michigan, Arcadia Skating Rink, Detroit, April 15 and 16.

Ozzie H. Nelson, president of ARSA, said dates would be ready for release soon for events in Connecticut, Kansas, Ohio, Utah, Oregon, Florida, California, Maryland, Iowa, Missouri, Pennsylvania, Virginia and Illinois.

ARENA GARDENS, Detroit, is being refurbished in preparation for the coming national championships to be held there May 8-13.

OHIO STATE championships under RSROA championship for all 27 classes of speed events, as well as dance, figure and pairs, will be held in the Roller-drome, Cleveland, April 6-8.

BUSINESS at Skateland, Celoron Park, near Jamestown, N. Y., has been holding up far beyond expectations, reported Harry A. Illions, head of Celoron Park management.

A COMMITTEE named by city council of St. John, N. B., to investigate recreational facilities for children has urged introduction of roller skating on wooden platforms at some playgrounds. It was pointed out that roller skating would provide needed exercise and recreation.

OSCAR A. MORGAN, general sales manager of Paramount news and shorts, with base in New York, is a fancy and figure skater on rollers and ice. Recently he was judge at a three-day Eastern championship meet of the Figure Skating Association, held at Lake Placid, N. Y. He is also a dancer on rollers and blades.

OPERATIONS of the Roller-drome, Fairville, N. B., have not been curtailed or interrupted despite a verdict in the local magistrate's court that a license is essential to legal operating of this rink. This decision was made about two months ago. Mrs. Edith Izzard, owner-manager, appealed. Four clubs are us-

ing the rink four nights, 7:30 to 11:30. Two nights are for private groups. There is no Sunday use. Contention of Mrs. Izzard is that no license is necessary where only members of clubs are eligible for skating.

SKATING TUNE, record label put out by a recording company of that name in Malvern, N. Y., will release shortly two new recordings of tunes composed by William B. Richter, popular Philadelphia songwriter. Both are patriotic marching songs, *They Won't Take America* and *The Doughboys are Coming Over*. The latter song was the official marching song of the Army Air Force troops stationed in Atlantic City until last year.

ESE BOARD IS READY

(Continued from page 41)

pointed out that developments might conceivably result in War Department moves to shift personnel and equipment to the West Coast for use in the Pacific theater and that such a move might release the exposition property in West Springfield, which has been used for the past year and a half as a storage depot.

General Manager Nash stated that everything was in readiness to start operations "as soon as the government gives us the green light." Altho the expo personnel has been streamlined since the grounds were utilized by the Quartermaster Corps, practically every individual who has served in an executive capacity with the organization in the past is ready to spring back into action.

The management has continued to cooperate with 4-H Clubs by offering special certificates to induce boys and girls to continue agricultural and livestock efforts and has lent continued support and co-operation to breed associations in connection with livestock sales and activities.

Continuous study of large fairs operating under wartime conditions has been made by the general manager during the past year and a half. In March Nash plans to visit Southwestern Livestock Show, Fort Worth, largely to inspect a combination rodeo and horse show which he thinks may have possibilities for ESE and to study operation of a night club. Resolutions were adopted on deaths during the past year of George M. Hendee and Albert E. Steiger.

Board of trustees was re-elected as follows: Maine—W. L. Cummings, South Berwick; John W. Leland, Dover-Fox-

croft; Henry F. Merrill, Portland; Harold Shaw, Sanford. New Hampshire—Harris H. Rice, Rindge; Sherwood Rollins, Durham; Andrew L. Feiker; Ralph F. Scavee, Concord; Major A. Erland Goyette, Peterboro; J. Ralph Graham, Boscawen. Vermont—Guy H. Boyce, Proctor; John E. Weeks, Middlebury. Rhode Island—J. Burleigh Cheney, Providence. Connecticut—Wilson H. Lee, New Haven; Harry L. Garrigus, Storrs; Wallace H. Bradley, Thompsonville. New York—Hugh J. Chisholm, J. C. Penney, New York City; Henry H. Jackson, Pine Plains. Delaware—R. R. M. Carpenter, Wilmington. Illinois—William H. Tomhave, Chicago. Ohio—William O. Lippman, Canton.

Massachusetts members of the board are Everett Stone, Auburn; Harry S. Baldwin, Louis K. Liggett, Boston; Nathaniel I. Bowditch, Framingham; W. H. Dickinson, Hatfield; Dwight W. Ellis, Monson; Edgar L. Gillette, Boston; John W. Haigis, Col. Frederick H. Payne, Greenfield; Horace A. Moses, Russell; Walter H. Pierce, Quentin Reynolds, West Springfield; Arthur H. Sagendorph, Spencer; Mrs. James J. Storrow, Lincoln; Robert P. Trask, Lexington; Edward C. Whiting, John Zielinski, Holyoke; Frederick Parker, Westfield; Philip H. Bills, Joshua L. Brooks, J. Loring Brooks Jr., Wallace V. Camp, Fred E. Carlisle, John M. Collins, Robert J. Cleland, Harry G. Fisk, Charles A. Frazer, Dr. E. C. Gilbert, Stanley C. Hope, William N. Howard, Leo L. Ley, R. Dewitt Mallary, Charles A. Nash, Horace A. Noble, John C. Robinson, Clarence J. Schoo, James Y. Scott, Sidney W. Stevens, E. H. Thomson, Andrew B. Wallace, James G. Watson, Albert C. White Jr., George E. Williamson, Springfield.

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Leaders Named to Britannica Board

CHICAGO, Feb. 12.—Fifteen of the nation's prominent educators, editors and business leaders were elected members of the board of directors of Encyclopaedia Britannica Films, Inc., at a meeting held recently. The educational film company was formerly known as Erpi Classroom Films, which recently was purchased by Encyclopaedia Britannica.

Eight of the directors already serve in a similar capacity with Encyclopaedia Britannica. The new chairman of the board of Encyclopaedia Britannica Films, Inc., is William B. Benton, vice-president U. of C., who also occupies that post on the Britannica board.

Also elected to the board is Chester

Bowles, OPA Administrator; Marshall Field, publisher; Wallace K. Harrison, architect; Paul G. Hoffman, president of Studebaker Corporation; Ernest Hopkins, president of Dartmouth College; Robert M. Hutchins, president University of Chicago; Henry R. Luce, editor of *Time* and *Life*; E. H. Powell, president of Encyclopaedia Britannica; Beardsley Ruml, treasurer of R. H. Macy Company; E. E. Shumaker, president of Encyclopaedia Britannica Films, Inc.; M. Lincoln Schuster, Simon & Schuster; Harry Scherman, president of Book-of-the-Month Club; John Stuart, chairman of Quaker Company, and Wayne C. Taylor, Undersecretary of Commerce.

The University of Chicago has long been interested in the development of classroom films, declared President Robert M. Hutchins, who says the new board plans to extend the scope and value of Encyclopaedia Britannica Films, Inc., in the development of visual education.

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U. S. Forces in Australia Enjoy Late 16mm. Films

NEW YORK, Feb. 12.—The U. S. Army film exchange in Australia is receiving its quota of 16mm. films several months in advance of the regular commercial theaters there, Sidney Allbright, ANZAC general manager for United Artists, reports.

Allbright, in the U. S. for a visit of several months, paid tribute to the distribution set-up effected by the army in that area under the supervision of Maj. Lynn Cowan.

"When one considers the difficulties of distributing films in wartime, and in a country which, roughly, is about the size of the United States," Allbright declared, "the effectiveness of Major Cowan's 'chart system' of handling the films is something to marvel at."

Under the 'chart system' developed by Major Cowan, the troops in actual combat zones are booked first, with shipments made by air with a high priority. The films are brought as close to the battle lines as possible. Following this,

the product is routed to the rest of the troops.

Gen. Sir Robert Blamey, Commander-in-Chief of the Allied Land Forces in the Southwest Pacific area, was so gratified with the effect of the industry's gift on soldier morale, that he invited P. McNeil Ackland, representing the industry, to make a tour of the New Guinea "circuit" as an observer.

With no civilian theaters open in New Guinea, the 16mm. films constitute the most important form of relaxation afforded the troops. The audiences, in addition to Americans, are composed of fighting men from the various allied nations and, in many instances, wide-eyed Papuan natives.

The theaters in which the films are shown are crude at best, Allbright stated, with gasoline drums, jeeps or the ground serving as seats. Very often shows have continued thru pouring rains, and when an air alarm is heard, the men are extremely reluctant to leave for the shelters.

GLENN M. STEWART, Missouri roadshowman, is in Barnes Hospital, St. Louis, undergoing treatment for injuries sustained some time ago.

RELIABLE SOURCES report that 2 per cent of all the men in the armed services have been trained in photographic equipment operation and maintenance. —Naved News.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Slouts Begin Negotiations For People for Canvas Trek

MILWAUKEE, Feb. 12.—Mr. and Mrs. L. Verne Slout (Ora Ackley) close their winter tour with their Workshop Players in schools and colleges early in April, after which they will proceed immediately to their headquarters in Vermontville, Mich., to begin preparations for their season under canvas.

They already have one man at winter quarters reconditioning the buildings. He will be given assistance later in revamping the show's trucks, stage equipment and other paraphernalia. The Slouts have begun negotiations for people for the coming season and already have several under contract.

Rep Ripples

JOHN J. WILLIAMS, popular tent rep and dramatic stock man who passed on recently in Phenix City, Ala., was survived by his widow, Betty; a son, John J. Jr., with the paratroopers; five sisters, Mrs. Elmer (Marie) Lazone, Mrs. Ina Lehr, Mrs. Cecil (Fanny) Simmons, Mrs. Katie Keene and Mrs. May Blossom Allen, and a brother, Alfred. In a recent obituary in *The Billboard*, Williams's son was listed as Roy Martin. The latter is owner of Idle Hour Park, Phenix City, where Williams was employed the last several years. . . . W. B. BAILEY has a tent outfit stored at El Paso, Tex., and will start out of there soon with a vaude and small-animal show. . . . REED'S SCHOOL SHOW is doing well around Sanford, Fla. . . . DAVID S. BELL, owner of Bell's *Fargo Follies*, now readying for the summer trek at Valdosta, Ga., typewrites: "My show will eclipse anything I've ever taken out. This season I hope to top all my previous records, and they haven't been so bad. I will have a line of steppers that will bring joy to the hearts of the natives, and I'm booking a line of colored comics that no tent show ever topped. I have arranged with E. F. Hannan, the playwright, to go the limit in laying me down later."

BYRON GOSH, back at his Virginia headquarters after a tour of 40 one-nighters with the government talkie *This Is the Enemy*, infos that he will again tour Virginia, Tennessee and West Virginia the coming season with his tent outfit. On the trek just concluded Gosh says he bumped into Hank Atkins, vet character man, in Marietta, Ga.; Dick and Mabel Smithers in Bremen, Ga.; the Conger & Santo Players in Carthage, Tenn.; Arthur Higgins, old-time tab and rep comic and manager, in Bluefield, Va.; Billy McNally, the agent, in Knoxville; Jackie Harris in Johnson City, Tenn.; Byron Spaul, of the Spaul Family Show, in Beckley, W. Va., and Reese Brunk, of the Kentucky Folks Radio show, in Pikes-

Highlights of 'Tom'

By E. F. HANNAN

OLDTIME Tom actors, when moving from one show to another, were apt to have to go all over again in getting up on their parts. If the manager's kin happened to be cast in the show, it was a case of take back and let the favorites have the stage.

George Lowery, who played Marks with various Tom shows, joined out with Leon Washburn, and before rehearsing, asked Washburn what script he would use. Lowery was also directing the show. Washburn replied: "What's the difference, as long as it leads up to the pictures on our advertising—Eliza's Flight, The Slave Market and Eva's Ascent." Most managers had their own ideas of how and where to put the emphasis, and the more scenes in the show the better with most of them.

Mackey and Walker, Eastern performers, joined out with a small Tom show, and Ben Walker was ever after telling about the night that the dogs, instead of following Eliza, jumped into the orchestra pit and started racing up and down the aisles. It took an hour to get the audience back into their seats, and many didn't come back.

Anything could happen with a Tom show.

ville, Ky. . . . JAY'S SHOW (J. J. Hunt) is enjoying success in schools and halls around Pocatello, Idaho. Show has school dates booked in Eastern Oregon for the spring. . . . L. K. CRAWFORD, who has been managing a picture house in Winnipeg, Man., now has a school and hall trick playing in the Nelson (B. C.) sector. Crawford is the son of King Crawford, who for years had the Crawford Players in Western Canada. . . . "HI-BROWN" BOBBY BURNS, former minstrel and rep show performer, is touring this season as a member of Ballet Russe de Monte Carlo stage crew. . . . F. D. WHETTEN, veteran repster who in recent years has been presenting his Kiddie Circus on school assembly programs, says that the Hoosier State has panned out highly profitable for him this season.

WANTED
Dramatic and Musical Comedy People, Gen. Bus. Team to do some leads, Dancing Team strong enough to feature; also Piano Player or small Combo Entertaining Musicians. Others, write.
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Georgia Minstrel Show

Wants for 1944 season Colored Talent in all lines. Opening in March, one night stands. Musicians on all instruments. Fat Kelley, Geo. Gladney, get in touch with me. Also Chorus Girls, Comedians, Novelty Act, Truck Drivers, Mechanic, Boss Canvasman; also Reserve Seat Seller. Long season if you qualify.
Write JACK NAYLOR, Owner & Mgr., Eudora, Ark.

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Beckman, Sidney
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Bellomo, Vincent
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Delmont, Frenchy
Delong, Edgar
Dement, Jos.
Demetrel, Alfred
DEMETRIO, Archie
Demouy, Lee
Dicino, Nana
DICKERSON, Verne Wm.
Dillin, Ellwood
Dixie Tent Theater
Dixon, D. W.
Dixon, Earl L.
Docen, Earl
Dodson, Curtis S.
Dodson, Mrs. Margaret
Doering, Herbert Wm.
Dolence, Vincent
Doss, D. A.
Douglas, Alpha
Doyle, Major James
Drake, John Russell
Druckemiller, Ervin Leroy
DuBois, Wm.
Duncan, Daniel J.
Dunlap, T. E.
Dunn, C. A.
Dunnay, J. J. W.
Dunvitch, Sam
Dupont, Joe
Dwyer, Edw. F.
Eakins, R.
Eames, Pvt. E. L.
Earl, Jessie S.
EBARDT, Norman Albert
Ebel, Ethel
Edory, Samuel
Edwards, Albert
Egolf, Chas. H.
Ehret, Gwon
Ehret, Fred
Eller, V. D.
Elliott, Marion
Ellis, Harry
ENGLAND, Harold Leo
Engle, Edw.
Enlow, Lucy
Ernest, Baby Scals
Etrada, Raphael
Evans, Chas.
Evans, Harold
Evans, Jos.
EVANS, Ralph Willard
Evans, Lascy Wilkin
Evens, Carole Jean
Everitt, Jno. E.
EYSTED, Benj. Alfred
Fabian, Al
FAIRCLOTH, Robt.
Falco, Vincent S.
Falla, Chas. M.
Fallon, Margo C.
Farrell, Hugh
FAULCONER, Granville D.
Faulk, Carl Darrow
Fenstermaker, Robt. W.
Fiber, Roxie
Fielding, Harry
Findley, Albert Thos.
FINN, Jos. Leo
Finnigan, Harry
Fisher, Geo.
Fite, Chas. T.
FIZZELL, Francis A.
Flanagan, Frank
Flanders, Billie
Flavelle, Chas. B.
Fletcher, Clarence
Forbes, John O.
Forbes, Jos. L.
Ford, J.
Forrest, John
FOSTER, Jack Mitchell
Francis, Geo.
FRANK, George
Franklin, Horace B.
Franklin, Joe & Pals
FRANKS, Edw.
FRANKS, Mrs. Vera
Fraser, Wm. V.
Fraser, Harry
Frederick, James B.
FREE, Wm. Brnd
Freehand, Harry
FREMAM, Morris
FRENCH, Eugene
Frey, Jos. J.
FULKNER, Robt. Wm.
Fuller, Rudy
Fullmer, Howard
Gallagher, Clarence
Gallagher, Russell
Gallagher, E. J. (Electrician)



Letter List

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen!

The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

- Gamble, Iris Louise
Gardner, Ed M.
Gardner, Cheerful
GARLAND, Albert O.
Garlock, Ed
Garlotte, James A.
GEE, Robt. Henry
Genier, Donnie
Gill, Austin C.
Gilbert, B.
Gillam, Tom
Gillette, Stewart
GILLEY, Albert Leo
GILLISPIE, Girtus
Giraud, Sol
Golden, Geo.
Goldhammer, A.
Goodrich, Myrtle
Gordon, John R.
Gory, Tom
Gosnell, Earl
Graham, M. W.
Graham, Ruth
GRANT, Clard Harry
Grass, Lola
GRAVES, ROY
Gray, Alphonso
Gray, Baird
Gray, Bayard
Green, Willie
Greenfield, Sam
Greer, Jack F.
Gross, Charles
Grovo, Virgil
GWARA, Felix P.
Haddon, J. E.
Hall, Jabo
Hall, Lucius
Hamilton, Lawrence R.
Hammond, Wm.
Hammes, Arnold
Hance, Frank P.
Hane, Chas.
Haney, R. C. (Ride Owner)
Hanna, Claude M.
Hanson, Hermit
Harden, Geo. Eugene
Harding, Wm. Harris
Harmon, Wm. H.
Harne, Mrs. Robt. E.
Harper, Wm. A.
Harris, Geo. (Minstrel Show)
Harris, Harry
Hart, Roy Ooro
HART, Wayne
Hartman, Henry
Hartman, Milo
Harvey, Al
Hawley, Mrs. Ruth
Hatfield, Jos. T.
Hauberstumpf, Andy
HAYES, Kay
Haynes, James Bernard
Heath, Eddie
HECK, WM.
HEGGINS, Pat
Helton, Betty
HENDRIX, Eugene Webb
Hendrix, Weldon
Hengley Jr., Oakley
HENNESSY, Frank Wm.
Henry, Magician
Heron, James & Marian
Herbert, Henry
Herbert, Paul
Heth, Henry
Hewitt, Julie
Hicklin, Paul L.
Hickman, Ray
Hicks, John M.
Higginbotham, Wayne
Hill, Mary Baker
HILL, Wilburt Jos.
HIXON, Edw. James
HOLT, Theodore
Homan, Margaret
HOPPER, Jos. Gleen
HORN, John Taylor
Houk, Ann
Houston, Alberta
HOWARD, James
Howard, John Lee
Howard, Mrs. Pauline
Howe, Wm. B.
Howell, Robt.
HOWER, Geo. W.
Hudson, Maxine
HUNKLER, Paul
HUNT, Gilbert
Hunter, Mrs. May
HUNTER, Ray Eckford
Hunter, Wilburn
Huot, Leo (Electrician)

- PATMAN, Earl
Patterson, Kermit
Patty, Edith
Paugh, Harry
Pauert, Albert
P'EDOTE, Frank
Pendergast, Toni May
Penner, LeRoy
Penny, John
Perkins, Ollie
Perrina, John C.
PEIRY, John Henry
PERRY, Leonard
Peterson, H. R.
PETRE, Roy Allen
Pfeungle, Peter
Phillburg, George
Phillips, Robert
Pilot, Alexander
Pierce, Patsy
Pile, Claude O.
PINOKLEY, Robert Dale
Pinfold, John T.
Pirie, Geo. Shaw
Platt, John
Plumb, Floyd
Plumhoff, Wilmer
Poromoni, Tony
Poracki, Jos. Stanley
Porter, Glenn
POUNDERS, Andrew
Powell, James E.
Powell, Mai. Ted
Powell, Walter
Powers, Lou
PRESTON, Jas. Thomas
Priddy's Show
Priest, Wm. Bernard
Probas, Wm. Rouse
Prorok, Edw.
Pryor, Pete
Pumphrey, John
Putney, Elmer
Pyne, R. S.
Quinn, Richard
QUINTANA, Jos. Donald
Ragalis, Jos. Kaiser
RAGLAND, Phillips Thos.
Rainer, Chas.
Raines, Henry
Rakestraw, Henry C.
Rameriz, Marsha
Ramsey, Ed
Ramsdall, Lon
Raner, Geo.
Rankin, Nan
Ratcliff, Richard T.
Ray, Winford
Raymond, Joyce
Re, John J.
Redford, Mrs. Hazel
Redrick, Chas.
Redrick, Spud
Reed, D. M.
Reed, Harriet
Reed, Elizabeth
Reed, Rabbit
REESE, Elmer Calvin
REEVES, Jas. Leland
REID, Albert Junior
Reid, J. F.
Reidy, Archie
Reinaud, Thos. A.
Renton, Al
Rhodes, Mrs. Almeda
Rhuu, John Wayne
Rhymer, Walter L.
Rice, Geo. L.
Richards, Francis
RICHARDS, James D.
RICHARDSON, Cal Eugene
RICHARDSON, Raymond J.
Richards, Roland
Rickerson, Mrs. Paul E.
Ricks, Louis C.
Riemer, Oscar A.
Riggins, Clarence
RILEY, Mark Jackson
RILEY, Wm. Allen
Rillo, Lee Arthur
Rimee, Edward
Rinehart, Mrs. Rye
Rinehart, Ollie
Riser, George
Rison, Arthur
Ritt, Louis E.
Robbin, Francis
Robbins, Harry
Robbins, L. A.
Roberts, Geo.
Roberts, Roy
Roberts, Spencer
ROBERTSON JR., Burton E.
Robinson, Evelyn
ROBINSON, Fred D.
ROBINSON, Ralph James
Robinson, Julius
Robson, J. C.
Rochester, Sammy
ROCK, Randall
RODEN, Thos. Russell
Rogers, Marvin S.
Rogers, Mrs. Patsy
Roilos,
ROGERS, International
ROGERS, Robt. E.
Rooney, Hermine
O'Brien, Jas. Patrick
O'BRIEN, Michael
O'Dair, Luckey
O'DANN, Walter
O'Neil, Frank J.
O'Neil, Frank J.
OCEAN, Michael
Ockerman, Wm.
Oehler, Leslie Geo.
Ollis, Paul
Olsmbaugh, Louis A.
Ostlund, Wilfred
Ottis, Raymond
Ottman, Irene
Owens, James H.
Owings, Sam E.
Own, George
Pacific Coast Show
Pack Ellis
PAIGE, Geo. Wm.
Painter, Wm.
PARDEE, Leroy
PALMERINO, Eugene
Parker, Bill
Parker, Bob
Parker, Chas. E.
Parson, Carl
Meek, Mrs. Rose Lee
MECKLING, Chas. Karl
Mejia, Miguel B.
Melton, Wm. R.
Mercer, Elyn J.
Merkel, Fred
Merriwether, Clarence
Merrine, Jno.
Miller, C. H.
Miller, C. M. Red
Miller, Orlis H.
Miller, Dutch
Miller, Edw. L.
Miller, Bverett B.
Miller, Harry J.
MILLEE, Leo Albert
Miller, Mickey M.
Miller, Rube
Miller, Rudy
Milliken, James W.
Milliken, Robt.
Mills, Mrs. Doris
Mintz, Jesse Ben
Mintzer, Mrs. Dolly
Mitchell, Mrs. Amila
MITCHELL, Frank John
MITCHELL, Nick J.
Moat, Wm. E.
Mohr, Robt. F.
MONAHAN, Edward
Monahan, John Arthur
MONROE, Geo. Elmer
Montgomery, Grover
Moon, R. E.
Moore, P. J.
Moore, Harry
Moore, Hot Papa
Moore, John H.
Moore, John R.
Moore, Mrs. Mollie
MORGAN, Bud
Morris, John P.
MORRISON, Ben (Carnival)
Morrison, Milton
MORRISON, Fred
MORRISON, Robt. Paul
MORSE, John Sawyer
MOSHER, Wm.
Moulton, Mrs. V. L.
Mover, Edward
Mullens, Glenn
Muller, George
Mullins, Mary
Munn, Mrs. Rosella
MURPHY, Edward Benedict
Murphy, Jack Patrick
Murray, Robert G.
Murray, Thomas
Myers, Harry
Myers, J.
Myers, Wm. Roy
NAPOLION, Lewis
Naramore, Charles
NAUGLE, Michael ANDY
Neal, James
Neil, Beverly
Newcomb, Kenneth
Newman, Danny
Newman, Harry
Newton, Harold V.
NICHOLAS, John 13153
Nidos Michael
NINNIES, Peter
Nix, Bill
Norton, Claude
NORTON, Ralph Jas.
O'Brien, Jas. Patrick
O'BRIEN, Michael
O'Dair, Luckey
O'DANN, Walter
O'Neil, Frank J.
O'Neill, Frank J.
OCEAN, Michael
Ockerman, Wm.
Oehler, Leslie Geo.
Ollis, Paul
Olsmbaugh, Louis A.
Ostlund, Wilfred
Ottis, Raymond
Ottman, Irene
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Own, George
Pacific Coast Show
Pack Ellis
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Painter, Wm.
PARDEE, Leroy
PALMERINO, Eugene
Parker, Bill
Parker, Bob
Parker, Chas. E.
Parson, Carl

(See LETTER LIST on page 55)

BUYERS CROWD CHICAGO SHOWS

Some Orders Booked for '45 Delivery

CHICAGO, Feb. 12.—The gift shows running in Chicago the last two weeks attracted a record number of buyers who seemed on this visit to the Midwestern

market a little more sober about prospects for merchandise than they have been up to this time. The majority realize that very few new items may be expected and still fewer of the old standbys counted on for the duration. The lamp situation is, as one buyer expressed it, "completely closed," altho a very small number of higher priced styles were shown at the Mart.

So far as novelty and specialty merchandise is concerned, cheerful prospects for such items as trays, pictures, mirrors and anything you want in china, glassware and pottery are dimmed only by the paper shortage and lack of help in manufacturers' shipping rooms. Practically every exhibitor expressed doubts as to inventories of shipping cartons and possibilities for building up stocks of such materials. Re-use of cartons and barrels was urged by many. Despite the shortages of shipping containers, however, some firms were able to take orders for immediate delivery. In most cases the time element on deliveries varies from two to four months or longer. A great many buyers placed orders for staple items for the 1944 Christmas season. Pottery shipments are the slowest these days, with manufacturers running from six months to a year or even longer behind on orders. Some representatives were taking pottery orders for delivery in 1945.

A good many firms dealing in leather articles are discontinuing numbers from their lines due to inability to secure leather, but report they hope to have stocks in time for more leather items (See Buyers Crowd Shows on page 50)

Merchandise Trends . .

By CAROLINE ASPRAY

CHICAGO, Feb. 12.—Allowed production of alarm clocks is 3,300,000 a year, and what we want to know is where do they go from the assembly line? Our alarm clock has developed a cute trick of ticking away like mad all night while the hands remain stationary, and the zoning ordinances of the village outlaw residential roosters. Since we get up before the sun does, even a rooster next to the bed wouldn't help anyway. All we can do now (besides make up a new excuse every other morning) is pray WPB will really come thru with that brass for parts and steel for cases which manufacturers say might help them hike production 15 or 20 per cent. Seems that present restrictions limit makers to steel parts and fiber cases which makes for slower production. If WPB can be convinced that turning out more alarm clocks won't interfere with war work, maybe we can get to work on time without marrying into a clockmaker's family.

MIRRORED TABLES.—Present popularity of mirrors should find the line of tables being brought out by a Chicago company good sellers. The absolutely flat mirror tops are cemented to firm wooden bases, and the legs are inserted in the wooden understructure. Tables are shipped knocked flat and are easily assembled by the dealer. The line includes 14 numbers, usable as lamp, end, coffee and cocktail tables.

POST-WAR NOTE.—If you're handling any articles for men, a clothier's association warns that veterans aren't going to like any green items, since they're now vividly building up an aversion to the color. Explanation: They work in green dungarees.

R. S. V. P.—The National Electrical Wholesalers' Association is inviting electrical appliance distributors to join a division of their organization, created especially for dealers of all socket appliances—radios, phonos, toasters, ironers, etc. Such prospective members will be admitted to the NEWA as "Special Members" with moderate dues, it is reported, and will have programs dealing with their particular problems, post-war and present, planned for the 36th annual convention in Chicago April 19-22. Interested distributors can get in touch with NEWA at 500 Fifth Avenue, New York, 18, N. Y. Formation of a new trade association in the chinaware field was reported from Washington last week; the new set-up would be an enlargement of the American Vitrified China Manufacturers' Association, formed in the early '30s to help the trade understand NRA rulings. An ex-official of the Department of Commerce is said to be one of the leaders who will direct the new association. LOSE SOLDIER MARKET.—Don't forget to take into consideration the slash in the army's training program in your (See Merchandise Trends on page 51)

EASTER SPECIAL

BEAUTIFULLY PACKAGED IN EASTER WRAPPING, 3-COLOR LITHO BOX.

FRUIT CAKE RING

3 1/2 Pounds Each.

Moist and Mellow—Improves With Age.

A KNOCKOUT FOR EASTER SALES-BOARDS. Only 800 To Sell.

Retail Value—\$5.00 Ea.

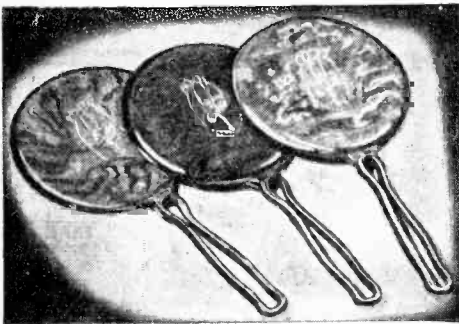
Special Price—\$2.50 Ea. for Lot.

Terms: Cash, F. O. B. Chicago.

GOLDWYN COMPANY

542 S. Dearborn

CHICAGO 5



Girls Want These

CELLULOID HAND MIRRORS

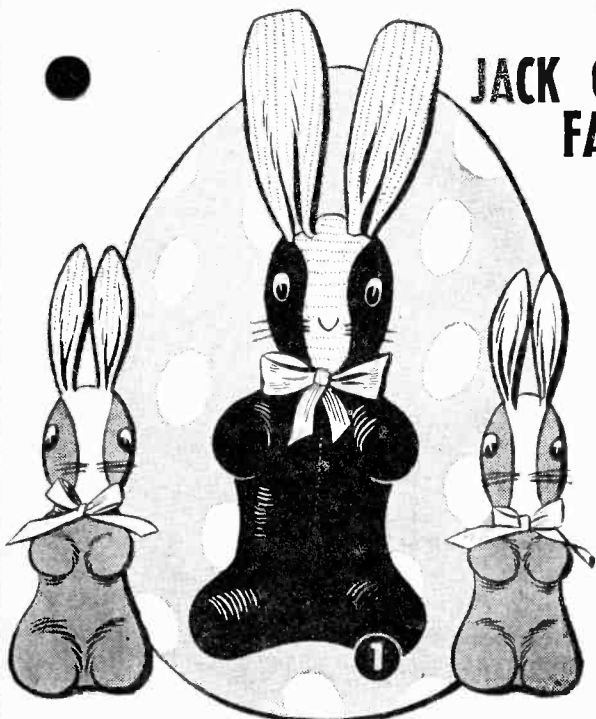
Round shaped celluloid hand mirrors that combine serviceability and beauty! Come in assorted feminine colors. Overall length 10 1/4". Diameter of mirror glass 4 1/2". Packed one dozen to carton. Ship. wt. 5 lbs. B610H49—Doz. \$2.95—Gross Lots, Doz. \$2.75.

Send 25% deposit with order, balance C. O. D.

Wholesalers Since 1911

JOSEPH HAGN CO., 223 W. Madison, Chicago 6

THE JACK O' RABBIT FAMILY



NO. 1—Mama is 20 inches tall and her twins are each 12 inches tall. They all have Roly Poly eyes. Made of beautiful rayon cordelaine. Each set of three individually boxed.

\$4.75 PER SET

NO. 1A—JACK O' RABBIT Junior is 15 inches tall and made of the same beautiful material as above.

\$1.75 EACH

25% with order, balance C. O. D., F. O. B. N. Y.

JERRY GOTTLIEB, Inc.

303 Fourth Avenue

New York City

Wooden CIGARETTE CASE

Ideal for Engraving



No. 4595

\$6.00

Dozen

Wooden Cigarette case with attractive assorted patterns mounted on front. Swing type top. Holds "10" Cigarettes. Ideal for engraving or woodburning. Volume seller!

Harry Pakula & Co. 5 N. Wabash Ave. Chicago 2, Ill.

Popular Items

Animal Miniatures

Sellright Giftwares Corporation has an extensive line of charming little glass animals to perch on whatnot shelves or to cuddle, in dog, cat, elephant or what-have-you collections. Different sizes of black cats are included in the assortment, and they're one of the hardest novelties to find these days. These sparkling glass pieces have an originality of design that will find them scampering right off your shelves or counters into customers' hearts.

Pin-Ups for Memos

Oomphy cover girls adorn the set of four memo books offered by National Press, Chicago, for those incurable list-makers. The colorful books are about 1 1/2 x 3 inches, and half the cover is a pin-up with clever caption while the other half is reserved for name, address and advertising. As a medium for getting and keeping store names in the minds of your customers, these are hard to beat.

Statuettes

Six colorful figures of a little boy and girl, faithful reproductions of the genuine original Hummel Statues, just added to the J. K. Novelty Company line, are receiving good reception from dealers, according to reports. The firm line also includes religious figures of saints, domes, crucifixes, soldiers and sailors, animals, etc. All items are luminous and in two or three colors.

Lighters!

Two Chicago houses are offering the Match King, that everlasting match lighter, which everyone knows and everyone likes. These are made of plastic and metal covering with enamel trim in red, white, blue and tan. Supplies are definitely limited.



"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-100—\$7.20 Per Dozen.

MIRROR SERVING TRAY



Size 16 3/4 x 10 1/2

Chrome frame, walnut and plastic handles. Attractive, practical and useful—and at a price so low you can't afford to pass 'em up.

BE102—Price, \$15.00 Per Doz. Sample. \$1.45.



B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each \$4.10
B. B. 101—3 Diamond Wedding Ring to match. Each 4.50
Sizes 5 to 7

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS



NOVELTY PANTS

PRINT ANY NAME OF CAMP OR CITY
VERY LATEST NOVELTY GOING LIKE WILDFIRE

Made of extra fine quality rayon in assorted colors with lace edges. FAST 50¢ retailer. Send 25¢ for sample—lots of 100 or more, \$15.00 per hundred. 25% required on all orders, balance C. O. D. PREPAID TO YOUR CITY.

MILT WILLIAMS NOVELTY CO.

1033-1035 Mission St., San Francisco 3, Calif.

BINGO

SUPPLIES—CARDS—PLASTIC MARKERS

Write for Bulletin

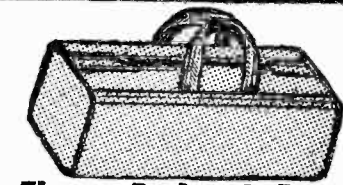
AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

COMIC CARDS

Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.

1033-1035 Mission St., San Francisco 3, Calif.



Zipper Furlough Bags

A handy "Carryall" for War Workers, Service Men and Women. Heavy, water-repellent fabric, 16, 18 or 20 in. long, smooth-working metal zipper, strong, double handle. Colors, olive green or blue. State color.

Olive Green

10P0—18" Sample Postpaid \$1.40 \$13.75
Doz. \$13.75
4CD—18" Sample Postpaid \$1.50 15.00
Doz. 15.00
4C20—20" Sample Postpaid \$1.70 16.50
Doz. 16.50

Navy Blue

718-N—18" Sample Postpaid \$1.50 15.00
Doz. 15.00
Complete Sample Line, Postpaid 6.00
25% Deposit With C. O. D. Orders.

LEVIN BROTHERS
ERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

PUZZLE LETTER

Clean up with the fastest selling novelty in correspondence entertainment. Write on 'em, break 'em up, mail 'em. 22 Civilian and military designs, handled in units of twos. Retail 25¢ a unit. Dozen units, \$1.80; gross units, \$21.60. F. O. B. Fresno, 25% with order, balance C. O. D. Sample 20¢.

FRESNO ART NOVELTY COMPANY

823-A Fulton, Fresno, Calif.



SHOOT THE PANTS OFF THE JAPANAZI
100 PAIRS OF JAPANAZI PANTS Only \$12.50 prepaid

Made of rayon. Assorted colors. 35¢ Retailer. Designed like a real pair of pants. A humorous greeting card and mailing envelope included with each pair. A FAST SELLER! Remit full amount with order, or send 50¢ for 2 samples.

D. ROBBINS & CO. NEWSWEEK BLDG. NEW YORK CITY

STOCK UP NOW...

LEE-BRITE SHOE SHINE KIT

- For Service Men and Service Women
- For Daily Home Use



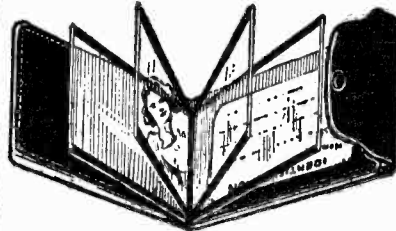
With These FAST SELLERS At Our Low Bargain Prices

Here's a "sales hit" that will top the jackpot—in this highly serviceable, practical item—that sells fast as a gift to both men and women in the service and for daily home use. Includes complete equipment for shoe-shining service—quality lamb's wool polishing brush—handy lamb's wool polish dauber—waterproof wax shoe polish—durable polishing cloth—pair quality mercerized shoe laces. It's a real "flash" in red, white and blue mailing box—ready for addressing right on the cover.

Order No. 800-B
\$5.90 PER DOZ.; \$67.50 PER GR.

GENUINE ALL LEATHER 8 PASS CASE BILLFOLD

A Real Bargain That Defies Competition



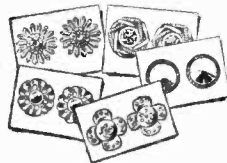
Nicely tailored in genuine all leather and real leather trimmed. No composition! No imitation! Honest to goodness real leather throughout. Has metal snap button. Comes in attractive colors.

Less Than 45¢ Each in Gross Lots

Order No. 801-B
\$5.90 PER DOZEN; \$65.00 PER GROSS

GORGEOUS EARRINGS

Assorted Designs, Colors, Individually Carded.



Beautiful creations that catch the eye—in assorted styles, sizes, color and shapes. Lets you meet increasing demand for good-looking Earrings. Fast sellers. A \$1.50 to \$2.50 retailer.

Order No. 802-B
\$3.60 PER DOZ. PRS.; \$36.00 PER GR. PRS.

FOUNTAIN PENS



12 Pens, Card Mounted

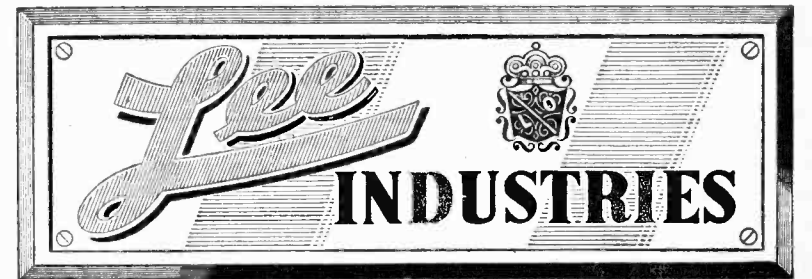
These good-looking Pens have vest clip, large ink capacity, visible section and gold plated point for smooth writing. They're self-filling. Beautifully assorted colors. Mounted 12 Pens on colorful easel-back counter display card.

Order No. 803-B
\$7.90 PER DOZ.; \$87.50 PER GR.

Order Now by Number—25% Deposit With Order

We urge you to rush your order for the items you desire in dozen or gross lots. Every number has real sales appeal. Enclose 25% deposit with your order—balance C. O. D., F. O. B. Chicago.

FREE CIRCULAR—Hot Off the Press—Packed With Fast Sellers—Sent on Request.



236 N. CLARK ST., DEPT. B-2-19

CHICAGO 1, ILL.



GOLD FINISH LOCKETS

With Gold Finish Chain Velvet Lined Box

Strikingly beautiful creations with heart design on front cover. Inside space for photo. Individually mounted in smart velvet-lined box. Fast sight sellers.

Order No. 804-B
\$13.50 PER DOZ.

LUCKY CHARMS FOR GIVE-AWAYS

Odd shaped plastic creations that catch the eye. Hot numbers for Give-Aways to build customer goodwill. Assorted sizes, shapes, colors. Packed gross to box.

Order No. 805-B
\$1.35 PER GROSS

ALL METAL MATCH KING LITER

Insignia Design on Front. Individually Boxed.

Dependable quality, thin model, richly finished in patriotic design colors, with black top and bottom. A smart, fast seller. Comes in assorted Insignia Designs.

Order No. 806-B
\$7.20 PER DOZ.

BACK BARRETTE

Attractive Hair Ornament. Individually Carded.

A "hit" seller. Curved to fit the head. Floral styling, smartly colorful. Worn with any hat or head dress. Comes in assorted colors and styling. A 25¢ retailer.

Order No. 807-B
\$1.50 PER DOZ. \$16.50 PER GROSS.

PLASTIC THIMBLE

A good-looking item that lets you meet enormous need for this necessity number. Well made for real service. Inside very smooth for finger contact.

Order No. 808-B
\$1.20 PER GROSS.

DICE ON BEADED KEY CHAIN

A "hit" with a wide class of buyers. Good-looking, beaded, metal chain slips through dice. Has tight holding clasp. A very good-looking number. A 25¢ retailer.

Order No. 809-B
90¢ PER DOZ. \$10.20 PER GROSS.

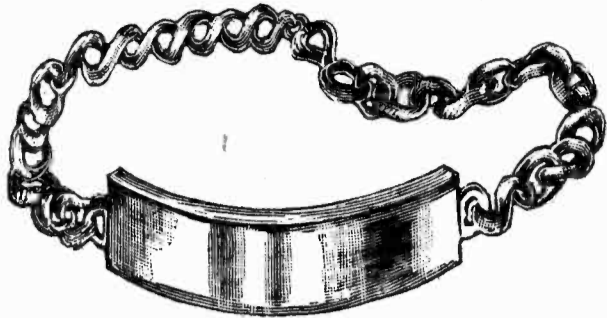
INSIGNIA PHOTO BRACELET

Gold Plated, Individually Carded

Very smart. Has inside space for miniature photo with snap lock; has good quality black double wrist cord with gold-plated band.

Order No. 810-B
\$7.50 PER DOZ.

IDENTIFICATION BRACELETS!



No. 502—Heavy Sterling Silver Identification Bracelet. Curb chain links .070 stock. Heavy Center Plaque .075 stock. Highly polished! \$5.00 EACH.

No. 501—Same Style with Curb Chain Links .060 Stock and Center Plaque .060 Stock. \$4.25 EACH. No. 503—Same Style with Curb Chain Links .095 Stock and Center Plaque .090 Stock. \$7.50 EACH.

We believe these are some of the heaviest bracelets on the market!

1/3 deposit, bal. C. O. D., F. O. B. N. Y.—SEND FOR CATALOG.

SOLD FOR RESALE ONLY!

MURRAY SIMON

109 South 5th Street
Brooklyn, N. Y.

Sell LATHER LEAVES

THE BIG MONEY-MAKER That SELLS and REPEATS!

EARN 2-WAY PROFITS!

Your Price So Low You Can Sell Dealers! Tremendous Profits When You Sell Direct!

THE DEMONSTRATING MARVEL OF THE YEAR! A Lather Leaf demonstration is a sure-fire order clincher. Yes, when folks see the gobs and gobs of rich lather produced from a single paper leaf for washing or shaving, it's just a question of how big an order you get! Every person is a prospect! Service Men—Nurses—Mechanics—Defense Workers.

Cash in on this compact, easy-to-carry soap miracle of the age that does away with the nuisance of carrying a messy bar of soap.

Peter Peyton

405 1/2 Washington St. Dept. B-219, Waukegan, Ill. 25% Deposit With Order—Balance C.O.D.—F.O.B. Factory. We Prepay Shipping Charges on Cash-In-Full Orders.

FREE! COMPLETE CATALOGUE OF ALL PETER PEYTON MONEY-MAKING MERCHANDISE



YOUR PRICE \$7.20 a gross

144 Packets

Sells for 10c

A Packet of 24 scented Lather Leaves

SAMPLE BOX OF 12 PACKETS \$1

4 Sales Appealing

Service Designs

Soldier Sailor

Aviator Nurse

ARMY AND NAVY SUPPLIES

Pennants for every occasion. Army or Navy Emblem with name of any Fort, Army Reservation or Ship. 9x24, 100, \$12.00, 12x30, 100, \$16.00. CHEVRONS, all ratings, from 7c each and up. Beautiful HONOR ROLL for Soldier, Sailor, Marine or WAAC, \$4.50 dozen.

MOTHER, SISTER, SWEETHEART, FRIENDSHIP PILLOWTOPS

Pillow Tops for the Army, Navy, Marines, Coast Guard, Air Corps or WAAC at \$5.75, \$6.00 and \$8.50 per dozen. Send for samples. Made up for any Fort or Camp.

A BIG FLASH—Lace-like Handkerchiefs at \$1.50 per dozen. For all branches of the service. With inscription for mother, sister, sweetheart, friend and wife. Embroidered Handkerchiefs at \$2.75 per dozen, made up for the Army, Navy and Air Corps. With inscription for mother, sister, friend and wife. A FOUR PIECE SCARF SET, with the Army and the Navy coat of arms embroidered, \$12.00 per dozen. A good number. A NEAT HAND MADE WOODEN COMPACT AT \$12.00 per dozen. Also HAND MADE WOODEN CIGARETTE CASE at \$18.00 per dozen. ALL KINDS OF ARMY AND NAVY MILITARY SUPPLIES and SOUVENIRS. 25% DEPOSIT WITH ORDER. SEND FOR PRICE LIST.

WORLD ADV. NOVELTY CO.

122 E. 25TH STREET NEW YORK 10, N. Y. Phone: Gramercy 5-2174.

STERLING SILVER AND GOLDFILLED JEWELRY

Sterling Silver Indent. Bracelet, Heavy, Solid. Links\$60.00 Doz.
Same Item in 1/20—12 Kt. Goldfilled 10.50 Ea.
Heart Locket, 1/20—12 Kt. Goldfilled, on Chain, Boxed, Available in Hand
Engraved and Pearl Inlay 39.00 Doz.
Baby Size Heart Locket, Sterling Goldplated, Pearl Inlay, on Chain, Boxed 27.00 Doz.

CASH WITH ORDER. SATISFACTION GUARANTEED. ASK COMPLETE LIST RTL.

ARLAN TRADING CORP., 254 W. 31 St., N. Y. C. 1

INTRODUCTORY LISTINGS Covering All Items NOW READY

IF YOU ARE A SHOWMAN, PREMIUM USER, SPECIALTY MAN OR NOVELTY OPERATOR, WE STILL HAVE LIMITED STOCKS OF POPULAR NUMBERS.

IMPORTANT To obtain the proper listings, be sure and state in detail your business and type of goods you are interested in.

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD., ST. LOUIS 3, MO.

WE WILL HAVE A COMPLETE NEW PREMIUM CATALOG FOR 1944

READY ABOUT MAY 1

In the meantime send us a list of your requirements and we will answer at once. Thank you. (We Buy Used Cork Guns, Metal Milk Bottles—Pay Top Prices.)

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

BUYERS CROWD SHOWS

(Continued from page 48)

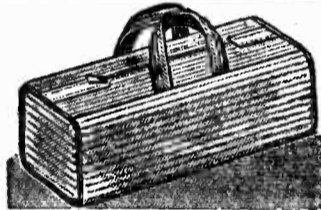
during the next gift show. Quality of articles displayed seemed on a par with pre-war days, and tho there is a steady discontinuance of some lines, those being offered at the present time seem to be maintaining levels of workmanship.

Mexican import items were a big draw, and importers said that the problem of mass production was slightly less of a headache now than it had been at the beginning of the rush to show these imports. Transportation, duty and uncertainty of delivery due to short-handed staffs of customs workers are mounting problems now.

Attendance at the two shows in the Palmer House and the Merchandise Mart was estimated to be a good 20 per cent better than previous shows, but no estimate was made of the dollar volume of orders booked so far.

The Merchandise Fair of variety store merchandise also held at the Palmer House from January 31 to February 4 was notable this year by the absence of household goods. Glass ovenware products were about the only offerings. A real highlight of this show were promises of immediate deliveries on most of the merchandise. Buyers in many of the exhibit spaces lined up six deep waiting their turn for the salesmen to take their orders. Twelve more lines were shown than in the August fair. The show, which in the past has been advertised as the 5 cents to \$1 show, was more accurately termed by Walter J. Kenney, fair executive, the 5 cents to \$5 exhibit, as a general trading-up tendency was noted.

The most prominently displayed lines at the Palmer House were novelty jewelry, glass giftware and notions. It was reported that the majority of exhibitors were selling to old and new accounts and that only one firm, a publishing house dealing in cards, children's books and games was selling on a quota basis.



Zipper Furlough Bag

Practical and roomy for Service Man and Civilian. Made of durable twill and fitted with plastic zipper. Has two sturdy carrying handles. Size 17" long. Color—forest green. Folds into small package when not in use.

No. B24R75—Sample Postpaid, \$1.75. Per Doz. \$16.85

JOSEPH HAGN CO.

Wholesalers Since 1911

223 W. Madison Street, Chicago 6

BINGO SUPPLIES

Plastic Balls
Plastic Markers
Midgets 1—3000
News 1—3000
Specials—5 Ups—6 Ups—7 Ups to Paid Regular Specials

Write or Wire for Catalog

JOHN A. ROBERTS & CO.

Formerly

N. M. BANK & CO.

235 Halsey St. Newark, N. J.

WANTED

Interested in purchasing Mother-of-Pearl items suitable for wirework. Especially interested in firm capable of furnishing special items. Also interested in plastic items or molds.

S. M. BRUNO

414 Richmond Ave.
Point Pleasant, N. J.

WATCH SALE

Our New York purchasing office made a very good "pick up" of a limited number of Men's and Ladies' Watches.

We offer these to you on the basis of "first come, first served."

- All Brand New Watches.
- Open Face Gun Metal Case Pocket Watches.
- Hunting Case Gun Metal Pocket Watches.
- Men's Military Style Chrome Case Strap Watches.
- Ladies' Chrome Case Ribbon Wrist Watches.

YOUR CHOICE ONLY \$4.57 PLUS POSTAGE

Each 25% deposit with C. O. D. orders

KIPP BROS.

117-119 South Meridian Street,
Indianapolis 4, Ind.

WOOD JEWELRY

Lapel Gadgets • Pendants • Pins • Photo Locket's • Gold Wire Mother Locket's

Send \$10.00 For Sample Assortment

Or Write for No. 43 New Catalogue

Charles Demee WOOD PRODUCTS

PHONE 6116 E. WALNUT ST. LOCUST 3913 MILWAUKEE, WIS.

Just Released!

NEW LUMINOUS RELIGIOUS FIGURE by Nite Glow

"MOTHER CABRINI" 7 1/2" x 3 1/2" - \$6.50 Doz.

ORDER TODAY!

1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

Send \$2.00 for samples of our regular line of EITHER Flowers OR Figures.

NITE GLOW PROD. CO.

105 W. 47th St., N. Y. C. ME 3-5794

Metal Cigarette LIGHTERS

New—Sensational at this price. Assorted Colors—Packed 12 to box. Excellent Value—in connection with 1000 H. Board—Gross Profit \$24.00. Your Cost \$5.45 per deal. 10 deal lots—\$5.20 per deal. Important: We reserve right to limit to 20 deals. 1/3 deposit must accompany order, balance C. O. D. JOBBERS: WIRE FOR PRICES WITHOUT BOARDS.

New Sweetheart CEDAR CHEST

Beautiful embossed portrait; mirror inside filled with 2 pounds Chocolates—Easter Package. In connection with 1000 H. Board—5¢ sales. Gross Profit \$44.00. Your cost \$18.95 per deal. 10 deals cost \$18.45 per deal. 1/3 Deposit—Balance C. O. D.

LAKE ERIE SPECIALTY CO.

816 Hippodrome Bldg., Cleveland 14, Ohio

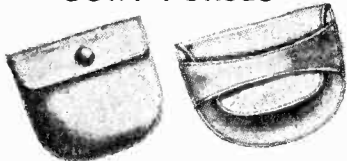
3 "BEST SELLERS"

GENUINE LEATHER IDENTIFICATION TAGS



Come in assorted colors: Black, Brown, and Beige. 12 tags are mounted on a two color display card.

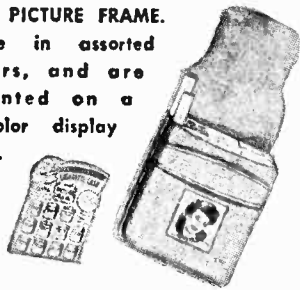
GENUINE LEATHER COIN PURSES



Will be in great demand for ration tokens. They come in assorted colors.

GENUINE LEATHER CIGARETTE CASES

with PICTURE FRAME. Come in assorted colors, and are mounted on a 2 color display cards.



R. A. GUTHMAN & CO.

600 W. JACKSON BLVD. CHICAGO 6, ILL.



A Horse - Shoe Ring of beauty. Engraved and made by hand of everlasting metal. Shoe inlaid with simulated Pearl. Circular on other hand-made articles. Quantity prices on request.

\$24.00 DOZ. SAMPLE \$2.20.

GEO. WHALEN

210 S. Weber St. Colorado Springs 11, Colo.

Luminous BLACKOUT FLOWERS THAT GLOW IN THE DARK

New York's finest and largest selection of Luminous Flowers. Each one shines in two colors and is guaranteed to glow all night. We create, manufacture and wholesale these beautiful Gardenias, Orchids, Roses, Daisies, Carnations, Butterflies, Gardenia Acetate Hair Bows and many more. Send \$2.00 for samples of 10 different flowers, price list and display directions. Don't delay—write today.

HALE NOVELTY CO.
2661 East 13th St. Brooklyn 29, N. Y.



FURS COATS — JACKETS

Quality — Price — Style

Latest 1944 Styles. Coneys, Sealines, Caraculs, Muskrats, Skunks, Red Fox, etc. **LOWEST PRICES** Write for Large Illustrated Catalog. Free.

M. SEIDEL & SON

243 W. 30th St. N. Y. C.

MERCHANDISE TRENDS

(Continued from page 48)

sales plans. Boom towns near several of the camps now reduced to a skeleton force are feeling effects of the soldiers' departure. No list of camps closed is available, but there are and there will be more shifts in army locations.

SCRAP IT AND SAVE IT.—Look for revisions of WPB's container orders—the paper shortage is surely here for the duration. The new head of the Container Division, Edward Detgen, is working on tightening up the use of paper. Articles that were shifted to wood, paper and glass container substitutes will go back to their old packages of textiles and burlap, and paperboard boxes will be re-used until they are fit only for the scrap drive. Have you cleaned out your stockroom lately?

SILVER LINING.—Happy note for the week is the report that the first post-war year will see construction of between 350,000 and 400,000 dwellings. Official estimates say that within three years after the war, building will reach a million units, which would be an all-time record. Interesting is the word for that "three years," which is the estimated time before all restrictions on men, materials and transport are lifted.

MEXICO VS. LOAN SHARKS.—Our Southern neighbor has, since the revolution, been determined to get rid of loan companies and has just tightened the screws by boosting the capital of the Banco del Pequeno Comercio (Small Trade Bank). Private money lenders are said to exact as much as 10 per cent daily on small loans, while the bank lends from \$8 to \$40 for 40 days at 4 per cent monthly interest. It is reported that loans are obtained in order to establish co-operative shipping services with the apparent intention of by-passing wholesalers.

GOVERNMENT ORDERS.—Amendment 6 to the Office of Defense Transportation's General Order 17 says that a single specific movement by a private motor truck operator to points not served by him before October 25, 1943, does not constitute a new or extended operation requiring prior approval. Cutlery Order L-140-a reported here last week removes minor restrictions on the use of rivets and bolsters and also allows use of cutlery for premiums and the sale of boxed sets. Appeals under the order are to be filed with WPB field offices hereafter. Lead is available for use in bolsters for household and professional cutlery now, as well as for paring knives and tableware. OPA upped ceiling prices on ginned Spanish moss and exempted unginned Spanish moss from all price control in two amendments recently. Amendment 60 of OPA's General Maximum Price Regulation, which lists such merchandise as small appliances, radios and phonographs, lamps and light bulbs under cost-of-living commodities, adds the following paragraph to the order: "Sale at wholesale means a sale by a person who buys a commodity and resells it, without substantially changing its firm, to any person other than the ultimate consumer, except that, for the purposes of paragraph 1499.3 of this regulation, a sale at wholesale shall include any sale by such person to an industrial or commercial user." Revised order under section 1499.159B of OPA Regulation No. 188, effective immediately, lists requirements whereby manufacturers of certain products such as freehand blown glassware, combs and embossed wood top cork closures, may apply for price increases provided no loophole is given for increasing retail prices on the same items. The list, it was announced, may be extended.

\$10 Buys Complete Assortment

AROMATIC CEDAR

and

REDWOOD NOVELTIES

Includes Hearts, Dogs, Cats, Animals. Painted and plain.

If dissatisfied return mds. in good order and your money will be refunded. We have plenty of Merchandise.

OCEAN PARK WOODEN JEWELRY MART

P. O. Box 611 OCEAN PARK, CALIF.

TWO BIG SELLING PORCELAIN ARTICLES



#3817 K—SLIPPERS

In assorted colors, with handpainted ornaments, making very beautiful combinations. 2 1/2 inches long, 1 1/4 inch high.

\$2.40 Per Doz. PIECES.

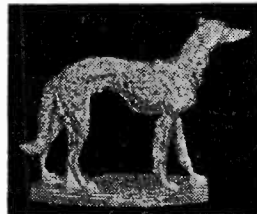
Can be sold singly or in pairs.



#3878 K—PENGUINS

3/8 inches high, in four different colors, handpainted.

\$3.60 Per Doz. In THREE DOZ. LOTS, \$3.24 Per Doz.



#4175 K—RUSSIAN WOLFHOUND

Made of terra cotta composition, 9 inches high, base 3x8 1/4 inches. In antique gold finish, owing to the crevices and fissures presented by the wool, the antique gold presents a different appearance in different lights. A MOST CORGEOUS LOOKING STATUE AND A WORK OF ART IN EVERY DETAIL.

\$24.00 Per Dozen

We carry a tremendous assortment of all kinds of FIGURINES, ranging in price from \$2.40 per dozen up. Also a very fine assortment of all sort of GIFT GOODS from \$1.80 to \$90.00 per dozen. Complete set K of illustrated price lists mailed to any re-seller on application.

LEO KAUL

IMPORTING AGENCY, Inc.

115-119K South Market St. Chicago

1944 TREND CREATOR!

Here's one of the best numbers in our line of "1944 Trend Creators." You can't appreciate the profit producing possibilities of this particular locket without seeing it. Get started with our new line NOW!

#812—Circular Gold Plated Locket, Genuine Ocean Mother of Pearl Top with Insignia and Wire Work Feb \$12.00 Doz.

Item is shown in actual size. Order now! Immediate delivery guaranteed! Send for catalog of complete line!

1/3 Deposit, Balance C. O. D., F. O. B. New York.

SEND \$1.00 FOR SAMPLE!

TREND CREATORS 1265 BROADWAY NEW YORK, N. Y.

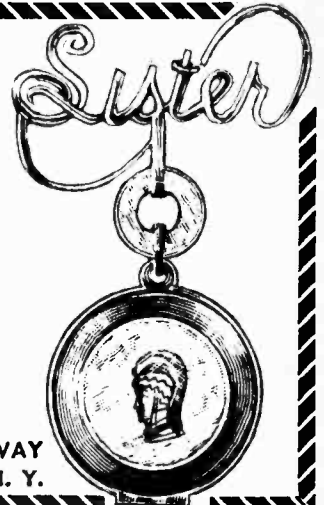


PHOTO MOUNTS

We manufacture Photo Mounts in both easel and book types for all sizes of Pictures. While we are supplying today the largest users of mounts, we also pay attention to the needs of the small user as well. IF YOU WANT TO GET PROMPT SERVICE AND LOWEST PRICES WRITE US TODAY. We also make the well-known ISCO PHOTO MAILER.

INTERNATIONAL SALES CO.

3902 GARRISON BLVD.

BALTIMORE 15, MD.



A MONEY GETTER

No. D2—Doesn't a circus tickle the fancy for something funny, something different, something exciting? The "Big Circus" deal possesses features like these. It's teeming with laughter, mystery and excitement, all rolled into a Big Show of Fun. Inns, taverns, cigar stores, etc., are a few of your prospects. There are 70 tabs on front of cabinet. Brings in \$7.00 at 10¢ a sale. Suggested price to dealers, \$5.50. COSTS YOU \$2.60. LOTS OF 14—\$3.45 EA. SPORS CO., 244 Lamont, Le Center, Minn.

BOBBY PINS—HAIR PINS

Straight & Safety Pins

Packaged or Bulk. State Quantity Wanted or No Reply. **ACE SALES CO.**

Dept. 10 Buffalo, N. Y.

FOUNTAIN PENS

Push Button Filler; Iridium Tipped 14 Kt. Gold-Plate Point; Gold-Filled Band; Military Clip; Ass. Colors; Guaranteed; Per Doz. \$9.50. Others from \$7.50 to \$12.00 Doz.

ACE SALES CO., Dept. FP, Buffalo, N. Y.

MAKE Extra MONEY FAST

Sell Illustrated Comic Booklets (vest pocket size) and other novelties. 10 different sample booklets sent for 50¢ or 25 assorted for \$1 or 100 assorted for \$2. Shipped prepaid. Wholesale novelty price list sent with order only. No C. O. D. orders. Send cash or money order. No stamps. GRAYKO, Dept. 194 Box 520, G. P. O., New York.

IMMEDIATE DELIVERY GUARANTEED!

WE ARE UNUSUALLY WELL STOCKED AND ABLE TO SERVICE YOU IN ANY QUANTITY WITHOUT DELAY.



5-100 SWEETHEART Diamond Ring Sets
10-K. Gold Mounting

8-100 1-Diamond Engagement Ring, 3-Diamond Wedding Ring **\$4.50**
6-200 3-Diamond Engagement Ring, 3-Diamond Wedding Ring **6.00**
8-300 3-Diamond Engagement Ring, 5-Diamond Wedding Ring **8.25**

Beautiful Box, specially designed for the above Sets, can be furnished upon request for an additional charge of 40¢ per set.

D400—3-Diamond Dinner Ring, selected crystal Diamonds **\$5.25**



SUPER JEWELRY MFG. CO.
45 Astor Pl., New York 3, N. Y.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

There usually is a bit of a lull at this time of the year, but appeal of the salescard is such that it will not be long before deals are moving briskly again and the boys are on the way to building a new stake. That's what makes this business so sweet. An operator need never cool his heels indefinitely. If he is not lazy, not worried about making cold turkey solicitations and is willing to pound pavements, he can keep busy 12 months of the year with something concrete in the way of cash to show for his efforts.

It is this prospect of continued employment, in addition to the low investment required to get a new start and the opportunity to cash in heavily when a click item is cornered, that has kept operator ranks filled in the past and will keep this business flourishing in the future.

A reader writes: "I am enclosing a salescard which interests me very much. Can you give me the name of the manufacturer or specialty house that makes this type of card? I have a few items which I would like to feature on a card similar to this."

Card enclosed is an ordinary stock salescard and salesboard manufacturers advertising regularly in the coin machine department of *The Billboard* can produce the card or recommend a source of supply.

Re-use cedar and mirrored vanity chests offered by G. & K. Sales are worth a look-see. This class of merchandise has definitely become a board and card staple and is fairly certain to produce an adequate return everywhere. G. & K. chests are filled with stuffed glazed fruits. The latter is also available in separate 2-pound packages.

New Inventions In Fluorescents Hail Big Future

PITTSBURGH, Feb. 19.—Fluorescent lamps will play a bigger part than ever in the specialty merchandise field after the war, various trends now indicate. Specialties in fluorescent lamps were just beginning to develop a good market when the war cut the supply short.

The war has not stopped development in the use and improvement of fluorescent lighting in general. The use of fluorescent lighting in factories has placed great emphasis on its value, and engineers predict that the use of such lighting in plants is only just beginning. Every improvement made in industrial lighting will be an aid to the use of fluorescent lamps in the home in the post-war period. Trade leaders are already looking forward to the time when the present developments will be ready to adapt to floor and table lamps for the home.

Samuel G. Hibben, director of the Westinghouse Lamp Division, recently gave some indication of what specialties may be available for the home in the future. He mentioned a new lamp lighted by wireless electronic power having one-fifth the brightness of the sun and which promises fluorescent tubes for the future which may be carried about the home without any wiring connections whatsoever.

Hibben did suggest that such wireless lighting may be some years away, but the idea is already in process of development. New lights will make it possible to mood-condition homes in the future, Hibben suggested. This will be possible by having lamps of varied designs and colors. What a field for specialties and novelty lamps of all kinds this will make possible, he declared.

Another promising development in the fluorescent field is that tubes may soon be made in different shapes. The pre-war market was limited in the specialty field because the standard fluorescent tube did not permit much variety in design for home use. Laboratories now promise that other than tubular shapes may be made after the war. Tubing can now be bent, and circular lamps are a definite promise for the future.

The big improvements in store for fluorescent lighting also indicates what is happening to other types of light bulbs. So many new developments are promised for the post-war market that novelty lamps for the home is certain to become a new field in itself.

CANDY!!!

• 1 LB. BOX CANDY CHOCOLATES
• 3½ LB. FRUIT AND NUT CHOCOLATES
• 2 LB. PECAN EGGLIKE EASTER LOAFES

1000 SALESBOARD DEALS

FRESH STOCK!
EASTER BANDS!
QUALITY GOODS!

IMMEDIATE DELIVERY **JUST IN TIME FOR EASTER**

The Biggest Candy Season of the Year

★ FAST SALES
★ BIG PROFITS
★ QUICK TURNOVER

Write for Illustrated Circular for Details

J. R. KRAMER
530 Walnut St. East Liverpool, Ohio

HAND BEADED BELTS

Gorgeous Indian designed hand beaded on genuine leather hand tooled belts. Immediate delivery. ¾" Widths, \$24.00 Doz. 1" Width, \$27.00.

INDIAN & WESTERN DISTRIBUTORS
522 N. Main Street PUEBLO, COLORADO

ORIGINATORS OF THE GENUINE INSECT REPELLENT Lamp to Keep Mosquitoes and other Insects Away and DOCTORS SAY **VERDARA** to Conserve Vitamin A and Reduce Fatigue. FREE Literature SAVE ELECTRIC Toledo O

FUZZY-WUZZY

The Cuddle Toy Sensation

3 Outstanding Numbers for SALESBOARD OPERATORS CARNIVALS CONCESSIONAIRES PREMIUM USERS

A brand new "animal act" that's stealing the show wherever displayed—with instant appeal to children and grown-ups alike. Each animal fluffy stuffed for cuddly softness and covered with long pile plush fabric in assorted colors. Quality Merchandise.

\$48.00 Per Doz.

Rush your order NOW! Stock on hand for immediate delivery. Enclose 25% deposit, balance C. O. D., f.o.b. Chicago.



BIG 24 INCH SIZE LIGHTWEIGHT

Appealing expression and hand painted, amusing mask faces. Jumbo size silk ribbon around neck.

BABY FACE BEAR

@ \$10.00 Retail Value

CANDY!! TROPICAL FRUITS

We guarantee this Candy to be the Finest of its Type Made.

FRUIT CONFECTIONS

Size	Fruit Nougats	Fruit Delights
¼ Lb.	\$ 2.60 Doz.	\$ 2.60 Doz.
9 Oz.	6.30 Doz.	6.30 Doz.
1 Lb.	10.40 Doz.	10.40 Doz.
2 Lb.	20.50 Doz.	20.50 Doz.
Assorted ¼ Lb. Only \$2.60 Doz.		

Packed 4 Dozen 1-Pound, 6 Dozen 9-Ounce and 18 Dozen ¼-Pound Packages to a Case. Also broken case lots at no extra cost.

DE LUXE BOX OF ASSORTED CRYSTALLIZED FRUITS

1 Lb.	\$12.60 Per Doz.
2 Lb.	23.40 Per Doz.
3 Lb.	33.60 Per Doz.

The 3-Pound Package is packed in an Attractive Natural-Finish Wooden Box, with Beautiful Pictorial Cover.

We are still taking orders for our line of Attractive CEDAR CHESTS—with or without Candy.

All prices F. O. B. Detroit

NOVELTY CHEST AND SALES CO.
3750 Rochester St. Detroit 6, Mich.

'LUCKY HORSESHOE RING'

Made from highly polished Monet Metal. *Hand made. *Hand engraved. Limited Supply—Place Order Now. High Quality—Low Price.

SAMPLE, \$2.50. DOZEN, \$24.00.



CLIFF WILSON DISTR. CO.
231 D Street LAWTON, OKLAHOMA

HEWING GUM SORRY!

No new Agents' Territory Open for Duration. FOR VICTORY BUY U. S. WAR BONDS AND SAVING STAMPS.

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave. NEWARK 4, N. J.

THE REAL McCOY

\$3.95 EACH




In lots of 20 or more each shipment. In smaller lots, \$4.15 each. Price is F.O.B. Kansas City. ¼ cash deposit with order, balance C.O.D. or remit in full. Tell whether to ship freight or express.

Honest Joe's TREASURE CHEST is the selling sensation of 1944. It's brand new; hot off the griddle and ready to go. 80 individual 10-cent packages. Deal takes in \$8.00; sells readily; excellent profit for jobber and dealer. It's chock-full of genuine value, fun and mystery. LET'S GO—ORDER TODAY; DO IT NOW.


HOWARD CO. 729 Baltimore Ave. KANSAS CITY 8, MO.



GRINNING MONKEY



SMILING DOG



1132 S. Wabash Avenue Dept. EB, Chicago 5, Ill.

5000 ITEMS At Factory Prices

Bobby Pins, Needles, Salesboards, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Send 3¢ stamp for price list.

BLAKE SUPPLY COMPANY
219 E. Markham LITTLE ROCK, ARK.



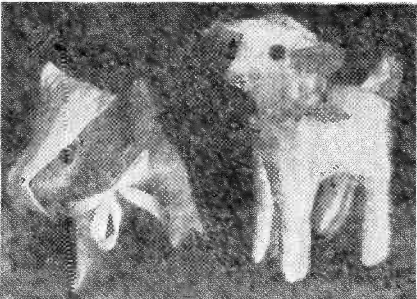
NEW STUFFED TOYS

IMMEDIATE DELIVERY

A newly styled line which will appeal tremendously to every man, woman and child. These rabbits are soft and cuddly, stuffed with the finest quality cotton. They are well made, colorful and come in various assorted color combinations:

Pink and White	Blue and White	Red and White
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PIPES FOR PITCHMEN by BILL BAKER

Communications to 25 Opera Place, Cincinnati 1, Ohio

JIMMY FOSTER... cards from Charlotte, N. C., that Jim Stutz was pitching Bibles in Gastonia, N. C., and would be back on Hunt Bros.' show this season.

BETTER STUDY the next tax laws. It'll save a lot of headaches.

BIG AL WILSON... is still taking in the mazuma with astrology in McCrory's Cleveland store and expects to go to Detroit or Pittsburgh when the Cleveland folks stop handing over the coin.

FIRPO... the glass wizard boy now in Florida, infos that takes are good there.

ARE YOU keeping in touch with your draft board as you move about?

KING KELLY... has given up the handwriting biz to devote his entire time to his stable of horses in the West.

GLEN HOSBURG... has gone across the ocean, according to Marcia Coffey, of Chicago.

IF ALL the men and women in Pitchdom would go in for War Bond selling it would not take very long to put over the drive.

FERNE SEGALL... working vitamins in Wilmington, Del., pens that Jeanette Arbitter, the former crystal worker who is now pitching for Uncle Sam's WACS, spent her first pass in nine weeks recently cutting up jackpots with Ferne.

FLORENCE BURNS... the former varnish worker, is now with a cosmetic outfit and taking in the mazuma in Philadelphia.

SMART PITCHFOLK may be seen reading the government announcements about release of materials that go into products they sell.

W. C. HALL... who has a little novelty shop at 103 1/2 South Boston Street, Tulsa, Okla., writes; "The door is always open to the boys and there is a hot plate and a pound of

WE BUY RINGS Want any quantity from 50 to 10,000 in any condition. (Larries okay). Submit samples or ship C. O. D. Ry. Exp subject to inspection. Brass stock, sterling silver or rolled gold plate, men's, women's, white stones, cameos, etc. Quote prices in letter with sample to

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Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing sordid or offensive, priced right for profit.

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coffee ready for use anytime but, no dunking," he adds. "I am too old to operate a stand but work as a stockman for the Desplanter Bros., with whom I have been for the past 28 years."

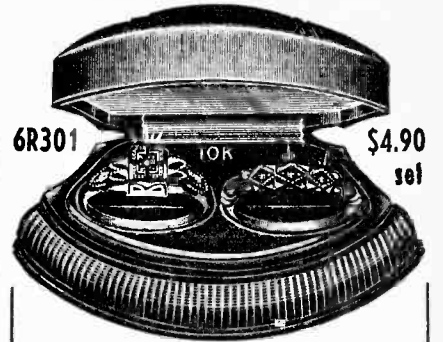
COL. C. A. MAITLAND... is now appearing with Trooper Persinger in *Jolly Time* in the South. The former does a blackface act while the latter plays banjo and guitar, according to Jack (Bottles) Stover in a card from Harrisonburg, Va. He adds that Nick Benny and Dot Reedy extend a hearty welcome to all who are with it at their Dixie Bar there.

BOYS AND GIRLS who were in the biz before joining up with Uncle Sam are asking for pipes so they can keep in touch with their old pals. Don't ration your pipes.

EDDIE LEONARD... recently returned to New York from a trip to Philadelphia and sent notes about the Quaker City. "Market Street from Eighth to Thirteenth, the field of the large chain and department stores is cluttered with numerous demonstrations of a somewhat heterogeneous nature.

"While sauntering thru the home of William Penn, I met quite a number of workers, including many new faces, also a few of the veterans. Among them, Ann and Benny Platt, who are there for a fortnight introducing a new item in a hand-and-skin preparation. The gifted Benny just finished five nights gratis in a local night club where he acted as an emcee in a War Bond selling campaign and was highly instrumental in selling many bonds. Benny also gave impressions of those venerable vaudevillians, Clyde Hager and Dr. Rockwell, and he did it with an uncanny finesse.

"Also talked to Billy Lang, veteran burly comic and perennial Philadelphian. He is getting ready to open a demonstration in a local chain store where he has held sway for some time with many articles. Billy claimed a big holiday sea-



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A Department for Operators, Jobbers, Distributors and Manufacturers

WALTER W. HURD, Editor
The Billboard, Ashland Bldg., 155 N. Clark St.,
Chicago 1, Ill.

Post-War Planning—6

THE DISTRIBUTOR

Since the whole subject of distribution is likely to be a big topic in business circles in the post-war period, a lot of attention will be directed to the firms and men that make up the distribution field. The coin machine trade will reflect many of the ideas that prevail in general business and will also have its special problems that concern the distributor.

Much has been written about the coin machine distributor in the past decade, because he became one of the most important figures in the industry as a whole. Distributors in the trade were alive to their opportunities and steadily improved their services during the past 10 years so that they became a vital connecting link between the manufacturer and the operator. There will always be plans and theories whereby manufacturers may sell direct to the operator, and some firms will persist in such a plan as long as coin machines are made. It is similarly possible that the time may come when machines will be sold direct to locations by some manufacturing firms, but the past decade has shown that the trio of manufacturer, distributor and operator makes the ideal set-up for what is known as the coin machine industry.

There has been much discussion in the past on how to classify or define a coin machine distributor. In actual business practice, a firm that has made arrangements with a manufacturer to handle his product in a given territory must be accepted as a recognized distributor. In other words, the manufacturers themselves have the prerogative of selecting the distributors with whom they make arrangements for selling their machines in a given territory. There are other firms that, by developing their services and financial position, become recognized as distributors in their own right and are able to approach manufacturers as such. Efforts to draw up an iron-bound list of firms which would be known as distributors, or dreams of forming an organization composed of the only recognized distributors in the industry will never be practical and would almost surely come in conflict with the fair trade laws. Before the war, the distributing branch of the industry was said to be composed of about 250 well-established firms. The largest lists of firms that were sometimes called distributors included as many as 800 names.

There is always much discussion about the province of distributors who also engaged in the op-

erating business. This will be a big question again after the war. The coin machine trade can rightly claim that it is a group of distributors as much alive to business opportunities today as the distributing group in any other industry in the country. The stability of these distributors has been demonstrated by the way they have remained in business during the war.

Distributors attained their place in the industry by offering many special services to the trade. They performed important services to the industry in financing operators, especially as the price of machines became higher and higher. Distributors also rendered great service to the operating trade by taking trade-ins on the purchase of new machines. As machines became more complicated, distributors set up repair shops which the operator could not afford and which in some cases actually became small factories. Distributors also helped the operator by testing new machines as they came out and reporting to manufacturers on the success and appeal of new machines as they were introduced in local fields. Distributors actually became the vital connecting link between manufacturers and operators to exchange ideas on many trade problems. Distributors helped the manufacturers by locating new ideas and inventions and telling how to improve products.

When all these services are considered in their full details, it can be seen that the distributor in the coin machine trade has not been merely a man who bought and sold machines but also a man who studied the business thoroly and became an important advisor both to manufacturers and to operators. Distributors gradually became the logical channel for introducing new operators into the trade. Distributors could perform a valuable service in this respect by planning to prevent overcrowding in the industry. In other words, the distributor will always be a vital link in solving any special problem that may confront the industry. In many local territories, the distributors become the local leaders for the trade. In many cases they are members of the local trade association, and altho they may remain in the background, yet operators' organizations can always count on their support.

Whatever changes may come in the field of distribution, these facts will be important in the coin machine trade.

Write That Letter!

EDITOR'S NOTE: The following article in support of the Letters-to-Servicemen Campaign, sponsored by the newly formed National Coin Machine Association, was prepared by Maj. Joseph A. Westbrook, C. M. P., of the Sixth Service Command, Chicago. It was Major Westbrook who delivered an impressive address before coinmen at the November "War Conference" meeting.

Mail Time!

The sergeant's whistle blows and the order, "Attention to mail call" is heard. Eager faces crowd around, and soldiers' hearts beat faster in anticipation of letters from home. The roll is called and in response, soldiers' hands reach out to take the coveted letters. Groups of men walk off together talking and bantering each other, discussing the news from home, their girl friends and the thousand and one other items which only a letter from home can crowd into their minds. Here and there a lone soldier, and occasionally little groups of two's and three's, walks disconsolately away staring dejectedly at nothing in particular. The hurt hangs heavily in the air; it can almost be felt—and the reason, no letter from home.

Many of you who are veterans of the last war will vividly recall in your own minds similar experiences. You will remember the pangs of keen disappointment you felt when at mail time there were no letters, and you know from poignant memory just how it feels.

Every person having been with our boys overseas emphasizes the tremendous importance of keeping our men's fighting morale and spirits up, and they tell us that one of the best ways to do this is with letters from home. Of course, our men know

that the people at home are back of them—every man, woman and child—but it is not enough for them to know that we on the home front are backing them up. Remember that war is a deadly monotonous game. Remember, too, that only a few short months ago most of these men were largely accustomed to the things nearest and dearest to the heart of youth—their homes, their friends, their classes, social life and all the myriad other things that are a part of our free America.

Cut him off from all of these associations, shoulder him with the responsibility of doing the greatest and most important job with which he will ever be faced, make him live daily with the rigors of army life and disciplinary requirements, and we can see the need for all the morale and fighting uplift that can be given to him.

Just for a moment place yourself in the position of these men; away from home facing death in all of its many forms which can only be known by intimate association with the battle-front—husbands away from their families and homes temporarily broken. It is necessary, of course, for we are all being called upon, both as a nation and as individuals, to put forth our greatest possible effort and sacrifice to win this war. They have asked no odds, but have calmly and gladly accepted the challenge.

Many of these men have never been away from their homes for other than very short periods of times. Their whole world revolves around that word "home" and what it denotes. Today they comprise our fighting forces which are in almost every land and clime. Many of them are in remote and out-of-the-way corners of the earth where mail deliveries are few and far between. Special means have been established to get the messages from home to them as rapidly as possible. "V" mail has been a signal success and other "speed-up" methods equally so. Yet all of these improvements are of no value if we at home fail on our part to write cheerful, morale-building letters.

The question has often been asked, "Doesn't the soldier's immediate family write to him regularly?" The answer is probably, "Yes, they do," but let us not forget that thousands of our soldiers do not have an immediate family, and consequently they receive letters from no one. These men are just as eager and anxious to hear from their friends back home as the man who has a family;



Maj. J. A. Westbrook

his nostalgia is just as acute, his longing for home just as great.

Remember your serviceman and write him a letter today. Then, do not forget it tomorrow, keep writing to him. It is little enough to do in return for what he is doing for you. Tell him what is happening at home. Tell him the things that you would like to hear if you were he. There are a million and one different subjects which he would like to know about. You will be amply repaid for your efforts in more ways than one. First, in knowing that you are doing something for someone who is doing something for you and yours. Second, there will be established a bond of comradeship which otherwise you may never have known.

He in turn will tell you of many interesting items in his letters, give you an education on geography of the world you never knew. You will have the feeling of being more closely connected with the war effort than ever before, and the satisfaction coming from your efforts will be lasting. The morale imparted to those fighting for you will be of inestimable value. He will want to know about the job, production, crops and what the people back home are thinking, to name only a few timely topics. Your imagination will supply all of the necessary material for a letter. The important thing is to write, not only once but keep it up, and it is not necessary that you restrict yourself to only one soldier. We have soldiers in China, the South Pacific, Hawaiian Islands, Alaska, Panama, Bermuda, West Indies, England, Greenland, Ireland, Africa, Italy and probably many other places. If you feel ambitious pick out in each of these countries a soldier who was a friend of yours in civilian life, write and see how quickly you will be repaid.

A soldier from one of the outposts in the Pacific, recently upon his return when asked about morale in his outfit, replied, "Morale there is spelled M-A-I-L." This aptly expresses everything which has been said. Contribute your part to this morale by sending mail. Write that letter today.

Something Special Needed If a Marine's Morale Sags

SPOKANE, Feb. 12.—Three slot machines, remodeled with pictures of Uncle Sam, beautiful army nurses, Roosevelt, Churchill and Stalin, American flags and pungently captioned caricatures of Hitler and Hirohito are helping boost the morale of marines in the South Pacific.

The machines are gifts from the Athletic Round Table Club, and were requested by Capt. Neal Fosseen, former Spokane resident and Round Table member now with the marines somewhere in the South Seas.

The story of the unique machines was printed in the "Progress" edition of *The Spokane Spokesman Review*, which was mailed world-wide.

Headed "Slot Machines Buoy Marines," the article follows:

Jaded marines in South Sea jungles have beseeched the Athletic Round Table for "one-arm bandits" to buoy them from boredom. And the Athletic Round Table, which in addition to its other orphans, has taken on the army, navy and the marines overseas, has gotten the slot machines to them.

Request for the machines came from Capt. Neal Fosseen, former Spokane resident and Round Table board member now somewhere in the South Seas with the marines. He wrote that in response to mutterings of many marines he was convinced machines of the type enjoyed at the Round Table were the best means of boosting morale.

Delivery a Problem

Joseph A. (Don't Mention Me) Albi, perennial president of the Round Table, took the matter up with the post office department, suggesting the machines be taken apart and shipped parcel post. But the postal authorities explained that weight limits would necessitate splitting the machines into so many small parts that the war would be over by the time of delivery.

The Round Table board was not downhearted. It decided to build the machines first and then, by demonstration, so prove their worth as morale builders to the government that it would care for the shipment.

Three were obtained and rebuilt at a total cost of about \$2,000. In place of the usual oranges, plums, lemons and other citrus and deciduous fruit, the machines blossom with pictures of Uncle Sam, beautiful army nurses, Churchill,

Stalin, Roosevelt, American flags, also caricatures of Hitler, Hirohito. On the reels under the pictures of the enemy leaders appear ribald remarks, to indicate non-payment on these symbols, such as "This so and so doesn't pay." In fact the reels are loaded with lusty wisecracks.

They Make Hit

When a jackpot falls flags pop out and wave and strains from such numbers as *The Stars and Stripes Forever*, *Halls of Montezuma*, *Let's Have Another Cup of Coffee*, *What's the Matter With the Mail?*, *Cuddle Up a Little Closer*, *I Didn't Sleep a Wink Last Night* and other edifying tunes come forth.

When the machines were completed they were demonstrated to high officers in the area. Their ecstatic recommendations to higher-ups in Washington guaranteed delivery. How they made the long journey, whether by ship, sub or plane, the Athletic Round Table doesn't know or care. They have arrived and are going strong. Fosseen has written, thanking the club also for enclosing 5,000 slugs to be used in their operation.

"You should have heard the cheers when the machines were set up, particularly when they saw Esmeralda, the Round Table's mascot, looming on them plus the large letters, Spokane, U. S. A." Fosseen wrote. "Some people may think the only way to play a slot machine is with a fire ax. They should see these boys charge 'em with bayonets."

Birmingham Vending Buys Out Fellow Distributor

BIRMINGHAM, Feb. 12.—The Birmingham Vending Company, operated by the Hurvich Bros., has bought out the business of Birmingham Amusement Company, operated by Pete Romano, who is going into another line. The two companies will be consolidated.

Alabama Operator Dies In Automobile Accident

BIRMINGHAM, Feb. 12.—E. H. Douglas, well-known coin machine operator at Demopolis, Ala., was killed recently in an automobile accident. His widow is carrying on the business.

MOVIE MACHINE REVIEWS

Assembled and released by Soundies Distributing Corporation of America, Inc.

Program 1146

Rotary Swing describes a new type of dance. CAROL PARKER does the lyrics with IVAN SCOTT'S ORCHESTRA. Trick photography is used to good effect in some of the scenes. Two unidentified dance teams and a six-girl chorus appear briefly. (Soundies.)

LANI MCINTYRE stars in *Imua Ailuna*. Song is typically Hawaiian. Four native girls also appear, going thru a series of rhythmic arm motions instead of the conventional hula. (Soundies.)

I Hear a Rhapsody, another song of a few seasons ago, is sung by MAXINE CONRAD. A six-girl chorus performs a water ballet. (Nell McGuire reissue.)

AL DONAHUE AND HIS ORCHESTRA play the minor classic, *Lonesome Road*. Vocals by an unidentified male and the orchestra. Bandstand background. (Soundies.)

Broom and Pan, a catchy tune, is sung by GIGI PEARSON, with IVAN SCOTT'S ORCHESTRA. Night club background. Large group of girl dancers also appear. (Soundies.)

THE EMERSON MOUNTAINEERS play and sing *Listen to the Mocking Bird*. Solo parts are sung by several members of the troupe. (Soundies.)

Waiting for the Robert E. Lee is a showboat performance in miniature, complete with minstrels, singers and dancers. THE DIXIARS are starred. (Minoco reissue.)

A sentimental ballad, *If You Treat Me to a Hug*, is sung by the Chanticleers. (Soundies.)

Assembled and released by Soundies Distributing Corporation of America, Inc.

Program 1147

Pistol Packin' Mama may have hit the peak of popularity, but she now has a rival—*Pistol Packin' Papa*. The latter was written before Al Dexter immortalized *Mama*, but the male member of the tribe has been slower to gain recognition. This tune is sung by RED RIVER DAVE, and THE COWGIRL CUTIES (6) put in a brief appearance. (Soundies.)

THE PATRIOTEERS, four men and a girl, sing *She's the McCoy*, which concerns the Statue of Liberty. The singers wear uniforms of the various branches of the armed services. (Minoco.)

Scrub Me Mama With a Boogie Beat is a boogie version of *The Irish Washerwoman*. MEREDITH BLAKE handles the vocals, CLIFF FERRE dances in a loose-jointed style and GRAY GORDON AND HIS ORCHESTRA provide the music. (Cinemasters reissue.)

ROY HALEE is the star of *Swiss Hill-billy*, a comic song about a hillbilly's attempt to master skiing. (Minoco.)

V-Mail From a Female stars ANN PARKER, currently appearing at the Rio Cabana. The song was written by Soundies' production manager, William Forest Crouch. (Soundies.)

GALE STORM and RAY SHULTIS sing *I'm a Shy Guy*, the saga of a yokel who can't overcome his timidity. Action takes place in a park. (Soundies.)

Lily Hot From Chile is sung by EVA ORTEGA and THE ETON BOYS. ZEDRA, a dancer, is Lily. Shipboard scene, with the men in sailor outfits. (Minoco reissue.)

MAURICE ROCCO, who has been guesting on innumerable radio shows and delighting New York night clubbers, sings and plays *Rock It for Me*. Tailor-made for swing fans. (Soundies.)

Assembled and released by Soundies Distributing Corporation of America, Inc.

Program 1148

Xylophonia takes place in a night club, with HARRY BREUER and LOU SUSSMAN as principals. BREUER appears as a xylophonist, SUSSMAN as the drunk who thinks he could give a better performance. *Flight of the Bumblebee* is given terrific handling. (Soundies.)

FELICE INGERSOLL is featured in *Woo Woo*. The song is about a girl who has that "woo woo" feeling. Wintry background. (Minoco.)

The Volga Boatman, as sung by Gertrude Niesen, isn't the old "yo, heave ho" routine, but it's a lot more entertaining. Sung in the unbeatable Niesen manner against a night club background.

(Minoco reissue.)

Move It Over stars MADELINE LEE and BETTY BARTLEY, who appear as part of an auto unit touring army camps. Some of the choruses are sung by unidentified soldiers. (Minoco.)

THE EMERSON MOUNTAINEERS sing *Montana Plains*, one of the "I wanna go home to —" series. Outdoors scene. (Soundies.)

Man on the Ferry is a comic song about the captain of a Hoboken ferry boat who is an amateur Casanova. THE LIBERTY QUARTET does the singing. Scene is on the boat. (Minoco.)

GAYE DIXON sings *Indiana Hayride*, and she wants to go back, too. *Back Home Again in Indiana* is the musical theme. Reel starts in a railroad ticket office, then shifts to a farm. A girls' trio swings a chorus. (Minoco reissue.)

Git It starts out with PATTERSON AND JACKSON, admiring a suit hanging in a clothing store and debating whether to "git it." The team dances, too. (Soundies.)

Here in CHICAGO

Expert Can't Recommend Billiards for Sport

John Carlyle Gregory, captain of auxiliary military police at Mills Industries, is an expert three-cushion billiard player. He has made one run of 14, two runs of 13 and eight runs of 12. He has been playing billiards for 34 years.

Carlyle, who oversees the serious work of plant security for the Mills firm, states that billiards is a good instrument for cultivating a man's patience. He does not recommend billiards for war workers' relaxation, however, for he says that billiards does not relax a person, it only tightens you up all the more. Instead he recommends bowling, handball and swimming, where a worker can drop his nervousness by way of the muscles and the pores.

Survey "Spots" McClellan As Coast Arcade Magnate

The 1944 Coin Machine Census, a comprehensive trade survey conducted by *The Billboard*, has uncovered a great many interesting things about the industry. One questionnaire, returned by Fred C. McClellan, former Chicago manufacturer, who gave the trade Contact and many other "hits," shows that he is now operating the Pladium, a de luxe arcade at Sacramento, Calif., and three other outstanding arcades. McClellan employs 36 full-time workers to conduct his arcade enterprises.

16-Unit Apartment Building Steps From Peanut Route

Peanut vending machines, operated in tavern locations, have enabled many operators to build powerful music operations. Nate Turner, veteran Chicago vending machine operator, who this month purchased a 16-unit apartment building, and Charlie Hoffman, another peanut machine magnate of the old days who now operates 200 phonographs in Chicago, are outstanding examples. The friendly business relationships established over the years by operators of peanut vending machines enable such operators to install additional equipment and to hold their spots against all "comers."

Two Named to Rock-Ola Board of Directors

Louis W. Mantynband, chief counsel for the Rock-Ola Corporation, and A. R. Kelso, executive vice-president, have been made members of the Rock-Ola board of directors, according to David C. Rock-ola, president of the firm.

Gwen Desplenter of Mills Honored by 100,000 Girls

Gwen Desplenter, president of WOW Post No. 12 (Women's Ordnance Workers) at Mills Industries, Inc., has been elected vice-president of the national organiza-

tion of WOW, Inc., with a membership of approximately 100,000 girls. Congratulations are in order for Miss Desplenter, whose outstanding ability has brought her national recognition.

New Daughter at Home Of Record Distributor

Mr. and Mrs. Robert L. Sampson are parents of a daughter, Diana Holly, born February 5. Sampson is manager of the record department of the Sampson Electric Company, Columbia record distributors.

POP. RECORD REVIEWS

(Continued from page 19)

for all the lead horn in the band. The *Johnny* jumper, with greater scoring for the sections, limits solo flashes to Rex Stewart's trumpet, Joe Nanton's tricky tromboning and a dash of the Duke's own planology.

As the kids have been catching up with Duke Ellington, his side should continue to assert themselves in the music boxes. And for such inducement "Main Stem" should catch them.

CHARLIE BARNET (Decca)

"Strollin'"—FT; "Sittin' Home, Waitin' for You"—FT; VC.

The compulsion and drive that has always characterized a Barnett band merely spins synthetically for both of these sides. Blame it on the reproduction qualities of the record itself, the songs selected or maybe the band itself. In any event, neither of the sides add any credit to the Barnett standard. And even to the rabid fan always willing to overlook any band limitations as long as the maestro himself gives out plenty on his sax horns, the sides are woefully weak in such solo qualities. Having all the indications of a quickie session when Petrillo first lifted his ban for this label, Howard McGhee's *Strollin'* is a dull and uninspired riff opus in the jump pattern and the band either in solo or section rises none beyond that level. Al Killian's and Sunny Skylar's *Sittin' Home* listens as one of those many file-and-forget rhythm ditties. Virginia Maxey, making the vocals stand for the side, is neither at home with song nor band.

While this doubling might be a distinct disappointment on musical pars, fact remains that it is the first Charlie Barnett offering of current vintage. And in respect to his many followers, there may be some expression of loyalty in showering some coins for "Strollin'."

BIG BILL (Okeh)

"I'm Gonna Move to the Outskirts of Town"—FT; V. "Hard-Hearted Woman"—FT; V.

Long a heavy fave on the race listings, Columbia makes an attempt to sell the blues singer in pop circles, particularly to the hot jazz enthusiasts in spite of the fact that they know better. A commercial screen is added to the label in peddling the platter as an offering of Big Bill and His Chicago Five, the appendage referring to a conventional Harlem five providing instrumental support for Big Bill's blues singing. At its best, it's still the average race record, with Big Bill's "who-ezz" shoutings lending themselves to better advantage for race

In The Billboard Ten Years Ago

"Make the Public Official Your Friend" was the slogan proposed by David S. Bond, of Boston, to guide the coin machine industry during 1934. It was also Bond who, a year earlier, had suggested the outstanding slogan for 1933 which was "Make the Location Your Partner." Both slogans received much favorable comment and were widely used throughout the industry.

A new trade association was formed in February, 1934, when the Missouri Coin Machine Operators' Association was organized in St. Louis. Seventeen of the most prominent coin machine operators and jobbers of the city were charter members. The new organization succeeded the former St. Louis Coin Machine Operators' Association.

Plans for the first annual Pacific Coast Coin Machine Show aroused a great deal of interest throughout the industry. On the basis of advance information it was believed that more than 3,000 Western operators and most of the prominent manufacturers would be represented at the show.

The Code of Fair Trade Practices adopted by the Automatic Merchandisers' Association of Michigan was published in full in *The Billboard*. It constituted one of the most constructive guides for operating organizations ever presented to the industry.

The J. P. Seeburg Corporation presented as one of its "outstanding machines for 1934" the Grand National racehorse machine with automatic mystery payout.

N. H. Herman, Paris representative of American salesboard firms, was a visitor in Chicago and contacted manufacturers of coin machines with a view to representation in Europe.

A sorority or club organized on a national scope for all women and girls in the coin machine industry was to be considered at the 1934 coin machine show. The need of an organization for business and social purposes by female members of the trade had been recognized in many quarters. Grace Rabkin, of International Mutoscope Reel Company, was asked to act as president of such an organization. Membership was to include wives, secretaries, jobbers and all women and girls actively connected with the coin machine industry.

blues more typical than these *Outskirts* is the familiar saga of the two-timing mama, and a revival of interest is hardly expected on the strength of this side. *Hard-Hearted Woman* tells of the toughest gal who ever walked on Basin Street.

Phono appeal for this platter is restricted to the race locations where Big Bill spells box office.

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PATENTS SHOW JUKE TRENDS

Post-War Vitality Seen in U. S. Patent Office Files

Granting of patents goes on during war—many new ideas will influence future jukeboxes—manufacturers show active interest

CHICAGO, Feb. 12.—The voluminous records of the United States Patent Office may turn out to be the surest index of post-war vitality now beginning to creep into the juke box industry. Manufacture of juke boxes was stopped by government order in 1942 at the same time other coin-operated machines were also stopped. The juke box trade is interested not only in patents for juke box mechanisms but also in a wide variety of patents for record changers, phonographs for the home, recording apparatus and new materials on which recordings may be made. The world has recently been excited by announcements of new recording processes, and the juke box trade immediately began to take notice of all this activity.

One of the first signs of interest in patents came about a year ago, when it was rumored that one of the large manufacturers of juke boxes obtained permission to use all the foreign patents relating to phonographs, when the government made alien patents available to American industry.

The official bulletin of the Patent Office, known as the *Patent Gazette*, lists the claims approved each week. It is already known that the juke box trade is watching this bulletin with keener interest as the new year rolls on.

The February 1 bulletin listed at least two patents of particular interest to the trade. One patent allowing 13 claims which had been filed as early as August, 1940, related to an automatic mechanism which was introduced to the trade in a limited way before the war began. The mechanism is understood to have stood tests, and it may prove of interest both to the home and to the commercial juke box market when business revives after the war.

Patents Go Right On

To show how much activity was going on in the industry before the war stopped manufacturing, the Patent Office bulletin for February 1 also lists the granting of patents on a well-known bar box covered by 11 claims for which applications were made November, 1940, and also January, 1942. The bar box attained a wide sale on the market before manufacturing was stopped. But the processes of granting patents have been going on even after manufacturing came to an end.

Inventors have largely gone into other fields during the war, but it is known that many of the engineers have been putting their spare time into developing new ideas for commercial juke boxes and that a number of the manufacturers will have surprises when civilian production is allowed.

The official bulletin for January 11 listed a patent covering 16 claims which relate chiefly to a record-changing mechanism, patents for which are controlled by a well-known Chicago manufacturer of juke boxes. The particular record changer was designed to turn records over for playing the second or reverse side. One of the early juke box mechanisms had a changer for turning records over, but in general juke boxes have held to the mechanisms which play only one side and then the serviceman had to turn the records if the second side was to be used at all. The home market for juke boxes seems to have a much greater demand for changing mechanisms that reverse the record automatically, but it is certain that the commercial field will also take advantage of such mechanisms when they are once perfected to such an extent that the rough usage of public locations will not throw them out of gear.

Quick To Adapt Ideas

While inventions directly relating to juke boxes are always of chief interest to the trade, the enlarging auxiliary fields create a wide range of new ideas that may be adapted to juke boxes. One of the most important facts about the

industry has been the readiness with which it adapted ideas from other industries to its own uses. Juke box manufacturers early made use of modern improvements in sound reproduction and also all inventions relating to automatic mechanisms for handling records. They drew upon the radio industry chiefly for improvements in sound reproduction. When the home juke box market comes back into its own, the commercial industry will be ready to use every mechanism and invention it can get, suitable for the machines used in public. Due to the large number of manufacturers that will enter the home market after the war, it is expected that these manufacturers will develop many new inventions and improved mechanisms that can also be adapted to commercial machines. The manufacturers of commercial machines have not been asleep at all, and they perfected mechanisms for home machines themselves; many are expected to enter the market for home juke boxes. All this rivalry and competition is sure to produce many new ideas.

The number of patents useful to the juke box trade will be greatly increased by such new fields as television and the greatly enlarged field of electronics. Important new materials and processes for recordings music and sound also means many more inventions and patents, and the juke box trade will study all of these carefully, because some of these new methods for recording sound may lead to the development of important new types of juke boxes and of mechanisms for reproducing music in public places.

Thus, the patent records show that there is already a revival of interest in patents, and that inventors and engineers are still busy planning for post-war developments.

Tiny Bradshaw and ork inked by Premier Records, Hollywood, for four sides. Outfit will cut *There's No Law Against Loving, You've Got To Love If You Want To Be Loved and All for You*, latter already waxed for Premier by King Cole Trio. . . . Louis Prima to record for Hit. . . . Jimmy Saunders, formerly Harry James vocalist, is now with the Charlie Spivak band at the Pennsylvania Hotel, New York. Saunders has an army discharge. . . . Johnny Mercer named president of Capitol Records, Hollywood, and B. G. (Buddy) DeSylva switched from prexy post to that of chairman of the board of directors. . . . *Mairzy Doats* leaping to the top of the list for the entire country. Phenomenal sales as of Wednesday (9) had reached 532,000. . . . Charlie Barnet drew a 4-F classification at the New York induction center this week. . . . Red Nichols has joined the Glen Gray ork at the Sherman Hotel, Chicago. . . . Gene Krupa says he'll

MUSIC IN THE NEWS

By MARGARET S. WELLS

MUSICAL CARTOONS.—Cartoonists are having a field day with music lately, it seems from some samples we've seen.

From *Yank, The Army Weekly*, there's a cartoon of a baffled private, standing in front of an aircraft detector and saying to his commanding officer, "Something's the matter; all I can hear is *Pistol Packin' Mama*."

A news item that the Curtis Bay Coast Guard dance band boasts some of the leading swing musicians inspired cartoonist Yardley of *The Baltimore Sun* to do a series of sketches titled "Boogie Woogie Boatswain Beat."

One picture shows a sailor happily swabbing the deck while music pours out of a loud-speaker cosily nestled under some formidable guns. A sign alongside says: "Swab and swing with Admiral King."

Another shows a veteran seaman with hash-marks to the elbow giving out with "Yo, ho, blow the man down," while a younger sailor, armed with a clarinet (surely not G. I.?), retorts, "Don't be an icky! Swing it!"

"Somehow we just can't picture John Paul Jones going to sea to strains of some present-day swing sentiments" is the caption under a picture showing the renowned seaman sailing off to the strains of *Shoo-Shoo Baby*.

SONG TITLES.—Joe Creason, radio editor of *The Louisville Courier-Journal*, devoted a full column recently to a subject which seems to have griped him no little bit. He claims that 1943 will long be remembered, if for no other reason, as the one that was bad for flag-pole sitting, hog-calling, free-style milking, horseback riding for distance and songs with titles that make sense.

Creason says that of a list of the songs played most frequently over the four major networks last year he defies his readers to find one (1) with a title that makes any more sense than the fellow who kept hitting himself on the finger with a hammer because it felt so good when he quit.

At the top of the list is *People Will Say We're in Love*. Creason observes, "As the boys at the poolroom say, so what? The tune is very catchy, but the nameplate doesn't register with me." The title of the second most popular tune, *You'll Never Know*, fits his case perfectly, the columnist says, because he's sure

he'll never know what the title means, if anything.

The third title, *Oh, What a Beautiful Morning*, brought forth some remarks that must have left the Louisville Chamber of Commerce more than a little apoplectic. "People in Louisville, groping thru our local fog and smoke, know this is an out and out lie," he observes. "You'd need to wear technicolor glasses and a gas mask to sing that song here without fracturing the truth. Better that tune should be changed to *Oh, What a Beautiful Morning—Except in Louisville*."

Definitely not the optimistic type, Creason says that senseless as the 1943 titles were, the year 1944 is making a bold effort to outdo it. First song to reach popularity this year, he points out, "is a nightmarish thing with a name you'd suspect originated with a tongue-tied train announcer, *Mairzy Doats*."

ACUFF QUILTS POLITICS.—Roy Acuff, hillbilly radio and movie figure, has decided he doesn't want to be governor of Tennessee after all. *The Memphis Commercial-Appeal* reports that he will ask that his name be left off the Democratic ticket in the August primary. Acuff said he was withdrawing from the race so he might continue his radio work and "bring my friends the folk music and the ballads which our God-fearing, pioneering ancestors brought here with them in the early days of the nation."

Altho the hillbilly Sinatra, as *The Commercial-Appeal* calls him, had never greatly encouraged the adventure into politics, he had not clamped the lid on it and recently appeared interested in making the race. Close friends expressed the belief he had been influenced to withdraw by the radio station to which he is under contract.

The New York Times added a cynical note to the story by observing that Acuff's decision may have been motivated by economic considerations. He makes an estimated \$200,000 a year now, while the governorship pays only \$4,000, it was pointed out.

HEARTS ARE TRUMPS.—Walter Monfried, of *The Milwaukee Journal*, observes that to be a songwriter, presumably one has to know anatomy. A lyricist must obviously be a physiological expert to discuss the effects of "dark eyes," "green eyes," Barney Google's "great big googly eyes," and the immortal "5 foot 2, eyes of blue."

But most of all, a tunesmith must be an expert on the heart, Monfried contends, for songwriters are forever losing, breaking, finding, giving, stealing, crossing, silencing and even stopping that vital organ.

A heart can be an informer—as witness "My heart tells me"; an arbiter—"My heart and I decided"; and it is ubiquitous—it can be in the Highlands, at the Stage Door Canteen or it can belong to daddy.

Heart ailments come with lamentable frequency in Tin Pan Alley, Monfried says. There are, for examples, "Happy go lucky and broken-hearted me"; "There's a broken heart for every light on Broadway," and "The curse of an aching heart," recalling memories of *Hearts and Flowers*.

Physiognomy, geography and anatomy reach the height of confusion, however, in the phrase that goes "In your eyes is the heart of Vienna."

The confusion becomes even more pronounced when one ponders such conflicting statements as, "Be still my heart," "Cross my heart and hope to die, you'll be true and so will I," "You have taken my heart," "Whose heart are you liking now?" "Evil-hearted woman," "Yours is my heart alone," "Peg o' my heart," "You're the sunshine of my heart," and "Little peach with a heart of stone."

"Truly a hearty business, the songwriter's excursions," Monfried concludes.

TALENT and TUNES ON MUSIC MACHINES

A column of music information for phonograph operators. The *Billboard's Annual Talent and Tunes Supplement* is issued the last week in September each year.

By WANDA MARVIN

not lead a band of his own until after the war. He's perfectly happy with Tommy Dorsey and intends to stick. . . . Victor execs told the trade last week that they'll soon be recording again, whatever the WLB decision may be. . . . Eddie Heywood Jr., on location at Cafe Society Downtown, New York, waxed *Carry Me Back to Old Virginia, Coquette, Prelude to a Kiss and Back Home in Indiana* for Decca this week. The lanky lad leads one of the hottest bands in town, and every member of the aggregation has a 4-F rating. . . . Capitol Records, Hollywood, has just signed Jerry Colonna, Betty Hutton, singer Andy Russell, Harry Owens and His Hawaiians, the Dinning Sisters and Foy Willing and his Riders of the Purple Sage. . . . Louis Jordan's *Ration Blues* getting terrific play on Cincinnati boxes, and Johnny Mitchell's *Mean Mama Blues* and Ernest Tubbs' *Try Me One More Time* are stoppers for the hill- (See *Talent and Tunes* on opposite page)

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A column of comment designed to keep readers informed on what's doing in the hillbilly field. Address all communications to Folk Tunes Editor, The Billboard, 155 N. Clark Street, Chicago 1.

Tunester Tattle

Red River Dave, singer from the Red River country of the Southwest, is now on Station WOR, Newark, N. J.

Al Dexter and His Gang are playing the Continental Club, Springfield, Ill., this week.

Roy (Scrubboard) Wallace, songwriter and entertainer, is working for the Roscoe Turner Aeronautical Corporation at the Indianapolis municipal airport until the gas and tire situation eases up.

Kalh RaFaun, co-writer with Bill Boyd of *Uncle Sammy Needs Your Dough*, recently move from Dallas to Corpus Christi, Tex. She has teamed up with Billie Farrel, teacher and composer, on a new and unusual song, *Voices In the Wind*.

Ernest Tubb and Pee Wee King recently played the Armory at Indianapolis with the local WIBC Jamboree and Hoosier Barn Dance, to a packed house. Claude (Fats) Potts, who played bass fiddle with the Al Dexter unit, has left Dexter and is starting a unit of his own.

Ernest Tubb, who recently finished the picture *Jamboree*, is back on the *Grand Ole Opry* at Nashville. Ginny Simms used Tubbs' *The Little Guy Who Looks Like You* on her broadcast last week.

Another new Pearl Clark song, written with Roy (Scrubboard) Wallace, has just been released and got off to a good start with Roy Starkey featuring it on WLW, Cincinnati. Title is *Me and That Old Gang of Mine*.

Tex (Cattle Call) Owen says he's beginning to feel more and more at home on KOMO, Oklahoma City's CBS station, now that old friends and fans have located his programs. Tex and the boys stage their Bluff Creek Round-Up over KOMO every Saturday night.

Ralph Schaefer and His Ambassadors, with Elmer Rush the caller, were featured at a special old-fashioned dance January 28 at The Palms, Phillipsburg, N. J., under the auspices of the Pohat-song Township Committee for Infantile Paralysis. Johnny Rae and his singing guitar and his orchestra are featured Friday and Saturday nights at the Wardell Hotel and Steak Shop in Phillipsburg.

"Battle of Bands"

Floyd Tillman, author of *They Took the Stars Out of Heaven* and other favorites, now a private at Ellington Field, Tex., writes: "A terrific battle was waged recently between Cliff Bruner and His Show Boys and Dickie McBride and the Musical Macs at Houston. It was a 'battle of bands' and the most terrific I have ever seen, both bands being well known for their radio programs and records. There wasn't enough room for everyone who wanted to get in. Ted Daffan and I were there. I was scheduled to be a judge but had to run before it was over to make 'bed check.'"

Patrick Promotes Jamboree

Bob Patrick, whose Harmony Rangers are featured on WCAU, Philadelphia, promoted a giant Jersey Jamboree in Trenton, N. J., at the War Memorial Building there January 29. Offering five

Shoe-Shine Gals
Boosting Jukes

SPOKANE, Feb. 12.—The influx of girls into shoe shine parlors of the city has created the vogue for juke boxes and pinball machines in these locations. Several new shoe shine parlors have been opened, staffed by attractive young girls, and, as might be assumed, male patronage, service-men in particular, is large. The juke boxes are in almost constant use, and the girls do not hesitate to recommend use of such facilities to their customers.

hours of Western and old-time entertainment with show and dancing from 7 to midnight. In addition to his own Harmony Rangers, Patrick presented a large Western show including Red Williams, jockey and protege of Roy Acuff; the Cowbilly Five, radio troupe; Minevitch's Harmonica Rascals and John Hall, national champion caller of the *National Barn Dance*.

West Coast Notes

Cottonseed Clark has featured several Western stars, including Smiley Burnette and Max Terhune, as guests on his Hollywood Barn Dance over KNX and the Columbia Pacific network. New show features as regular artists Foy Willing and His Riders of the Purple Sage, Johnny Bond, Kirby Grant and Tex Ann, wife of Buck Nation, now with Uncle Sam.

Spade Cooley is now on his own with his Barn Dance Gang. Orchestra, featuring Western swing, is now featured at the Riverside Drive Breakfast Club in Los Angeles. Spade is attracting good crowds and soon takes off on a p. a. tour.

Bob Willis and His Texas Playboys are doing well in the Los Angeles territory. Willis and his boys are playing Casa Manana in Culver City Thursday nights and the Aragon Ballroom in Ocean Park Friday, Saturday and Sunday nights. In addition to these engagements, Willis has an hour Monday thru Saturday over KMTR, Hollywood.

Jimmy Wakely is again in the limelight. In addition to being a proud father again, and for the fourth time, he's signed another contract calling for plenty of recording for Decca. He leaves Hollywood soon to headline the big Western show in the Municipal Auditorium, Oklahoma City, starting February 19. Show is featuring Hiram Higsby, Tex Owens, Dixie Boy Jordan and other Oklahoma talent. Ken Brown is producing under the sponsorship of KOMA. Wakely expects to take a Western show overseas soon. On the bill will also be Johnny Marvin and Max Terhune.

TALENT AND TUNES

(Continued from opposite page)

billy mazuma. . . . Two old faves, *Tweedle O'Twill* by Gene Autry and Bob Willis' *New San Antonio Rose* rejuvenating in the New Orleans area. . . . Ray Heatherton handed a 4-F rating in New York last week. Johnny Messner enters the army March 21. . . . Demand for hot jazz disks of an earlier year shows tremendous increase. Dealers are salvaging the back-dated records and featuring them as collectors' items. Most of the oldies hold up better in spinning than some of the new ones with only a drop of shellac to comfort the needle.

Platters and Pix

D'Artega and his all-girl ork featured in Paramount's *You Can't Ration Love*. Betty Rhodes and Johnnie Johnston sing in the pic. . . . *Song of the SeaBees* getting build-up via music store and radio exploitation in connection with local showings of Republic's *The Fighting SeaBees*. It's the official song of the construction battalions. . . . Bing Crosby slated for starring role in *Stallion Road* at United Artists next October. . . . Cab Calloway and 10-piece ork will do *Mr. Hesper's Dictionary, Wake Up Man, You're Slippin'* and *We the Cats Shall Hep You* in United Artists forthcoming *Sensations of 1944*. . . . Frank Sinatra's next pic for RKO titled *Manhattan Serenade*. The voice will sing three solos. . . . Frances Langford to have lead in RKO's *The Girl Rush*. . . . Deanna Durbin and Universal inked new six-year contract this week. First pic under new agreement will be a musical called *Caroline*. . . . Betty Rhodes will sing *I Knew It Would Be This Way* in Paramount's *Practically Yours*.

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THE MARKEPP COMPANY
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Foresee No Early Serious Dearth in Cigarette Supply

WASHINGTON, Feb. 12.—Unprecedented demand for cigarettes raises the possibility that some manufacturers may have difficulty in maintaining customary blends from tobacco not aged as long as (Cigarette Supply on opposite page)

MERCHANDISE MACHINES

Communications to Vending Machine Department, The Billboard Publishing Co., 155 North Clark Street, Chicago 1, Ill.

Tobacco Growers Hold Crop for Better Price

LANCASTER, Pa., Feb. 12.—Lancaster County tobacco growers, who have refused to sell their 1943 crop until the Office of Price Administration raises the ceiling prices on tobacco, this week prepared to investigate the possibilities of carrying their fight to a special emergency court of appeals. More than 500 members of the Lancaster County Tobacco Growers' Association met and heard H. K. Martin, secretary of the association, say that he did not believe a refusal by the OPA to raise the ceiling prices "can be considered the final decision."

Reading from what he told members was the price control law, he said "should the OPA refuse to raise ceiling prices on any one commodity, the contesting individual has the right to appeal to an emergency board of appeals."

Attending members then instructed their officers, by a unanimous vote, to find out if it was legally possible to appeal their case. They also voted to give complete co-operation in the organization of a national federation of tobacco growers.

The growers' petition now before the OPA asks that the ceiling prices of 21, 7 and 10 cents be raised to 25, 10 and 15 cents. The Lancaster crop is not (See Tobacco Growers on opposite page)

Service, Supervision Spell Success for Vending Firm

BALTIMORE, Feb. 12.—Service and personal supervision are the two principal factors in the success of the Vendomat Company of Baltimore, an organization which in four years has grown to be the largest candy vending operation in this territory.

In 1940 Bernard Scheuer started the business with one candy vending machine. Service was the keynote. The excellent service he gave his first customer soon resulted in other locations opening up. As more venders were secured, new locations were added. Employees were added as the business grew, each trained along the lines initiated by Scheuer.

His insistence upon good service soon paid dividends in growth. Today the Vendomat Company maintains a crew of 40 employees, who serve the entire metropolitan area.

Each location is serviced whenever necessary. Sometimes as many as a dozen service calls are made in a single day, which is not surprising in view of the territory covered by the organization.

In servicing locations, the Vendomat employees give attention to the mechanical aspects of the venders, and if minor adjustments or other work is necessary, these things are attended to immediately. In this way more serious damage is eliminated. When more extensive repairs are necessary units are taken to the concern's service shop and put in first-class operating condition. In the meantime a serviceable unit is substituted for the one being repaired.

Good equipment is essential to every successful vending machine operation, Scheuer believes, because it eliminates much mechanical trouble and forestalls tying up equipment for repairs. Scheuer said he has some machines which have been in continuous use for more than two years without any servicing of a mechanical nature necessary.

In Third Location

Steady growth in Vendomat's business has made it necessary for the concern to

move three times, each time to larger quarters. The company has been located at 1 East Lee Street for the past two years, in what is regarded as a permanent location. The two-story layout is designed for time and labor saving. Offices are on the second floor. The ground floor is given over to merchandise and equipment facilities and the service shop. Ample parking, storage and delivery facilities are provided.

Prior to his entry into the vending machine operating field, Scheuer was associated with one of Baltimore's leading soft-drink bottling organizations. The methods employed successfully by that company have been utilized by Scheuer in the vending business. He claims the ideas used in any successful business can be employed in a vending operation.

Intelligent supervision is as important in candy vending as in any other business, Scheuer believes, and insures proper servicing, which in turn assures a successful vending operation.

One of the most important phases of Vendomat's operations at this time is candy vending in war plants. Service is provided on a 24-hour basis, assuring an ample supply of candy at all times. Some of the largest war plants in this area are Vendomat customers.

Scheuer believes candy, nut and gum vending will be just as important after the war as they are now. Many plants do not have restaurants for their employees, who are thus dependent on vending machines to supplement the meals they carry into the plants. Workers who want between-meal snacks are especially good customers for the vending machines, and Scheuer is convinced that the post-war period will find these people continuing to buy sweets from machines.

At times it is difficult to get the necessary amount of merchandise to stock his machines, Scheuer said, but he has been able to keep them filled. He has also made it a point to serve nothing but top-quality merchandise at all times.



VICTOR'S TOPPER

Tops in Modern Design. Vends everything. Capacity 5 lbs. bulk mdse. (800 to 1000 balls of gum.) When ordering Toppers for ball gum please specify.

Standard Finish Topper only . . \$7.95 Each.
(Porcelain Finish, \$1.00 additional.)

Terms: 1/3 cash, balance C. O. D. (or send full amount and save C. O. D. charges).

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



MAKE MONEY WITH A ROUTE OF NUT VENDERS

Plenty of good locations are now available. Start now by buying a few machines. A route of nut vendors will earn a steady income for you.

SPECIAL SPECIAL
300 factory reconditioned Mod. 33 Nut Venders with Vice Grip Locks.

GET STARTED DEALS
5 Model 33 30 Lbs. Peanuts
\$33.50
Sample . . \$5.75
5 or More, \$5.50 Each



SILVER KINGS

A proven money-maker, low price—less parts. Vends everything: nuts, candy, toys, etc. Hammerloid finish.

Introductory Offer
5 Silver Kings and 30 Lbs. Salted Peanuts or Candy Peanut Hearts.
\$44.00
Sample \$7.95.
10 or More \$7.50 Ea. (Porcelain Finish \$1.00 Extra)

1/3 deposit required with order, balance C.O.D. Large selection of New and Used Vendors in stock. Send for complete list of New and Used Machines. Rush Your Order.

RAKE COIN MACHINE EXCHANGE
2014 Market Street
PHILADELPHIA 3, PA.

AT YOUR SERVICE!

Although we are 100% engaged in vital war production, we still want operators to feel free to call upon us whether you want machines, parts, repairs or just a bit of information. And if you operate venders you're missing a lot by not reading The Northwestern. It's free!

Northwestern
335 E. Armstrong St., Morris, Ill.

CUBA COLA SYRUP
Exactly Like Real Thing
40-GALLON BARRELS . . . \$1.35 Gal.
IN JUGS—4 TO CASE . . . \$1.45 Gal.
ROOT BEER SYRUP . . . \$1.10 Gal.
B-1 COLA EXTRACT . . . \$15.50 Gal.
Makes 32 Gals. Tasty Cola Syrup
CUBA COLA EXTRACT CO.
3810 Broadway, Rm. 4, Chicago (13)

VENDER SUPPLY NOTES

IMPORTED SUGAR PRODUCTS — OPA has extended the scope of the sugar rationing program to bring under control the use of imported sugar-containing products such as sirup and "candy" crystals, used industrially instead of rationed cane and beet sugar. These products have been ration-free.

Beginning May 1, the ration-free use of imported sugar-containing products will be limited to the amount used during the corresponding period of 1941. Ration currency must be surrendered to the local War Price and Ration Board before greater amounts can be used.

Heretofore manufacturers have been allowed to import any amount of these products that they wished, and were allowed full quotas of rationed sugar as well. However, sharp increases in the amount of such products imported for uses for which sugar is ordinarily used, are causing sharp dislocations and inequalities in the sugar-rationing system. Not only do these products compete for shipping space needed for imported sugar which is distributed equitably under rationing, but they also cut into the supply of sugar available for import into this country, particularly from Cuba.

Any decreases in the import of these

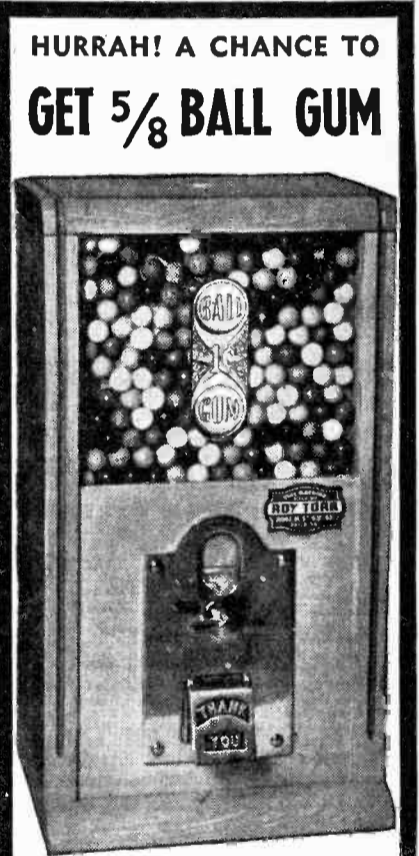
products will make additional space available for sugar. It will also increase the total amount of sugar available for import to the extent that it reduces the amount now diverted for the manufacture of "sirup" and "candy" for further processing.

COCOA—Lots of ships will have to be assigned to the cocoa trade if the government expects to make good on its prediction of an increase in civilian cocoa supplies this year. The trade figures that roughly, 128,000,000 more pounds must be imported from Africa and South America this year than last to meet the War Food Administration's forecast of a 705,000,000 pound civilian allotment.

The trade takes the view that it will be nice if it works. Meanwhile, stocks in licensed warehouses continue to shrink and are now the smallest since mid-summer.

SUGAR BEET OUTPUT — Substantially increased production this year is predicted for the nation's sugar beet industry by F. A. Kemp, chairman of the American sugar beet industry policy committee.

"The announced 1944 price to farmers of around \$12.50 for average sugar content beets is \$1.50 a ton higher than last year and the highest price in the history of the industry," Kemp said.



HURRAH! A CHANCE TO GET 5/8 BALL GUM

10 VICTOR-TORR B.C. MACHINES AND 28,000 BALLS OF 5/8 GUM
ALL FOR \$155.00

Enough Gum To Pay for the Deal.
Full Cash With Order. F.O.B. Factory.

TORR 2047A-SO. 68 PHILA., PA.

CIGARETTE AND CANDY VENDING MACHINES

Ready for Location

National 9-30	\$67.50
National 6-30	22.50
Natl. 6-26 (No Stand)	19.50
DuGrenier Model "S"	38.50
DuGrenier "Candyman"	37.50

Late Nat. Cig. & Candy Mchs. also available.
Subject To Prior Sale.
1/3 Dep., Bal. on Delivery.
Write for Descriptive List.

Eastern Representative
NATIONAL VENDORS, INC.
All prices quoted are ceiling prices or lower.

LOUIS H. CANTOR COMPANY
250 WEST 54TH ST., NEW YORK CITY

ARCADE EQUIPMENT SPECIALS

- 1 Mills Punching Bag \$150.00
 - 1 Exhibit Tattoo Punching Bag 225.00
 - 1 Exhibit Pull-Up Punching Bag 100.00
 - 2 Advance Electric Shockers, Refin., Ea. 12.50
 - 1 Knockout Puncher, 2 Players, 5¢ Slots 150.00
 - 2 Chester Pollard Golf Machines, Ea. 100.00
 - 1 Chester Pollard Football Machine 125.00
 - 1 Chicago Coin Hockey 220.00
 - 2 Seeburg Hockeys, 2 Players, 2¢ Slots, Ea. 69.50
 - 2 Scientific Batting Practice, Ea. 125.00
 - 1 Peo Basket-Ball, Competitive Play 37.50
 - 1 Peo Basket-Ball, With Score Dial 42.50
 - 1 Mills Flip Skill, Like New, 1¢ Slot 25.00
 - 2 Texas Leaguers, Standard 2¢ Slots, Ea. 35.00
 - 1 Texas Leaguer, Deluxe, 2¢ Slot 45.00
 - 1 Keep 'Em Punchin', Like New 100.00
 - 2 Grotchen Skill Jumps, Without Base \$7.50 less, Ea. 65.00
 - 3 Prison the Rat, 1¢ Slots, Ea. 22.50
 - 1 Keeney Air Raider, Clean, Late Model, 250.00
 - 1 Keeney Submarine Gun, Latest Serial, 2¢ Slot 199.50
 - 3 Bally Rapid Fires, Ea. 225.00
 - 2 Bally Defenders, Clean, Ea. 350.00
 - 2 Mutoscope Sky Fighters, Ea. 375.00
 - 1 Radio Rifle by Mutoscope, 1¢ Slot 100.00
 - 1 Grandma Magic Fortune, Floor Model 125.00
 - 3 Exhibit Personality Indicators (3 to Set), Ea. 35.00
 - 3 Exhibit Wheels of Love, With Base, Natural Wood, Like New, Ea. 135.00
 - 3 Exhibit What's In, on Base, Natural Wood, Like New, Ea. 135.00
 - 1 Exhibit Kiss-O-Meter, Fl. Mod., Clean 200.00
 - 1 Mills Drop Picture, 1 Mills Reel Picture, Motor Drive, Ea. 39.50
 - 2 Pikes Peak, Very Clean, Ea. 19.50
 - 3 Kicker and Catchers, Ea. 19.50
- 13,000 .22 Cal. Short-Shorts, Make Offer.
- Send 1/3 Deposit, Certified Check or Money Order, Balance C. O. D.

Universal Amusement Co.
2604 Market St. Youngstown, Ohio

ARCADE NEWS

Nathanson Assumes Role of Producer

LOS ANGELES, Feb. 12.—William Nathanson, prominent coin machine man, has retired from the arcade field and will devote his entire time to the manufacture of Hollywood Peep Shows.

From Mexico City, Nathanson returned here over a year ago and began to operate arcades. His outstanding operation was that of the Palace in Chinatown. Co-operating with Chinese-Americans he designated days on which the receipts were given to the China Fund. He recently supplied a Panoram machine, with Vic Krupa, co-ordinator of laboratory activities for Soundies, donating the film for a bally set-up to boost the sale of War Bonds. Machine was placed adjacent to the Bond House in New Chinatown.

Equipment used at the Palace was sold to Mac Mohr. Spot will continue to house an arcade, with Tony Brill moving in his equipment and continuing to operate there.

For the past several months Nathanson has been devoting much of his time to the manufacture of Hollywood Peep Show conversions. During the past week he threw his hat into the film producing end of the business by signing Isabelita Castro, pretty Spanish dancer, for a

CIGARETTE SUPPLY

(Continued from opposite page)

in former years, the Bureau of Agricultural Economics reports.

In a report on the tobacco situation, the bureau said a peak of nine pounds per capita consumption of cigarette products was reached in 1943. Since the demand was greater than production, manufacturers had to dig into reserves.

Present stock of leaf tobacco for cigarettes for domestic use were said to represent about 22 months' consumption at the present rate.

An absolute shortage of cigarettes does not appear to be an immediate prospect, however, the bureau reported.

Stocks of burley tobacco are less favorable than those of flue-cured. The bureau said burley stocks next October 1 were expected to be below the average for the 1935-'39 period, when consumption was only about three-fourths as great as at present. Stocks of flue-cured tobacco, on the other hand, were said to be about 57 per cent above the 1935-'39 average.

"Since proper aging of tobacco is essential to a right quality product, stocks are of greater significance in tobacco manufacturing than in most other enterprises," the report said.

Because of the dwindling stocks, the War Food Administration has increased planting allotments by 20 per cent for the 1944 season. The bureau raised doubts, however, that such an increase would be obtained, pointing out that during the past four seasons harvested acreages averaged only about 90 per cent of planting allotments. The bureau said that in the coming season tobacco growers, like farmers generally, will face the problem of greater production of food crops, which will compete with tobacco for land and labor.

TOBACCO GROWERS

(Continued from opposite page)

being sold anywhere, the growers claimed, altho some of them had heard of offers above the ceiling price on some sectors.

Samuel S. Bard, president of the association, who presided at the meeting, told attending members he would be glad to answer any questions they might have.

Someone asked, "What is the OPA?" Bard said, "I'm sorry, gentlemen, I'm stuck on the first question."

Lady Manages Large Arcade

BALTIMORE, Feb. 12.—Now Baltimore has a lady arcade manager in Marie Biser. Long associated with the Fair Grounds arcade as an assistant, she was named manager by Roy McGinnis and Mack Lesnick, owners. Lesnick, former manager of the arcade, will devote his attention to the newly formed Baltimore Musical Sales Company.

series of flickers. "I spent several years in Mexico and I know Latin-American talent," Nathanson said. "This girl is destined to be a star. Her first picture is *Flores del Espanol*. It will make history in this amusement field."

Arcades Report Highest Collections in History

FORT WORTH, Feb. 12.—Business at the three downtown arcades struck a new high peak during the first five weeks of 1944, the managers report. At times, especially over the week-ends, lines form as persons wait to drop in their coins.

The Arcade, operated by the Frankrich Distributing Company, and the largest of the three, after having its best business in 1943 is off to a good start toward another record-breaking year.

TAX FREE ARCADE SPECIALS

- 10 Exhibit Card Venders, Like New, Light Up Models, Natural Wood, Ea. \$37.50
- 2 Exhibit Card Venders, Marble Glo Finish, Model D Counter Style, Ea. 20.00
- 3 Monarch Three-Way Grip Consoles, Natural Wood, Fl. Mod., Ea. 35.00
- 1 Exhibit Foot-Ease, Vitalizer, Clean, 69.50
- 1 Gypsy Palmist Fortune Vender, Newly Repainted 100.00
- 2 Wall-Type Peanut Venders or Gum Venders, Ea. 5.00

The above equipment in good condition, tax exempt. 1/3 deposit, certified check or money order, balance C. O. D.

UNIVERSAL AMUSEMENT CO.
2604 Market St. YOUNGSTOWN, OHIO

ARCADE WITH ABT RIFLE RANGE FOR SALE

Arcade consists of Photomatic (with 10,000 Frames), Sky Fighter, 6 Postal Card Machines, 2 Knotty Peeks, Drive Mobile, Magic Heart, Wind Jammer, Basket Ball, Chicago Digger, Submarine, Batting Practice, Western Baseball, Evans Ten Strike, Test Pilot, Tokyo Gun, Challenger, Kicker and Catcher, 2 Shipman Select View, 6 What's Its Machines, Exhibit Foot Ease, Rotary Merchandiser, Mills Do-Re-Mi Phonograph, 3 Chicken Sams, 12 Marble Tables, Stoves and Fans, etc. Have nice Neon Sign with Gallery, also about 50,000 shot. Will sell the above to highest bidder in lot or piece by piece. Have good location in Army town doing nice little business. Making money every week. All equipment in good condition.

F. M. EAGAN

2405 Elm St., Dallas, Tex.

ARCADE EQUIPMENT—All in A-1 Condition READY FOR IMMEDIATE SHIPMENT

- | | |
|------------------------------------|----------------------------------|
| Chicago Coin Hockey \$229.50 | Keeney Air Raider \$229.50 |
| Rockola World Series 89.50 | Radio Rifle 85.00 |
| Bally Rapid Fire 199.50 | Test Pilot 229.50 |
| Mutoscope Ace Bomber 349.50 | Bally Alley 69.50 |
| Genco Playball 149.50 | Bean 'Em 59.50 |
- One-Half Deposit With Order, Balance C. O. D.

MURRELL AMUSEMENT COMPANY
1058 S. FLORIDA AVE. LAKELAND, FLA.

GLAMOUR GIRL-2 FOR 5¢-CARD VENDOR ACCURATE—SIMPLE—STURDY CONSTRUCTION

29 DIFFERENT MUTOSCOPE NOVELTY CARD SERIES AVAILABLE FOR THIS MACHINE



(Counter Model Only)

SEND FOR COMPLETE LIBRARY

Whichever 3 Series of Mutoscope Cards you choose to sell through this Vendor, simply insert the corresponding displays (SUPPLIED FREE) in the machine as pictured above and you have one of the most profitable "Silent Salesmen" Mutoscopes ever sold! ONLY A FEW LEFT!

Deal No. 1—1 Vendor, with 1,000 each All-American Girl, Glorified Glamour Girl and Yankee Doodle Girl Cards. Vendor cost only \$60! 3,000 Cards FREE bring in \$75 selling at 2 for 5¢.

1/3 Deposit, Balance C. O. D., F. O. B. Long Island City, N. Y. SEND FOR LIST OF NEW AND FACTORY RECONDITIONED PENNY ARCADE EQUIPMENT—STILL AVAILABLE FOR IMMEDIATE DELIVERY.

INTERNATIONAL MUTOSCOPE CORPORATION

W.M. RABKIN, Pres. Penny Arcade Headquarters Bldg. 1895. Manufacturers of Photomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY 1, NEW YORK

Better Order NOW Any Supplies You Need:

● GRANDMOTHER PREDICTION CARDS, LOVE LETTERS, PALMISTRY LETTERS, HOROSCOPE CARDS, WIZARD PEN CARDS, ETC., ETC.

● STEREOSCOPIC VIEWS, VIEW-A-SCOPE FILMS, ETC.

● PUNCHING BAGS AND ACCESSORIES.

SEND FOR CATALOGUE AND PRICES

ARCADE MECHANIC WANTED

Will pay \$100.00 per week to start. Day work—year-around job. If you don't know Arcade Machines don't answer.

DINTY MOORE

502 Chapperal St., Corpus Christi, Texas

FOR SALE

6 GUN A.B.T. SHOOTING GALLERY GUNS

Just Overhauled. Plenty of Pellets and

Tubes. Make Offer.

Write, Wire or Phone.

413 9th St., N.W., Washington, D. C.

NAtional 2679

WANTED

A-1 ARCADE MECHANIC All Year Round. Must Be Sober and Reliable. \$75.00 Per Week

WERTH, INC.

695 Washington St., Boston, Mass.

WANTED

A-1 ARCADE MECHANIC All Year Round. Must Be Sober and Reliable. \$75.00 Per Week

ALLIED CORP.

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DRINK VENDING MACHINES WANTED

Spa-Carb, Frigidrink or Cote Drink

State Model, Age and Price

Consider Buying Operator or Route

GEO. KRAMER 814 GRACE STREET CHICAGO (13) Phone WEL. 3151

WANTED

ALL YEAR ROUND

ARCADE MECHANIC

RADIO AMUSEMENT CORP. 216 West 42 St. New York 18, N. Y.

MARKET REPORTS

Trade Is Cheerful Despite Problems; Will "Carry On"

"Work planning" brings efficiency to many operating firms and represents one wartime benefit—trade's ability to master future problems will depend upon maintenance of equipment

CHICAGO, Feb. 12.—Trade surveys just completed by Billboard representatives in various sections of the country offer convincing evidence to prove that pessimists were far off the beam two years ago when they predicted the coin machine industry "couldn't possibly survive." These market reports which have proved valuable in providing information and marking trends continue to find leading operators and distributors cheerful and optimistic despite problems and handicaps that grow progressively more severe. Complaints are seldom voiced, because coinmen understand that shortages, problems and annoyances are the obvious result of the nation's determination to win the war. Most of these men have relatives and associates in the service and are anxious to help the war effort in every possible way.

but equipment is still holding together, and as long as it does, the framework of the industry remains strong. While it costs more to make each dollar today, according to operators, the financial structure of most operating organizations is considered stronger today than ever before. When equipment becomes available, it is certain of finding a tremendous ready market, most trade lead-

ers believe, unless the war shall be prolonged so long that current reserves would be affected by greatly diminished earnings. Another year, or even two, should find operators at least breaking even, in view of their proven ability to maintain equipment in the choice locations.

General Developments

Here are developments in general, revealed by current market reports:

There is an active market for complete routes when they are available, which fact proves the soundness of substantial investments in coin machines. Occasionally, routes must be sold by operators who join the service and are unable to leave them in capable hands. There are few, if any, "distress" sales which might indicate that operators prefer to sell out at today's high prices and retire from the business. Even the equipment is worn and perhaps jaded in actual earning power, operators want to carry on, retaining their locations as a principle stake in future operating plans.

Selective Service is still finding "fighting men" in the industry's operating ranks, most of them fathers and heads of operating firms. Such men have been serving as mechanics and servicemen after employees were called, and their loss will be disastrous in many cases. Wives are determined to carry on wherever possible.

Music, games and arcades continue to provide needed entertainment for war workers, particularly in areas where housing accommodations force people to look for pleasure and relaxation away from their living quarters.

Closing of scattered armament plants had little effect on coin machine earnings, as workers were quickly absorbed by other factories. No cities have yet reported any surplus of workers. Total war production is expected to increase 25 per cent during 1944.

Temporary reductions of military personnel is noted in some sections, as troops are sent "on their way," but trainees will take their places.

Routes Centralized

Centralization of routes and grading of locations continue as more gas restrictions affect public and locations as well as operators. Ops are also forced to shorten their lines because of reduced personnel and continuing shortages of operating supplies. Then, too, machines are constantly being retired, either because they cannot be repaired or because they are robbed to provide parts for machines in better locations.

Large operating organizations fare better on parts than smaller operators, since they have greater reserves of equipment. Operators in the larger cities also have a distinct edge on those in small towns or isolated areas in terms of obtaining parts from distributors and other operators.

A Wartime Benefit

"Work planning" is one of the benefits of wartime operating conditions. Many operators have had to place their business on a more efficient basis and make many changes in their organization. They intend to retain many of these efficiency measures even when help becomes plentiful.

Many trade reports mention the determination of distributors to maintain their service to operators. Operators are mindful of such efforts to obtain equipment and parts and to render repair and reconditioning service during the growing emergency.

As time goes on, more and more operators are forced to "invent" parts for some machines in order to keep them running. A surprising number are reported able to make their own when necessary.

More good recordings would serve as a "shot in the arm" for music operations generally. In some sections new releases are said to have brought revivals of public interest in music.

Disks Poor in Quality

"Soft" and brittle records are sources of increasing trouble to music operators. Some report that many records are broken before they can be placed in the machines. Some have reported that records are badly worn after only four or

five plays. Tubes and needles are among the hard-to-get items. Osmium points on needles are war casualties, with substitutes far less satisfactory.

Venders are strong in war plants where operators have obtained priorities on merchandise and servicing facilities. Peanuts are reported plentiful. Gum machines are usually empty when not entirely removed.

Caution to operators is sounded by one Billboard representative in the matter of avoiding confiscation of equipment. With machines scarce and not replaceable, it is a serious thing for machines to be destroyed when operated illegally.

In one city it is estimated that 25 per cent of all games have been retired from operation due to obsolescence, lack of parts and repairs.

Locations are expected to have some-

THE HOUSE OF PREMIUM & NOVELTY MERCHANDISE

—presents—

THE NEW STREAMLINED COMBINATION DICE AND SEALBOARD



Copyright 1943, No. 53823
By L. D. Allotta

AS NEW AS TOMORROW'S BOMBER
STREAMLINED IN SPEED — ACTION — PRICE!

It's Foolproof—Counterfeit Proof—Theft Proof (no ticket pilfering). Lovely die-cut girl lithographed in beautiful colors. Plenty of eye appeal, plenty of action and plenty of profits.

IT'S THE HOTTEST ITEM IN THE SEALBOARD FIELD!

Factory Prices: Sample—Cigarette Board, \$2.00. Money Board, \$2.50.
Lots of Dozen or More—Cigarette Board, \$18.00. Money Board, \$24.00.

Complete With Dice

LUCKY HASSOCK (Money) Takes In Average \$120 Pays Out Average 64	LUCKY HASSOCK (Cigarette) Takes In Average \$45 Pays Out Average 20
---	--

Average Profit . \$ 56 Average Profit . \$25
Sturdy, well-made Dice, Trays furnished on request, 18"x20", \$2.00 each.

Jobbers, Operators, Distributors, immediate deliveries available. State quantity wanted or no reply. 25% deposit with order, balance C.O.D. Prepaid with full amount.

707 Pike St., Seattle 1, Washington

AUTOMATIC COIN VALUE PARADE!

<ul style="list-style-type: none"> Chicken Sam Jap . . \$149.50 Texas Leaguer . . . 49.50 Air Raider 249.50 Sky Fighter 369.50 Skeeballette 84.50 Wurlitzer Model 61 . 95.00 25c Rolatop 149.50 5c Q. T. 69.50 5c Comet, Fac. Reb. . 99.50 Vest Pocket Bells, (Grey) 39.50 	<div style="border: 1px solid black; padding: 5px;"> <p>PANORAM Late Serials \$395.00 With SOLOVUE \$425.00</p> </div>	<p style="text-align: center;">PARTS</p> <ul style="list-style-type: none"> Jackpot Glasses . . . \$1.25 Escalator Glasses50 Reel Glasses50 FP Coin Chutes 3.50 Reg. Coin Chutes 3.50 6L6 Tubes 1.85 6SK7 Tubes90 2A3 Tubes 1.85 New Locks65 <p>Write for Quantity Prices!</p>
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SUPER VALUES!

COUNTER GAMES

- Groetchen Klix } 3
- Lucky Smokes } for
- American Flags } \$17.50
- 1c Liberty, Cig. \$12.50
- 1c Mercury, Cig. 9.50
- 1c Sparks, Cig. 12.50
- 1c Zephyr, Cig. 7.50
- Brand New Daval
- X-Ray (Vis. Token Payout) 14.95

MAIN CLOCK GEARS COMPLETE

\$3.50

4-Bell Glass, Set of 5 . . . \$12.50

3-Bell Glasses, Ea. 7.50

WE REPAIR SLOT CLOCKS.

All Machines reconditioned and refinished by experts! Write for complete list and quotations on Phonographs, Bells, Parts, etc.

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Automatic Coin MACHINES & SUPPLY CO.

3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

A-I SLOTS

10 Mills 25¢ Goosenecks, 2/4 P.O., Bull's Eye Cabinets, S.J.P.	\$ 59.50
10 Mills 25¢ Goosenecks, 2/4 P.O., Bull's Eye Cabinets, No J.P.	49.50
1 Caille 25¢ Skyscraper, 3/5 P.O., S.J.P., Rebuilt and Ref.	115.00
2 Mills 5¢ War Eagles, 3/5 P.O., S.J.P., Rebuilt and Refinished	125.00
2 Mills 25¢ War Eagles, 3/5 P.O., S.J.P., Rebuilt and Refinished	150.00
1 Mills 5¢ Bonus Brown Cabinet, Over 431000, Very Clean	225.00
5 Mills Vest Pockets, Blue and Gold, 5¢, Rec. and Ref., No Meters	55.00

COUNTER GAMES

5 Pin Targets, 1¢	3 Whirl Winds
5 Dandy Venders	3 Caille Venders
3 Official Sweepstakes	1 Jumping Jacks
1 Sweet Sally	1 I Owe You
2 Reel Spots	1 Steeplechase

YOUR CHOICE, \$5.00 ea.

Not less than (3) machines shipped

One-Third Deposit With Order, Balance C. O. D. Write—Phone—Wire.

X. L. SALES CO.

959 HOPE ST., PROVIDENCE 3, R. I. TEL.: PLANTATIONS 0316

WANTED TO BUY

Any Quantity of the Following Delivered in Chicago

Grandstands . \$ 50.00	Grand Nationals. \$50.00	Triumphs . . . \$10.00
Sports Specials 100.00	Sports Events. 100.00	Mascots 10.00
Blue Grass. . . 125.00	Dark Horse. . . 125.00	Vacations . . . 10.00

Games must be complete with all parts, but do not have to be in good working condition.

BELL PRODUCTS CO.

2646 W. NORTH AVE. CHICAGO, ILL.

Up-to-the-minute

Peek Machine

Films

Sound or Silent.

QUALITY PICTURES CO.

5634 Santa Monica Blvd.
Hollywood 38, Calif.

BRAND NEW MACHINES NEVER BEEN UNCRATED

Super Bells, Comb.	\$350.00
Watling Big Game, F.P.	150.00
Watling Rol-a-Tops	199.50

USED MACHINES IN GOOD CONDITION

Mills Square Bells	\$ 49.50
Exhibit's Longchamp, Automatic.	49.50
Jennings Liberty Bell	39.50
Jumbo, F.P.	99.50
Watling Big Games, F.P.	89.50
Jumbo Automatics	119.50
Watling Big Games, Auto.	109.50
Gitter Gold Q.T., 5c Play, Floor Sample	99.50
Jennings Longshot, Practically New.	199.50
Jennings Fast Time, Free Play	69.50

J. B. WOOD

EL DORADO, ARK.

what less liquor in the months ahead, and beer supplies will be "moderate." No "absolute" shortage of cigarettes is foreseen at present, altho tobacco stocks are dangerously low.

The record rise for January presages another good year, provided records, equipment and man power holds out.

Operators report that shortage of beer is still a handicap to the coin machine trade, but conditions are improved over the severe shortage of the summer season. Distributors and jobbers are doing a record volume of business, but most of the merchandise being sold is rebuilt equipment. This equipment is getting harder to procure each month.

Much Post-War Interest

Merchandise venders are handicapped by lack of staple merchandise. Much new merchandise is coming on the market and this is helping to keep up volume. Candy supplies are limited, with not enough to go round. Venders in theater locations and in war-plant areas are doing an excellent business. Most operators report a fair supply of beverages, but say that servicing of routes is becoming a more difficult problem. Women are being used by some operators and are reported to be satisfactory. It is expected 1944 will see many more women used in the local coin machine trade.

Dallas coin machine men are definitely interested in planning for post-war business. A survey reveals these pertinent facts. Both operators and distributors believe that post-war coin machine business will be terrific for at least two

Dallas

Texas Trade Interested in Post-War Expansion Plans

DALLAS, Feb. 12.—Altho still beset by handicaps of record shortages, loss of man power and not enough equipment, the coin machine trade of the Southwest started another banner year with the best January business ever experienced, and 1943 was the best year in the history of the coin machine business for this sector. Department store sales for the State of Texas showed an increase of 43 per cent in 1943, and department and apparel store sales in Dallas led the metropolitan areas with a 48.1 per cent hike in business, as compared with 1942. Comparable increases have obtained in the coin machine trade. Collections for many Dallas operators are almost double the amount they were a year ago, and the general level of 1943 volume of business has been 50 per cent over 1942.

WILL BUY OR SELL • TRADE • OR REPAIR 1000 SLOTS

Pace (preferred), Mills or Jennings. A-1 factory facilities—repair work exceeds all others. We make them new inside and out. Plenty names satisfied customers. Estimates given before work done.

"ONE CUSTOMER PAID US \$700.00 MORE ON 20 MACHINES THAN HE WAS OFFERED BY OWNER OF SAME LOT. HE WANTED OUR REBUILDING SKILL AND OUR NAME TO BACK HIS PURCHASE."

Sell now at high prices—old machines worth only 10c on dollar when new models come out.

WILL PAY, DEPENDING ON TYPE AND CONDITION, \$100 TO \$125 FOR PACES RACES—BROWN CABINETS.

\$40 TO \$75 FOR PACE SLOTS AND PACE CONSOLES. GIVE MODEL, QUANTITY, SERIAL NUMBERS AND DENOMINATIONS.

No Delay—Spot Cash Same Day Machines Are Received

Our advice—sell now for cash or we will allow 25% over cash on credit memo applied on new machines when war ends and we go into production.

Over 400 rebuilt like new Races and Slots on our floor. Buy service and satisfaction from Pace instead of grief and trouble from wild-catters.

THE PACE MFG. CO., Inc.

2909 INDIANA AVENUE

CHICAGO 16, ILLINOIS

FOR SALE—A. B. T. RIFLE RANGE

7 Rifles, latest model. Complete with 3 Targets and all Accessories. Original crates. Unable use account cannot secure license. Located in Southern city.

MAKE OFFER

BOX 578, The Billboard, 155 N. Clark, Chicago 1, Illinois.

FOR SALE

- 3 Rockola Monarchs with Buckley Adapters \$175.00
15 Buckley Wall Boxes, Old Style 7.50
17 Buckley Wall Boxes, New Style 17.50
3 Longacres \$525.00
1 Fairmount 750.00
3 Record Time 165.00
2 Rapid Fires 225.00
3 A.B.T. Targets 22.50
1 Hawthorne 65.00
5 West'n B.B. DeL. \$135.00
1 Gottlieb 5 & 10 (New) 145.00
1 Mills 1-2-3, F.P. 45.00
3 Bally Ray's Track 95.00
2 Sport Kings 375.00
3 Sport Pages 65.00

Terms: 1/3 Deposit With Order, Balance C. O. D.

CENTRAL VENDING CO.

310 S. 24TH STREET

OMAHA, NEB.

TWO LARGE TICKET MANUFACTURING PLANTS FOR SALE

Price \$1,000,000.00. Half cash. Plant will pay for itself in five years. Located in Muncie, Indiana. Manufacturing Tip Books and Jar Tickets. Will sell all or 65 shares of 150 total shares of stock.

Write 2944 S. W. Sixth Street, Miami, Florida

2A4G CONVERTERS

- 2A4G.....TO.....2051.....(For Remote Music).....\$5.00
2A4G.....TO.....2051.....(For Ray Guns).....\$5.00
6SC7.....TO.....7F7.....\$2.50
5Z3.....TO.....5U4G.....\$2.50

Expert workmanship, will not pull apart, built to last for the duration. No time lost. Can be installed on location in 30 seconds. Standard equipment in every serviceman's tool box. Fully guaranteed. No rewiring of Amplifiers. As easy to install as a light fuse. 20% discount in dozen lots.

ACE MUSIC, Post Office Box 822, Nashville 2, Tenn.

WHAT AM I OFFERED FOR ENTIRE LOT?

- 3 MILLS JUMBO PARADES, F.P.
2 MILLS JUMBO PARADES, P.O.
2 JENNINGS SILVER MOONS, Convertible
1 JENNINGS SILVER MOON, F.P.
10 DIGGERS
3 JENNINGS FAST TIME, F.P.
2 MILLS 1-2-3, F.P.

PENNYLAND ARCADE

R. D. 2

Phone: Jonestown 9065

JONESTOWN, PA.

SALESBOARDS WITH APPEAL

- 2028 H. Jar-of-Jack Ex. Th. 10¢ Def. Prof. \$52.80 \$3.90
1800 H. Lu-Lu Ex. Th. 6¢ Def. Prof. 20.25 2.87
600 H. Lula-Belle Ex. Th. 5¢ Def. Prof. 13.50 1.40
1000 H. J. P. Charley Th. 25¢ Avg. Prof. 52.04 1.56

Big Selection. Lowest Prices. Catalog Sheets Free.

DIVERSO PRODUCTS COMPANY

617 N. SECOND STREET

MILWAUKEE 3, WISCONSIN

EXCELLENT BUY!!

★★ 13 TEN STRIKES ★★

ALL IN FIRST-CLASS WORKING ORDER. READY TO SET UP FOR QUICK OPERATING. 11-HIGH DIALS—\$750.00 Entire Lot

- 1 BALLY BULL GUN \$69.50
1 WESTERN B. B. WITH DELUXE BACKBOARD GLASS 69.50
10 DAVAL BUMPERS (CRATING EXTRA). Each 24.50
4 WINGS, 1 YANKEE. Each \$ 8.00
1 HOME RUN, 1942 69.50
LEGIONNAIRE 39.50

REAL BARGAIN!!

200 ASSORTED PIN GAMES, WILL SELL AS IS. YOU MUST COME IN AND SEE THEM — DON'T WRITE FOR LIST.

Ten Strike Front Curved Glass \$2.00 Ea. Ten Strike Push Buttons \$4.00 Doz. All Types Western B. B. Glass and Steel Flaps—Write. 1/2 Cash With Order—Balance C. O. D.

Addison Novelty Co.

925 BELMONT AVENUE CHICAGO • ILLINOIS

READY FOR LOCATION—IN A-1 CONDITION!

- 1 Rock-Ola Commando, Like New \$565.00
1 Rock-Ola Master Rock-o-Life 285.00
1 Seeburg Colonel, RCES 369.50
1 Seeburg 8800, ES 465.00
2 Seeburg 8800, RCES, Each 549.50
1 Seeburg Vogue 275.00
4 Wurlitzer 616, Each 85.00
1 Wurlitzer 41, Counter Model 99.50
1 Wurl. 24, Wireless RC, Cellar Job. 165.00
1 Victory Model '42 600 549.50
1 Victory Model '42 500 559.50
15 Watling Tom Thumb, Each \$ 64.50
1 Seeburg Parachute Gun, Repainted 139.50
1 Drivemobile 365.00
1 Western Baseball Deluxe, F.P. 110.00
1 Western Baseball, '39 79.50
1 Rock-Ola World Series 79.50
1 Genco Playball, Late Model 149.50
1 Texas Leaguer Jr., Deluxe 37.50
1 Texas Leaguer 35.00
2 500 Fortune Scales, Like New, Each 125.00

1/3 deposit, balance C. O. D., F. O. B. New York.

Wholesale Only

DAVE LOWY 594 10th Avenue, New York City. Longacre 5-9495 "Let's Trade Together, Even If It's Ideas"

FREE PLAY PIN GAMES FOR SALE

- SKY BLAZER \$59.50
PLAY BALL 42.50
BOOM TOWN 40.00
LEAGUE LEADER 37.50
MYSTIC 37.50
CHAMP 47.50
TOWERS \$84.50
LINE UP 30.00
TEN SPOT 49.50
CAPT. KIDD 60.00
FOX HUNT 25.00
SPOT POOL 54.50
MIAMI BEACH \$44.50
SEA HAWK 47.50
FIVE & TEN 119.50
SHOW BOAT 49.50
A.B.C. BOW 49.50
BOLOWAY 69.50

SLOTS AND CONSOLES

- 1 MILLS FOUR BELLS, #1985, In New Cabinet, Perfect WRITE
1 MILLS FOUR BELLS, #1987, In Perfect Condition WRITE
1 MILLS JUMBO PARADE, Combination, Like New \$165.00
1 MILLS Q.T. CHROME FRONT, #17843, Like New 149.50
1 MILLS Q.T. GOLD FRONT, 1/4, #22928, Like New 89.50

MUSIC

- 1 ROCKOLA '39 STANDARD, #52937, Ready for Location \$189.50
1 WURLITZER 61 COUNTER MODEL, #577727, Perfect 89.50
Stands for Above Machines (Metal) 15.00
2 WURLITZER #430 SELECTIVE ORGAN SPEAKERS (New) WRITE
1 MILLS THRONE OF MUSIC, Ready for Location 169.00

Also have Boxes for Wurlitzer & Seeburg Remote and (2) Wire. Will sell right from our own route any amount of Music or Games, Slots, etc. Have Wurlitzer, Rockola, Seeburg Phonographs.

THE GEORGE VENDING MACHINE CO.

1087 SIXTH ST.

CATASAUQUA, PA.

MARKEPP VALUES

PHONOGRAPHS

Seeburg ENVOY, E. S. R. C. . . \$399.50
 Seeburg ROYAL, in 1943 Cab. Write
 Seeburg WALLOMATICS, wireless 39.50
 Seeburg STROLLER 30.00

SLOTS

2 25c MILLS BROWN FRONTS,
 Rebuilt, New, Crackle Finish \$319.50
 1 5c MILLS BROWN FRONT, A-1 219.50
 4 5c WATLING ROLATOPS,
 3/5, P.O. 79.50
 2 5c WATLING CLUB BELLS, 3/5 125.00
 1 10c WATLING CLUB BELL,
 3/5 150.00
 1 25c WATLING CLUB BELL,
 3/5 215.00
 2 5c CHROME VEST POCKETS . . 54.50
 1 5c BLUE & GOLD VEST POCKET 49.50
 2 5c BLUE & GOLD VEST
 POCKETS Plus 52.50
 2 Greeting COLUMBIAS,
 Fruit, 3/5 79.50
 3 Mills Slot Safe Stands, New . . 25.00

PIN GAMES

Bordertown \$27.50	Score Card \$27.50
Bandwagon 39.50	School Days 42.50
Big Chief 39.50	NewChamps 59.50
ABC Bowler 45.00	Majors, '41 49.50
Texas	Capt. Kidd 54.50
Mustang 64.50	High Hat
Dude Ranch 35.00	(Nov.) 35.00
Wild Fire 49.50	Seven Up 42.50
Gold Star 39.50	

ARCADE EQUIPMENT

Seeburg SHOOT THE JAP
 (Newly Painted) \$139.50
 Chicoin ALL STAR HOCKEY . . 209.50
 National 14 Ft. Skee Roll . . . 119.50
 Keeney ANTI-AIRCRAFT GUN
 (Light Cab.) 79.50
 Keeney SUBMARINE GUN . . . 199.50
 Ten Pins 49.50

Half Certified Deposit With Order.

The Markepp Company

3908 Carnegie Ave. Cleveland 15, O.
 (Henderson 1043)

Minneapolis

Compliance With Law Saves Equipment From Scrap Pile

MINNEAPOLIS, Feb. 12.—An industry for which the pessimists were ready to drag out their mourning clothes more than two years ago is still alive and kicking and showing definite signs that it intends to remain that way for quite some time to come.

Even the most optimistic coinman chortles to himself as he realizes that his business, despite everything that would tear it down, keeps hewing the line, more than holding its own. All look ahead to the rest of 1944 with considerable interest and anticipation. January started the year off well. The operators are determined that it continue that way.

Music machines keep roaring along, doing tremendously, as all locations report their phonographs are playing constantly. Patrons want music, and the juke boxes are on hand in goodly numbers to give it to them.

The record situation is easing up considerably, and the operators look ahead to being able to obtain a goodly quantity of platters for automatic phonographs during the balance of 1944.

Police Destroy Machines

Pinball machines have been much in the news of late, with Minneapolis police department taking part in an undeclared war against machines that pay off in cash. Several locations have been raided, machines confiscated and destroyed and location proprietors fined \$50 each.

This is a matter for operators and locations alike to pay some heed to. The city charges cash pay-off is gambling. And every location man who has been brought into court has pleaded guilty to the charge. With machines as difficult to obtain as they are, even the destruction by the law of one machine is quite a calamity. And when nearly a dozen have been broken up by the police it's time to sit up and take notice—and make a few moves to avoid such things in the future.

The vending machine business has been doing all that it can in an attempt to hold its own. But the task is a difficult one. Merchandise shortages, along with difficulty in serving locations, make this problem a terrific one. And the future doesn't hold any great promise of immediate relief.

Equipment Is Scarce

Those operators lucky enough to have

MILLS SLOTS

RECONDITIONED—Guaranteed
 By Our 48 Years of Experience
 WRITE FOR PRICES

3 50c	GOLD WAR EAGLES
4 5c	GOLD CHROMES
6 10c	GOLD CHROMES
6 25c	GOLD CHROMES
2 5c	SILVER CHROMES
5 10c	SILVER CHROMES
6 25c	SILVER CHROMES
4 5c	BROWN FRONTS
3 10c	BROWN FRONTS
8 25c	BROWN FRONTS
3 5c	BLUE FRONTS
2 10c	BLUE FRONTS
10 25c	BLUE FRONTS
9 5c	Q.T.'s Originally Blue Made Gold Glitter... \$89.50
6 10c	Q.T.'s, Same as Above 99.50
7 5c	VEST POCKET, Blue and Gold 54.50

All Machines have Knee Action, Drill Proof, Club Handles and are fully guaranteed.
 We have all types of Coin Machines. Tell us what you want.

SICKING, INC.

1401 Central Parkway, Cincinnati, O.
 927 East Broadway, Louisville, Ky.

COIN MACHINE FILMS

FOR PANORAMS AND PANORAM "PEEK SHOWS"

FULL-LENGTH 'A' PICTURES ONLY.
 New Release Weekly.

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LES LORDEN

FILM EXCHANGE

244 S. Western Avenue
 Los Angeles 4, Calif.

SPECIALS SLOTS WANTED

Shoot the Japs (Clean)	\$129.50
Play Balls (Clean)	139.50
Battling Practice (Late)	109.50
Hockeys, Like New	224.50
Rapid Fires	214.50
Shoot-a-Lites	59.50
Galloping Dom., '38	79.50
Scientific Baseball, Needs Top Glass	59.50
World Series (Perfect)	69.50
Small Crating Chge.—Deposit Required.	
V. P., B. & G.	49.50

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RUBBER BALLS

Guaranteed First Quality
 Limited Supply

For X-Ray Poker or Pokeno Tables.
 Ready for Immediate Delivery.
 Write or Phone Mornings.

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FOR GUARANTEED MILLS EQUIPMENT

BAKER NOVELTY COMPANY

1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

Active's "Hit" Sensation!

'Cupid's Wheel'

The Most Fascinating of All Arcade Machines

Because It's Got "PLAYER APPEAL"

- ★ Simple to understand!
- ★ Simple to operate!
- ★ Lightning fast!
- ★ Animated lighting action!
- ★ Absolutely trouble-proof!
- ★ Factory constructed!
- ★ Sturdy, handsome cabinet!
- ★ 6' 1" high—24" wide!
- ★ Available 1c or 5c play!

WHAT IT HAS NOT!
 No Complicated Adjustments
 No Transformers
 No Rectifiers
 No Trick Gadgets
 No Special Parts
 No Special Bulbs

Brand New—Not a Changeover!

275 Arcade Owners will thank us for allowing them the privilege and opportunity to purchase "CUPID'S WHEEL"

The most fascinating and fastest money snatcher of all arcade games.

"Do You Want To Be One of Them?"

IMMEDIATE DELIVERY. **\$295.00** F. O. B. 1/2 Dep. Balance C. O. D.

You Can Always Depend on Joe Ash All-Ways'
ACTIVE AMUSEMENT MACHINES COMPANY
 900-NO. FRANKLIN ST. PHILADELPHIA 23, PA.

100 CASH PAID FOR

WURLITZER

SKEE BALLS WITH FREE PLAY AND HIGH SCORE, MODEL S-14 A

\$75 FOR SAME GAME WITHOUT FREE PLAY. MODEL S-14, IN WORKING ORDER.

\$15.00 EXTRA PAID FOR CRATING EACH MACHINE FOR EITHER ABOVE MODEL, REGARDLESS OF CONDITION, FOR PARTS PURPOSES AND MAY BE SHIPPED WITHOUT CRATING.

WILL ALSO PURCHASE ANY QUANTITY OF NEW OR USED PARTS BELONGING TO ABOVE MODELS OF WURLITZER SKEE BALLS—WRITE OR WIRE.

JOY NOVELTY CO.

8642 LINWOOD AVE. DETROIT 6, MICH.

ALWAYS CONSULT SOUTHWESTERN

For Coin-Operated Equipment and Parts

14 Brand New U-NEED-A-PAK Cigarette Machines, in Carbons, \$107.50 each

For Globes and essential parts always consult Southwestern. We have practically every type of miniature globe. 44-46-47-50-51-55. Some as low as 47 cents a box. Phonograph Lamps, Mutoscope Glamour Girl and Yankee Doodle Cards.

WELDERS. Lifesavers on small jobs for the Duration, \$28.95. Regular Welder's Hood Included. Radio Rifle Films, \$4.50 Per Roll. Peek Machine Films, \$5 Per Subject. (1-2-4 Roll Subjects) Select-a-Vue Films, \$1 Ea.

We Carry Photo-Cells, Tubes, Coin Wrappers. No Order Too Small.

Southwestern Vending Machine Company

2833 WEST PICO BLVD. LOS ANGELES 6, CALIF.

Coils—COILS—Coils

It is impossible to obtain New Coils.
 We Replace Any Type Coils!

Send us your old coils and also full information as to type of coils, their purpose and what used for. Prompt Service Assured.

CHICAGO NOVELTY COMPANY, INC.

1348 NEWPORT AVENUE CHICAGO 13, ILLINOIS



Announcing
STREAMLINER
CONVERTED FROM
★ ★ STARS

Streamliner, United's latest conversion, is sweeping the nation. Send in your obsolete STARS today.

WE ARE ALSO REVAMPING GRAND CANYON
from DOUBLE PLAY

SANTA FE
from WEST WIND

ARIZONA
from SUN BEAM

MIDWAY
from ZOMBIE

BRAZIL
from DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT
United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO

venders installed in war plants are managing to keep ahead of the procession in good order. It is those operators without such connections who are bearing the brunt of the deal.

Jobbers continue to be employed at the tremendous task of obtaining old machines for refurbishing and rebuilding. The supply runs steadily lower. But the wholesalers manage to pick a few here and there for conversion purposes. In this way they keep busy—and look ahead to such program for the rest of the year.

What machines they do rebuild the jobbers sell in a hurry. Operators are anxious to obtain whatever equipment they can.

For the jobbers the big item, of course, is service. And this they try to maintain, even though their ranks have been riddled by wartime military and production plant enrollments.

New Orleans

Ops Forced To Invent Parts To Keep Machs. Operating

NEW ORLEANS, Feb. 12.—The growing scarcity of repair parts and man power for servicing is having a serious effect on the coin machine industry in this area. For a time the market here was taken care of by replacements out of worn-out machines or by factory rebuilds but these are scarcer, and most operators are now down to "inventing" parts or putting some workable machinery out of commission in order to keep limited numbers on select locations. The truck situation seems to have grown no worse.

As yet women have not taken a very big place in the coin-operating industry in this immediate area. A number of operators have added members of their family to the office corps, but most of these women, wives and daughters, have no experience in servicing. There are increasing instances where owners of a business are jumping in and doing their own mechanical work.

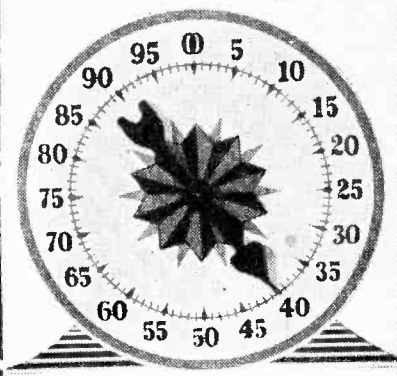
Money is plentiful, and where locations have sufficient machines around play is at all-time peaks. Niteries in the suburbs, using pins, consoles and bells, are doing a land-office business, particularly on week-ends. If some faults may be told of here, however, there are too many youngsters allowed to play these machines.

Coin phonograph ops are still having three serious points of handicap, these being shortages of tubes, disks and needles. Of course, Decca is doing the biggest business, but demands for these

CLOSE-OUT!

Evans' Sensational Stimulator

WIN-O



WHILE THEY LAST—
OUTFIT COMPLETE WITH MOTOR, ONLY, LIST PRICE \$12.50

Outfit includes unit illustrated plus 1000 Win-O Cards, Motor, Electric Cord and Button, Blackboard, Streamers, Display Card, "Free" Tabs.
BUSY LOCATIONS FROM COAST TO COAST ARE RIPE FOR WIN-O! ORDER TODAY AND CLICK OFF BIG QUICK PROFITS! QUANTITY LIMITED . . . ACT NOW!

Terms: 1/3 Deposit, Balance C. O. D.

H. C. EVANS & CO.

1520 W. Adams St., Chicago

McCALL'S SPECIAL SALE
All Equipment is Thoroughly A-1 Reconditioned Before Shipping.

CONSOLES

- 15 Baker's Pacers, D.D. \$295.00
- 10 Pace's Races, Brown Cabinet 165.00
- 25 Mills Jumbo, P.O. 95.00
- 95 Keeney's Track Times, 1938 125.00
- 10 Bally Roll-Em, P.O. 189.50

FREE PLAY CONSOLES

- 10 Mills Jumbo, F.P. 72.50
- 20 Jennings Silver Moon, F.P. 95.00

ONE BALLS

- Race Kings, P.O. \$325.00
- Bally Grand Stands, P.O. 165.00
- 1943 VICTORIOUS, COMB. 125.00
- PIMLICO, F.P. 395.00
- DARK HORSE, F.P. 175.00

SLOT MACHINES

- 12 Mills Brown Fronts, Club Handle \$225.00
- 10 Mills Vest Pockets 49.00

1/3 Deposit, Balance C. O. D.

WE BUY, SELL AND EXCHANGE
8147 Locust St.
ST. LOUIS, MO. **McCALL NOVELTY CO.**

CONSOLES			
Bally Club Bells, Orig. Factory Crates	\$375.00	Bally Club Bells, Used Slightly, In Excellent Shape	279.50
Paces Heels, Fact. Rebuilt, Orig. Crates	269.50	Paces Saratoga, Combination Free Play, Cash Payout, with Rails	179.50
Paces Reels Jr., Cash Payout Only	149.50	Bally Pimlico, One Ball, Multiple	425.00
Mills Vest Pocket Bells, 5¢, with Meter	64.50	Mills Vest Pocket Bells, 1¢, with Meter	35.00
Mills Jumbo, Free Play	89.50	Liberty Bell, Jennings	37.50
Multiple Racer, Jennings	49.50	Paces Races, Brown Cabinet, Excellent Condition	189.50
Paces Races, Black Cabinet, Excellent Condition	89.50	Jennings Silver Moons (Look Like Brand New), Free Play Only	109.50
Jennings Silver Moon, Comb. Cash & F.P. (Looks Like New)	179.50	MISCELLANEOUS ITEMS	
Packard Wall Boxes	\$32.50	5-7-10-Wire Cable, Per Foot	.15
Moderne Tone Columns, New, In Original Cases	89.50	TUBES	
2A3	5U4G	6A6	6F8
2051	5Z3	6B5	6J5
6L6	6SL7	7F7	76
6N7	6SQ7	75	80

PLEASE SIGN THIS AND SEND WITH ORDER FOR TUBES:
"Supplier's Certificate"
I hereby certify that I am entitled to purchase the items specified on the accompanying purchase order (or invoice) under the provision of Limitation Order L-265, with the terms of which I am familiar.
Date: _____ Signed: _____
ALL MERCHANDISE SUBJECT TO PRIOR SALE.
SEND ONE-THIRD DEPOSIT WITH ORDER, BALANCE SIGHT DRAFT.
B. D. LAZAR COMPANY
1635 FIFTH AVENUE (Phone GRant 7818) PITTSBURGH 19, PA.

ROTOR TABLES
Coin-operated game rotates under glass top while players sit with drink, food, etc. Be play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.
ONLY A FEW LEFT—\$79.50
NATIONAL NOVELTY COMPANY
183 MERRICK ROAD, MERRICK, L. I., N. Y.

—FOR SALE—
Large Stock Salesboards, Tip Books and Jar Games. Write for Price List, stating your requirements.
L-C SALES CO.
855 Pearl St., P. O. Box 2988 Beaumont, Texas

BUY FROM THE OLD RELIABLE MODERN AUTOMATIC EXCHANGE
2618 Carnegie Ave., Cleveland 15, Ohio

FIVE BALL FREE PLAY

- Jungle \$55.00
- Crossline 39.50
- School Days 39.50
- Playball 32.50
- Leader 39.50

ONE BALL

- Grand Stands, Comb. \$ 75.00
- Grand Nationals, Comb. 85.00
- Santa Anita, C.P.O. 265.00
- Victory Free Play 75.00
- Preakness, C.P.O. 29.50
- Five-In-One Free Play 69.50

CONSOLES

- Keeney 1938 Track Time \$110.00
- Kentucky Club 75.00
- Derby Day, Slant 25.00
- Derby Day, Flat Top 30.00
- Liberty Bell 25.00
- Jumbo Parade, Free Play 89.50
- Bally Royal Flush 69.50
- Tanforan 25.00
- Fast Time, Pay Out 85.00

ARCADE EQUIPMENT

- Seeburg Jap Gun Con. \$139.50
- Exhibit Rotary Merchandiser 142.50
- Rapid Fire Con. to Jap 235.00
- Bulls Eye 95.00

1/3 Deposit — Balance C. O. D.

FOR GUARANTEED BAKERS PACERS PACES RACES and SERVICE BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

WANTED
'39 and '40 Rockolas, Wurlitzer 500-600-700-800-750-850, Seeburg 8800-9800-7850, BALLY RAPID FIRE, BALLY SKY BATTLE. Give us your price and condition of machine crated F.O.B. shipping point.
HERMITAGE MUSIC CO.
416 A Broad NASHVILLE 3, TENN.

HIGHEST CASH PRICES PAID FOR
STANDARDS, MASTERS, ROCKOLAS, 500, 600, 700, 800 WURLITZERS, VOGUES, CLASSICS' AND LATE MODEL SEEBURGS.
ALSO LATE PINBALLS, SLOTS, CONSOLES AND SCALES.
WILL BUY ONE OR A HUNDRED.
Write Condition and Quantity in First Letter.
Southern Amusement Co.
628 Madison Ave. MEMPHIS, TENN.

WILL TRADE
Brand New Bally Club Bell or Brand New Mills Convertible Jumbo Parade for Very Clean Drive-mobles or Sky Fighters. Write
HOLBROOK SALES
HUNTINGTON, IND.

CLEVELAND COIN OFFERS:

FREE PLAY PIN GAMES

Table listing coin game prices: Do Re Mi . . \$62.50, Double Play . . 62.50, Short Stops . . 35.00, Sky Rays . . 35.00, School Days . . 39.50, Line Ups . . 30.00, Score Champs . . 25.00, All Americans . . 35.00, Playmates . . 25.00, Vogues . . 18.00, Gold Stars . . 35.00, Star Attract'ns . . 49.50, Flickers . . 39.50, League Leaders . . 34.50, Zombies . . 49.50, Horoscopes . . 45.00, Four Diamonds . . 44.50, Snappy . . 45.00

MUSIC

Music collection prices: 1 16 Record Melotone . . \$125.00, 2 Seeburg Regals, Each . . 265.00, 2 Seeburg Vogues, Each . . 295.00, 1 Seeburg Plaza . . 275.00, 1 '41 Wurlitzer, Without Stand . . 95.00, 5 Buckley Chrome Wall Boxes, 20s, Ea. . . 20.00

CONSOLES

Console prices: 2 Kentucky Clubs, Each . . \$ 95.00, 1 Red Head Track Time . . 65.00, 4 Sc Beulah Parks, Each . . 75.00, 1 Bally Big Top, P.O. . . 95.00, 1 Rays Track . . 75.00

PHOTOMATIC

ONE EARLY SERIES PHOTOMATIC, in good shape—newly refinished—complete with 6,000 Frames and Chemicals, \$1175.00.

SLOTS

Slot machine prices: 1 Jennings Silver Chief, 2/5 P.O. . . \$250.00, 1 Bally 2 Nickel Bell . . 195.00, 1 Mills 5c Futurity, 3/5 . . 85.00, 6 Sc Columbias, C.A. Cigarette Reels, Each . . 65.00, 1 Mills 25c Brown Front, C.H. . . 275.00, 7 Mills 5c Brown Fronts, C.H., Each . . 210.00, 2 Mills 10c Brown Fronts, C.H., Ea. . . 235.00, 1 Mills Original Chrome Bells, 25c. . . 395.00, 1 Jennings 4 Star Chief, 5c . . 110.00, 1 Jennings 4 Star Chief, 10c . . 135.00

ARCADE

Arcade game prices: 1 Bally Rapid Fire . . \$225.00, 1 Keeney Air Raider . . 250.00, New Tail Gunner . . 325.00, 1 Bally Defender . . 295.00, 1 Bally Basketball . . 75.00, 1 Watling Regular Tom Thumb Scale . . 75.00, 2 Mills Lo Boy Scales, Each . . 45.00, 2 Keeney Submarine Guns, Each . . 200.00, 1 K.O. Fighter . . 150.00, 1 Shoot the Bull . . 125.00, 1 Hurdle Hop . . 65.00, 1 5c Skill Jump . . 50.00, 1 Bally Alley . . 50.00, 2 Skeeballettes, Each . . 85.00, 1 Ten Strike . . 60.00, 3 Western Baseballs, Each . . 95.00, 1 Super Bomber . . 395.00, 1 Madame Neville Gypsy Fortune Teller . . 150.00

PANORAMS

5 PANORAMS—very clean shape—\$349.50 Ea., or complete with Peek Show Conversions—\$385.00 Each. BOTTLE DRINK VENDORS: 2 Wells-Gardner Vendors—fully selective—completely refrigerated—up to 12 selections—8 case capacity—sacrifice at \$395.00 Each.

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave., Cleveland 15, O. Phone PProspect 6316-7

CIGARETTE MACHINES

All in A-1 Operating Condition 7-COL. STEWART-McGUIRE, MODEL "S" (15¢ Operation Only) \$13.00 Each in Lots of 10 (Plus \$2.00 Each for Packing). Single Machines \$15.00, plus \$2.00 for Packing.

(15¢ and 20¢ Operation) \$16.00 Each in Lots of 10 (Plus \$2.00 Each for Packing). Single Machines \$18.00, Plus \$2.00 for Packing. On the above, with Double Shift Container, to be installed by you, add \$10.00 for Each Machine.

8-COL. ROWE IMPERIALS, \$20.00 Each in Lots of 10. Single Machines \$22.50 Each. 8-COL. ROWE IMPERIALS, \$25.00 Each in Lots of 10. Single Machines \$27.50 Each.

1/3 Deposit, Money Order or Cashier's Check, Balance C. O. D., F. O. B. St. Louis. AUTOMATIC CIGARETTE SALES CO. 2208 LOCUST ST. ST. LOUIS, MO.

WANTED

Competent, experienced Mechanic. Must be familiar with Pin Tables, Consoles and Phonographs, Remote Equipment. Good salary and steady job now and after the war. Write, giving full particulars to E. & R. SALES CO. 813 College, N. E. Grand Rapids, Mich.

disks are far ahead of ability of distributors ability to get in stocks. Two local phonograph distributors still have some fair stocks of rebuilt national lines for sale.

Philadelphia

Music, Pinball, Arcades All Report Better Collections

PHILADELPHIA, Feb. 12.—The start of the new year saw the local amusement machine industry in highest spirit it has enjoyed since the start of the war. Collections for both music and pinball machines have been at average and better-than-average levels, with a decided increase noted in music collections. Moreover, increased release of new records by the companies making settlement with Petrillo created almost a revival of interest in music machines among the public.

The only real concern among the music men is the poor quality of the recordings, not holding up at all in the machines and increasing operation costs in many cases above the safe level.

One of the most significant steps taken by the local music operators' association was in pledging not to let machines fall in the hands of private individuals. All operators pledged not to sell any machines to the public, emphasizing that the future of the industry depends entirely on the machines being operated only by the operator.

The pinball operators' association, with its membership grown to more than 100, once again represents a real force in the industry, making remarkable progress since its revival less than a year ago. In the music association the membership has also grown, with more than 80 per cent of all the music operators in the city now members of the association, and with less than 3 per cent of all the machines on locations not controlled by association members. The 3 per cent independent machines represents exactly 210 machines.

During the past month four new firms joined the music association ranks, in-

Advertisement for ROCKINGHAM pinball machine, featuring 'NOW Converting GRAND STAND-GRAND NATIONAL PACEMAKER Into... ROCKINGHAM' and 'OUR NEW ONE BALL PAYOUT SIMILAR IN PLAYER APPEAL TO FAIRMONT'.

Advertisement for IMP jukebox, showing an image of the machine and text: 'Over 75,000 Now Giving Trouble-Free Service! IMP \$9.90 WHILE THEY LAST! Regular Price \$12.50. 1/3 deposit with order.'

Advertisement for GERBER & GLASS floor samples: 'Brand New WINGS \$11.50 YANKEES Ea. Floor Samples LIBERTY BELLS \$11.50 MERCURY Ea. CENT-A-SMOKE—New \$9.90 CHAMPION—Used \$14.90. 1/3 Deposit With Order. GERBER & GLASS 914 DIVERSEY, CHICAGO 14, ILL.'

Advertisement for D. GOTTLIB & CO. CHICAGO: 'There is no substitute for Quality. Quality Products Will Last for the Duration. D. GOTTLIB & CO. CHICAGO'

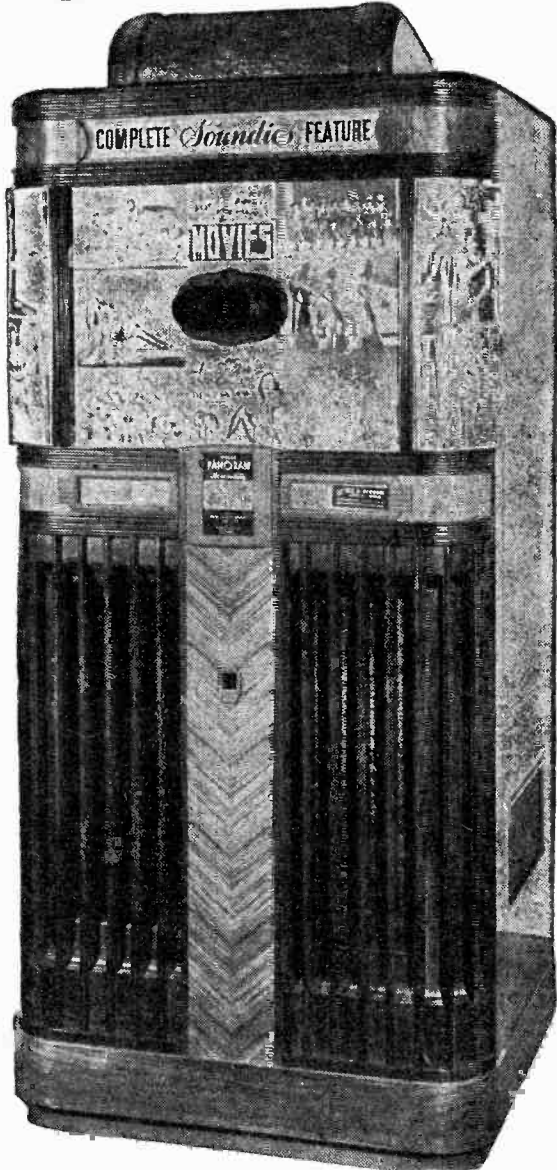
Large advertisement for PHONOGRAPHS and 5-BALL FREE PLAY GAMES, listing prices for various models like Wurlitzer 616, Rock-Ola, and Seeburg, along with 5-BALL FREE PLAY GAMES like Silver Skates, Yacht Club, etc.

Advertisement for NATIONAL COIN MACHINE EXCHANGE: 'BACK THE ATTACK WITH WAR BONDS! NATIONAL COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. Phone: BUCKINGHAM 6466 CHICAGO'

Advertisement for SUPREME ENTERPRISES KEENEY ANTI-AIRCRAFTS: 'WANTED Black or Brown. Any quantity. State condition and price wanted. Also any old type Genco Pin Games. 1/3 Deposit With Order, Balance C. O. D. SUPREME ENTERPRISES 557 ROGERS AVE. BROOKLYN, N. Y.'

SOLO-VUE

Complete PANORAM Conversion



\$545.00 ONE-THIRD DEPOSIT
BALANCE C. O. D. OR SIGHT DRAFT
WRITE FOR COMPLETE DETAILS!
GEORGE PONSER COMPANY
763 South 18th Street Newark, N. J.

cluding Morris Stein's Hy-Tone Music Company, Mike Soector's Fair Deal Amusement Company; Bill Weinstein's Superior Amusement Company and the A. M. I. Distributing Company. Significant business changes the past month saw Herb Sheward and Harold Reese, veteran music operators, taking over the A. M. I. Distributing Company, carrying on their regular machine operations as well as the new wired music activity. Also, Bill Weinstein, veteran pinball operator, entered the music field with his Superior firm in buying out the music route of Mike Weinstein, no relation.

Also of trade interest was the decision of the music association to hold its annual banquet scheduled for February 20 at the Club Ball.

In spite of increasing cigarette shortages, cigarette vending operators have been holding on well. Altho the rationing of retail dealers was not imposed on the operators, the decided increase in machine collections, reaching in some instances to unprecedented takes, finds many of the operators dipping into reserve stocks.

Also on the brighter side is the picture at the amusement machine arcades. Lack of snow and sleet during the month has helped keep the attendance at high levels and there is every indication that the arcades are here to stay. Most significant trend in arcade operations was the opening last month of the Fountain Arcade. Representing a combination of soda fountain and coin machine arcade, this newest central-city operation was set up by Marty Mitnick, veteran pinball and amusement arcade operator, in cooperation with Jack Rosenblitt, former night club owner turned soda fountain operator.

Salt Lake City

Situation Not Cheering But Ops Expected To Carry On

SALT LAKE CITY, Feb. 12.—After one of the best years for nearly a decade, during which operators survived taxes, polio epidemics and beer shortages with a very fine showing, there's no cheering about the 1944 situation.

There's no particular reason that any operator should have to fold up if he can keep enough equipment in locations, this in spite of taxes and license fees. But there are a number of reasons why, unless the outlook changes materially, the profits may be less.

(1) More than \$200,000,000 in government war construction in this area is completed. The construction crews have gone.

(2) The beer shortage is apt to be more acute this year than last—and last year taverns could remain open only about 50 per cent of normal. This meant a definite cut of nearly 50 per cent in the collections on these locations.

(3) The many thousands of military who were in training in this section (exact figure never revealed) has been reduced and will be reduced still further. They're on their way and while here were the best patrons of the pin games, jukes and arcades.

(4) Equipment is constantly getting in worse shape, can't be replaced and some is being junked.

(5) Shortage of man power has been an inconvenience but never an important threat to the industry.

(6) A cut in gas rations—almost certain—will hamper servicemen and cut play in the suburban spots during the summer without materially increasing business in the cities.

Situation Not Hopeless

It isn't a pretty picture to try to compare the 1944 possibilities with 1942 and 1943. But the year still has some points. And here they are:

(1) Despite the closing of a 50mm. shell plant with 11,000 persons on the pay roll and despite completion of construction work, existing installations have absorbed all available man power and on February 1 there still existed a shortage of 6,000 workers in the Salt Lake City area and another 4,000 in Ogden.

(2) All existing pay rolls are now fixed for the duration, at least assuring a steady flow of business.

(3) All locations are showing increases over 1941 and there is no known threat to this increase during the year.

All in all, business should be much better than before the war, and perhaps the best thing is to hang the crying towel up until there's really something to cry about.

HARLICH

PRESENTS



ONLY \$3.12 NET

ORDER

No. 11865

- BIG PROFITS
- FAST PLAY
- LARGE HOLES
- HUSKY TICKETS
- FLASHY FRONT
- LOW PRICE

Takes in \$52.80
Aver. Payout 24.80

Aver. Gr. Profit..... \$28.00

ORDER NOW! DON'T DELAY!

Board Size	Per Sale	Name	Price Each
400	5c	Win a Buck—Thin	\$0.66
400	5c	Getzum Bucks—Semi-thick	1.20
400	5c	Getzum Smokes—Semi-thick	1.20
1000	5c	Silver Bucks—Semi-thick	1.54
1000	25c	Jackpot Charley—Thin	1.42
1200	25c	Cheerful Charley—Thin	2.73
1200	25c	Texas Charley—Thick	2.32
1800	5c	Lu Lu—Semi-thick	2.87
2400	5c	E.Z. Pickin'—Thin	3.70
2400	10c	E.Z. Pickin'—Thin	3.70
2500	5c	Hit the Fins—Thin	2.98
2500	10c	Hit the Sawbucks—Thin	2.98

1000 Hole Girl Cigarette Boards...94¢ Net
1000 Hole Regular Midget Plain Boards.....82¢ Net

Order from this Ad.
25% with order. Bal. C.O.D.

HARLICH MFG. CO.

1413 W. JACKSON BLVD., CHICAGO (7), ILL.

ORIGINAL GUN LAMPS

FOR SEEBURG AND BALLY RAY GUNS

Guaranteed! **95c Each** Limited Quantity!

WRITE, PHONE, WIRE YOUR ORDER!

1/3 Deposit, Balance C. O. D.

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Phone: Pennsylvania 6-9495

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ALL TIME TOP MONEY MAKER

SEND IN YOUR

BLUE GRASS, DARK HORSE, SPORT SPECIAL AND SPORT EVENT

WE WILL REBUILD THEM INTO "WHIRLAWAY," BEAUTIFUL NEW ONE BALL CONSOLE.

This machine has been re-designed by engineers who have had years of experience with operators' problems in the coin machine field, difficulties which the manufacturer does not foresee but which the operator in the past has had to overcome. Ship us your game today.

ROY MCGINNIS COMPANY

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GUARANTEED USED GAMES **OLIVE'S SPECIALS** **SOLD FOR MONEY BACK GUARANTEE**

THIS WEEK CONSOLES

BAKER'S PACES (Daily Double)
Serials 6818-6933-7841 Each \$275.00
1938 TRACKTIMEEach 125.00
BONUS BELL, 5cEach 250.00

ONLY 6 CROSS OF RED, WHITE AND BLUE TICKET DEALS ON HAND.
Rush Your Orders.
\$250.00 Per Gross, or \$2.25 Each Deal in Less Than Gross Lots.

WE WANT TO BUY SEVEN UPS AND SLUGGERS

Terms: 1/3 Dep. With Orders, Bal. C.O.D.
OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.
(Phone: Franklin 8820)

FOR GUARANTEED PACE EQUIPMENT

BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

FOR SALE

Mills 5c Blue Fronts\$125.00
Mills Cherry Bells 200.00
Bally High Hands 125.00

AUTOMATIC VENDER CO.
152 Houston St. MOBILE, ALA.
Phone 62359

TRY MONARCH FOR A "SWEETHEART" OF A BUY!
SELECT ARCADE EQUIPMENT

SELECTOR SCOPE FORTUNE TELLER, 1 1/2 or 5c—NEW! \$375.00	DIFFERENT! \$330.00	
Shoot Your Way to Tokyo, With Flasher Lights, New Conversion \$300.00	Bally Kingpin, 14 Ft. High Score Bowling Alley, Latest Model \$295.00	
Chgo. Coin Hockey \$275.00	Night Bomber \$475.00	Super Bomber \$475.00
Bally Torpedo \$285.00	Mutos. Movie Machines \$99.50	Drivemobile \$375.00
Bally Racer \$185.00	Sky Fighter \$375.00	Rapid Fire \$265.00
Bally Baskets \$185.00	Defender \$375.00	K. O. Fighters \$225.00
Shoot the Chute \$185.00	Air Raider \$285.00	Keeney Submarine \$245.00
Tom Mix, Rebuilt \$125.00	Exh. Speed Bike \$195.00	Batting Practice \$145.00
Planetellus \$125.00	Skeeballette \$95.00	Poker Joker \$150.00
Skill Jump \$69.50	Anti-Aircraft \$125.00	United Nations \$150.00
Vitalizer \$110.00	Kicker & Catcher \$29.50	Keep Punching \$150.00
ABT Model F \$24.50	ABT Blue Targets \$29.50	Pike's Peak \$24.50
Gott. Triple Grip \$19.50	Photomatic, Late Mod. \$1275.00	Ten Strike \$95.00
Test Pilot \$275.00	West. Super Strength \$55.00	Seeburg Hockey \$89.50
Bally Ranger \$135.00	Scient. Skee Jump \$135.00	Genco Rollabase \$125.00

NEW GLASS — NEW CABINETS
LIMITED QUANTITY AVAILABLE—BUY NOW!

Mills Four Bell Cabinets \$45.00	Mills Jumbo Parade, P.O., Cabinet \$25.00
One Set of 5 Glass for 4 Bells \$20.00	Backboard Glass for Jumbo Cash \$4.50
Top Glass for Jumbo Cash, Fr. or An. \$7.50	Backboard Glass for '41 Derby \$9.25
Top Glass for Jenn. Silver Moon \$7.50	Backboard Glass for Pimlico \$9.25
Top Glass for Jenn. Bobtail \$7.50	Backboard Glass for Longacre \$10.00
Top Glass for Square Bell \$9.50	Top Glass for Three Bell \$15.00
Top Glass for Jumbo Free Play \$7.50	Backboard Glass for Sport Events \$9.25

REALLY RECONDITIONED! AUTOMATIC PAYOUT CONSOLES—REFINISHED!

Keeney 4-Way Bell \$625.00	Buckley Track Odds, Serials 13,000, Used 90 Days, Like New \$695.00	Mills Three Bells \$975.00
Keeney 4-Way Bell, 3-5c & 1-25c Chutes \$725.00	Evans '41 Bengtalls, J.P. \$550.00	Mills Four Bells \$675.00
Keeney Twin Super Bell, 5c & 25c \$550.00	Evans '41 Dominoe, J.P. \$495.00	Mills Jumbo Parade & 1-25c Head \$925.00
Keeney Twin Super Bell, 5c & 25c \$425.00	Evans '41 Dominoe \$425.00	Mills Dewey Slot, 5c \$105.00
Keeney Twin Super Bell, 5c & 25c, FP & PO \$595.00	Evans '40 Dominoe, J.P. \$375.00	Mills Caille Roulette, 25c \$295.00
Keeney Twin Super Bell, 5c & 25c, FP & PO \$595.00	Evans '37 Dominoe \$95.00	Pace Pay Day, 25c \$550.00
Keeney Triple Entry \$455.00	Evans '37 Bengtall \$95.00	Mills Jumbo Parade, Bally Royal Draw \$295.00
Keeney '38 Tracktime \$250.00	Waiting Big Game \$150.00	Evans Lucky Lucr. \$95.00
Buckley Flash'g Ivories \$295.00	Jenn. Silver Moon \$150.00	Evans 1938 Bengtalls \$375.00
Jenn. Good Luck \$45.00	Bally Hi-Hand, Reb. \$150.00	Baker Pacer, D.D.P. \$375.00
	Baker Pacer \$325.00	Evans '41 Bengtalls \$450.00
	Buckley Track Odds \$325.00	Jenn. Derby Day \$40.00
	Exh. Tanforan \$40.00	

MISCELLANEOUS EQUIPMENT

Exhibit Rotary Merchandiser, Pusher-Arm Type \$225.00	Exhibit Rotary Merchandiser, Chrome Claw Type \$140.00
Exhibit Merchandiser Digger \$89.50	Erle Diggers—Good Cabinets—Good Condition \$69.50
Buckley Treasure Island Diggers \$89.50	Mills One-Two-Three, Automatic Payout, Fruit or Animal Reels \$50.00
Mills One-Two-Three, Automatic Payout, Bally Payout Unit \$99.50	Chicago Coin Rollascors Bowling Alley, 9 Ft. \$125.00
Mills New Penny Glitter Gold Q.T., Original Cartons \$85.00	Mills Nickel Glitter Gold Q.T., Factory Rebuilt \$125.00
Mills Dime Glitter Gold Q.T., With New Stand—Our Sample \$165.00	Mills Nickel Blue Q.T., Factory Rebuilt, Repainted \$75.00
Mills Fact. Reb. 5c Blue & Gold Vest Pocket, \$52.50; Chrome, 5c \$62.50	

WRITE FOR PRICES ON ALL COIN MACHINE EQUIPMENT NOT LISTED.
 TERMS: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE Co.
 1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

CONVERTING—REBUILDING—REFINISHING

MILLS 1c, 5c, 10c Escalator Slots Conv. to 25c Play—3/5 P. O.
 MILLS 1c, 5c Escalator Slots Conv. to 10c Play—3/5 Payout.
 MILLS 5c, 10c, 25c Escalator Slots Changed 2/4 to 3/5 P. O.
 MILLS 1c Vest Pockets Converted to 5c Play
 MILLS 1c Q. T.'s Converted to 5c or 10c Play

Mechanism Entirely Overhauled and Cleaned; Castings Repainted or Gold Glittered.
 On Escalator Slots we also install full Drill Proof Sides in Cabinets, Knee Action Levers, Club Handles and New Reward Cards.

PARTS FOR MILLS SLOTS
 Clock Gears—Reel Strips—Reward Cards—Tubes, 25c Size, Etc.
 10% Discount in Lots of 100 or More.

Large Gears with Brackets and Springs \$2.45 Ea. Lots of 25
Reel Strips .42c Per Set in Lots of 25
Reward Cards, 2-5 or 3-5 .12c Each in Lots of 25
Payout Tubes, 25c Size \$.135 in Lots of 25
Club Handles, Painted and Chromed \$.375 in Lots of 25

We Have All Types of Springs and Other Parts for Mills Slots.

We Repair and Refinish Any Make of Slot.
 We Have Complete Sets of Mills 25c 3-5 Payout Slides.
ALL WORK GUARANTEED.
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MILLS GOLD CHROME BELLS, 5c, 10c, 25c, 2/5 payout	MILLS BLUE FRONTS, 5c, 10c and 25c..... WRITE
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MILLS BROWN FRONTS, 5c, 10c, 25c, 3/5 payout	KEENEY '38 TRACK TIME... \$85.00
MILLS VEST POCKETS, reconditioned Blue & Gold \$55.00	KEENEY '38 KENTUCKY CLUB \$75.00
	PACE SARATOGA, Comb. Cash & Free Play..... 125.00

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 CONVERTED TO
NEW HOLLYWOOD PEEK SHOWS
 COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW.
 PRICE COMPLETE ONLY \$425.00.
 GOOD SPICY PEEK SHOW FILMS IN STOCK FOR SALE OR RENTAL.

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KEENEY SUPER BELLS Combination Free Play & Payout, Used Only 30 Days. Looks Like New Machines. \$249.50	KEENEY SUPER BELLS. 2-Way. Rebuilt and Refinished. Like New. \$395.00
MILLS JUMBO PARADE Combination Free Play & Payout, Used Only 30 Days. Looks Like New Machines. \$189.50	BAKER'S PACER DAILY DOUBLE. Rebuilt and Refinished. Late Serials. \$295.00
MILLS JUMBO PARADES Automatic Payout, Late High Head Models. Used Only 30 Days. \$159.50	PACE SARATOGA or PACE REELS. Late '41 Models. Automatic Payout. \$149.50
EVANS GALLOPING DOMINOS Late Two-Tone, 1941 Jack Pot Models. \$395.00	BALLY CLUB BELL Combination Free Play and Payout, Late Serials. \$249.50
MILLS GOLD CHROMES 5c, 10c, 25c, 50c Play WRITE FOR PRICES	MILLS BLUE FRONTS 5c, 10c, 25c, 50c Play WRITE FOR PRICES

GUARANTEED RECONDITIONED PHONOGRAPHS

8 Rock-Ola Commandos	3 Wurlitzer Modernized 600K
2 Rock-Ola Premier	5 Wurlitzer Modernized 24
6 Rock-Ola Spectravox—Playmasters	2 Seeburg Gem in New Hi-Tone, 8200
3 Seeburg Classics New Rock-o-Lite	6 Rock-Ola Imperial New Rock-o-Lite
12 Wurlitzer Model 618 New Rock-o-Lite	3 Rock-Ola Super New Rock-o-Lite
3 Seeburg Regal New Rock-o-Lite	3 Rock-Ola DeLuxes New Rock-o-Lite
1 Seeburg Mayfair New Rock-o-Lite	4 Wurlitzer 61 Counter Models
1 Mills Empress	1 Wurlitzer Model 850
2 Rock-Ola Windsor, New Rock-o-Lite	2 Seeburg Rex New Rock-o-Lite

RECONDITIONED ARCADE EQUIPMENT

New Selectoscope Fortune Teller \$375.00	Mutoscope Ace Bomber, New, Refinished \$395.00
New Gilles Tail Gunner \$325.00	Mutoscope Skyflier, New, Refinished \$395.00
New Shoot Your Way to Tokyo \$330.00	Mutoscope Drive-Mobile, New, Refinished \$395.00
Keeney Submarine \$225.00	Genco Playball, Lite-Up Model \$189.50
New Axis Rats, Chicken Sam, Refinished, New Rock-o-Lite \$179.50	Seeburg Shoot-the-Chutes, Refinished, New Rock-o-Lite \$179.50
Scientific Batting Practice \$129.50	Bally Torpedo \$225.00
Bally Racer, Refinished \$89.50	Exhibit Fist Striker (Late Model) \$149.50
Evans Play Ball \$225.00	Exhibit Tiger Pull \$89.50
Uncle Sam Grip \$89.50	National O.K. Fighter \$159.50
Caille Push or Hug \$89.50	Exhibit Hi-Ball \$79.50
Caille Push or Grip \$89.50	Exhibit Rotary Merchandisers \$179.50
Groetchen Pike's Peak \$19.50	Gottlieb 3-Way Gripper \$19.50
Mills Flip Skill \$49.50	Casino Golf \$89.50

BUCKLEY WALL BOXES, Late Chrome, Illuminated, 24-Record, Good as New \$19.50	PACKARD PLA-MOR BOXES, All Rebuffed and Refinished. Look Like New \$32.50
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NEW 30 WIRE CABLE USED .50c Foot NEW SHIELDED 2-WIRE CABLE .12c Foot	KEENEY WALL BOXES, 20-Record Boxes. Guaranteed Perfect. \$6.50
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WANTED—USED MACHINES—HIGHEST CASH PRICE PAID
 Send List of Machines you have to sell and let us quote prices

All Machines Reconditioned, Ready To Operate. 1/2 Cash With Order, Balance C. O. D.
 All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

BADGER SALES COMPANY 1612 WEST PICO BLVD. LOS ANGELES 15, CALIF.	BADGER NOVELTY COMPANY 2546 NORTH 30TH STREET MILWAUKEE 10, WISCONSIN
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RE-BUILDS — RE-CONDITIONS —
RE-FINISHES — REPAIRS —

Your old run-down "CHICKEN SAM'S" and "JAIL-BIRDS" and converts them into "SHOOT THE JAP" Ray Guns. Cabinets are completely repaired and Amplifiers overhauled and reconditioned.

FOR **\$59.50** F. O. B. Chicago

Over 100 Different Numbers in RADIO TUBES!

That's right over 100 different radio tube numbers available and coming in every day. Substitutions are necessary, but here are some of those critical tubes you've been looking for. Keep supplied daily. Join our list of preferred customers and write today. Radio tubes for Ray Guns, Phonographs and all types of coin-operated machines.

All Numbers Are Subject To Prior Sale!

NET PRICES

0Z4	\$1.65	78	\$.90	125Q7	\$1.00
1Q5CT	1.65	6K7G	1.15	125Q7CT	1.10
2A3	2.00	6N7/CT	1.65	24A90
3Q5CT	1.65	6Q7/CT90	25L6CT	1.15
5Y3/CT75	6SK7	1.05	2675
6A7	1.00	6SQ7	1.05	2770
6A8	1.35	6SQ7CT	1.15	35/51	1.00
6C5	1.15	6V6CT	1.15	3790
6D6	1.00	6Z4/84	1.10	4290
6F6	1.15	7A8	1.35	43	1.10
6H6/CT	1.15	7B7	1.35	56	1.10
6J595	7F7	1.65	50L6CT	1.10
6J5CT95	83	1.35	5685
7695	84/6Z4	1.10	5795
7795	125K7CT	1.10	117Z6/CT	1.65

We Have Many Other Tube Numbers! Every order subject to prior sale.

WPB LIMITATION ORDER No. L265 makes "Supplier's Certificate" mandatory with each order.

ALL SHIPMENTS EXPRESS C. O. D. DO NOT SEND CHECK OR MONEY ORDER.
ONLY MAIL ORDER BUSINESS ACCEPTED!

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3. Plug 2051 Into Adaptor.
4. Remove 38 Tube and Slip 1 Wire on Each Filament Prong.
5. Plug in 38 Tube and the Machine Is Ready for Operation.

SIMPLIFIED INSTRUCTIONS

ONE WIRE ON EACH TUBE PRONG THAT FITS ON EACH SIDE OF RAISED MARK ON 38 TUBE SOCKET

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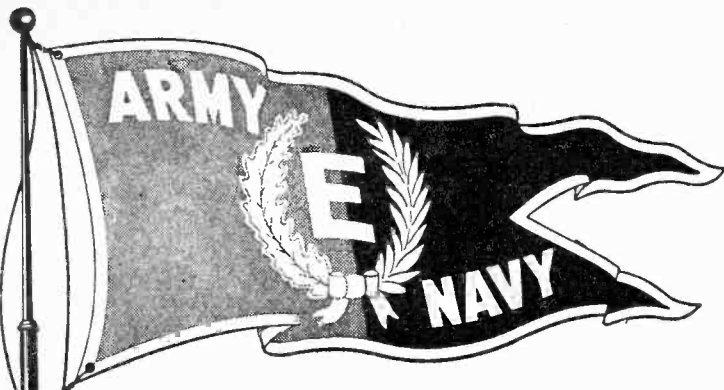
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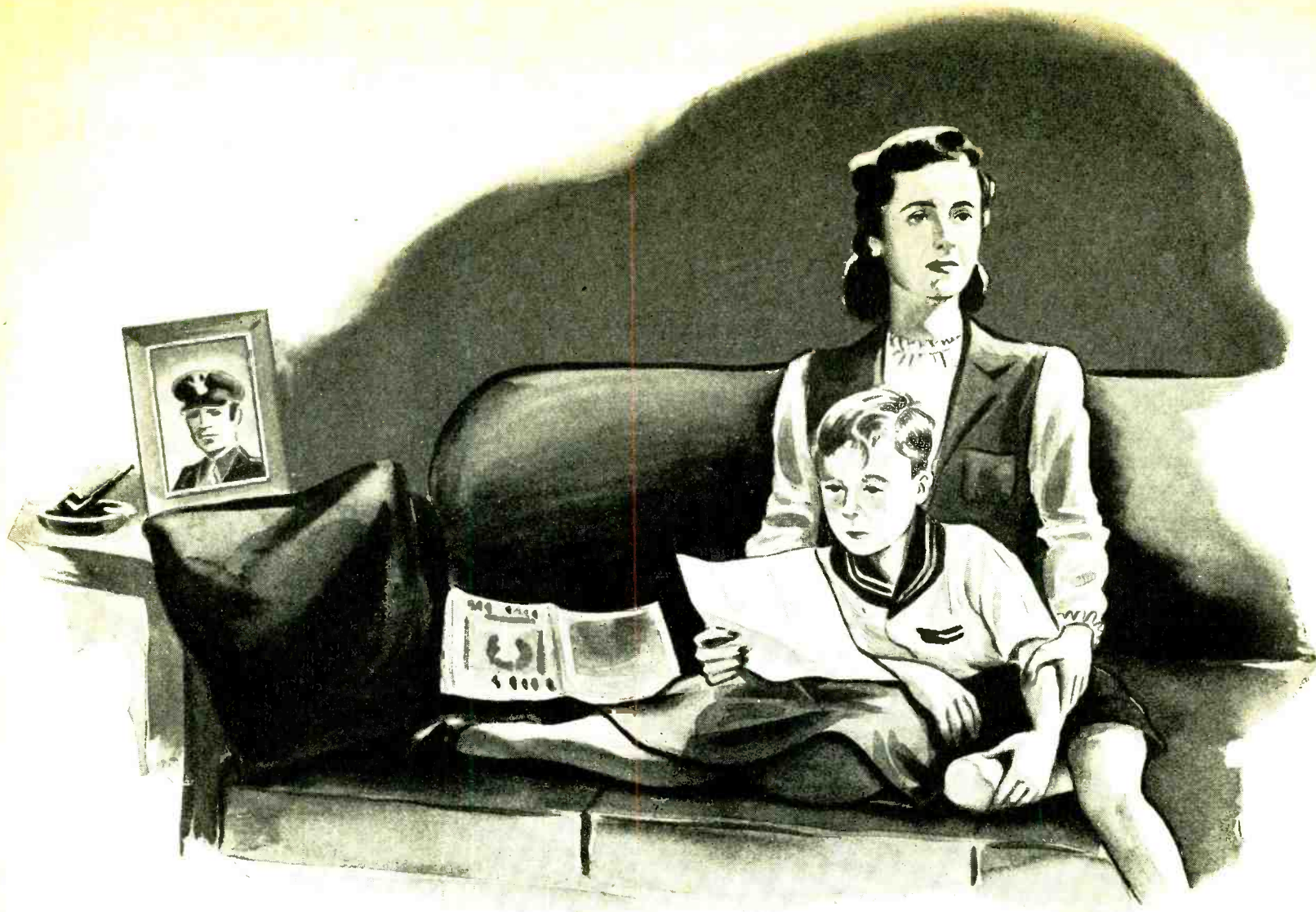
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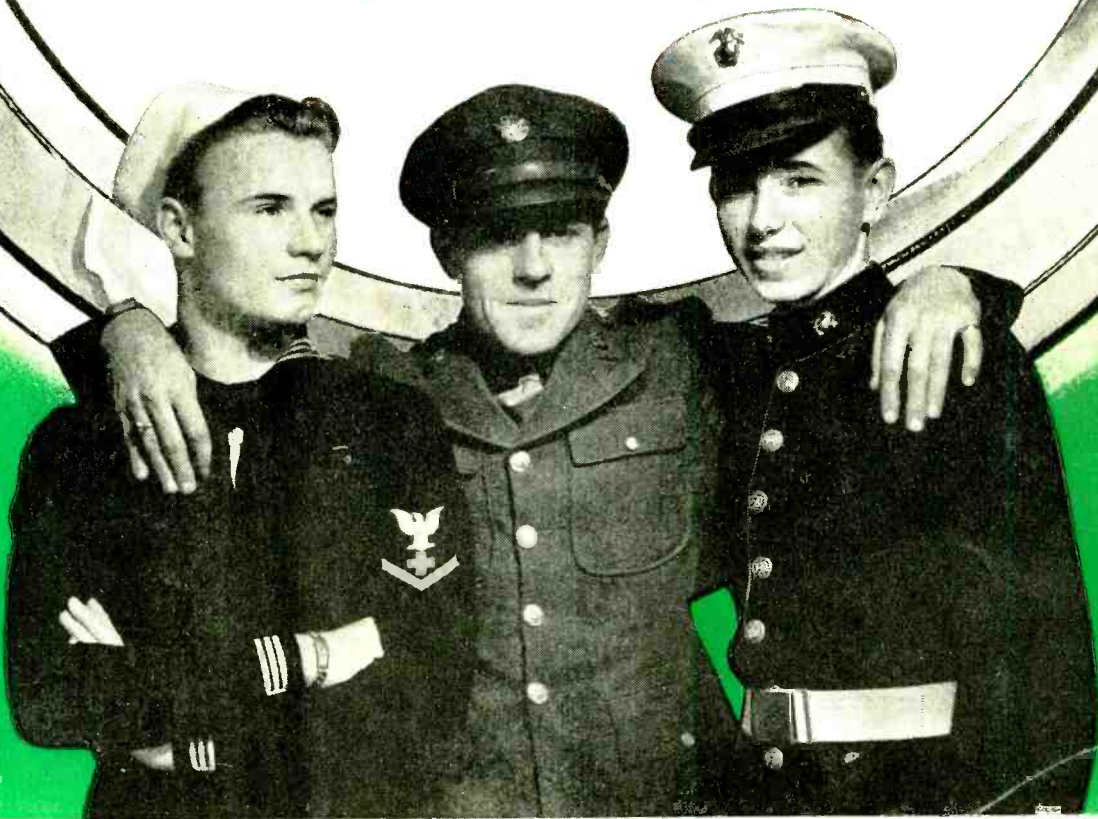
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